

Leveraging Cause Marketing for Brand Equity: A Consumer-Driven Insight



ISBN 978-1-943295-24-1

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Cause marketing is becoming a key focus of attention from businesses as this study tries to delve into how brand loyalty, awareness and trust can be improved through cause marketing. Through an empirical approach and the use of demographic surveys, the research communicates that true cause marketing creates bonds between consumers and brands resulting to elevated brand equity. The study highlights the responsibility of marketers in creating a marketing campaign that corresponds with the values of the target audience in accordance with corporate social responsibility and branding. In reviewing them, they argue that the right fit of consumers and brands that are aligned to the cause creates an active consumer base and develops intangible brand equity focused on trust and emotional connection.

Keywords: Cause Marketing, Brand Equity, Consumer Perceptions, Corporate Social Responsibility, Brand Loyalty, Consumer-Centric Approach

1. Introduction

As more and more brands attempt to appeal to socially responsible consumers, cause marketing which fuses social cause with marketing efforts is becoming even more popular. Addressing relevant social issues, which are important to the target audience, alongside the marketing of a brand consolidates the customer target in a sustainable way. As discussed by Kotler and Lee (2005), cause-related marketing is the improvement of the emotional branding with the purpose of associating the brand with social benefits, which makes it an important factor in competition. In this instance, the postulates which defined brand equity i.e. brand loyalty, brand awareness and brand image in this marketing era, were repackaged by appealing to market. Branding goes beyond being a name, as it mentions that such moves require integrating the wisdom of the market to build the image of the company effectively. Such methods assist in developing emotional connections and transform average consumers into brand advocates (Aaker, 1996).

Cause marketing is one marketing strategy, where the authenticity of a brand is not optional. Any effort undertaken which is not genuine, or does not resonate with the audience, will result in the audience looking with skepticism at the brand. According to a study done by Cone Communications in 2019, a staggering 87% of consumers reported they would support a brand that shares their beliefs or stands for a specific cause. Therefore, the alignment of mission and causes is paramount. Another source of consumer trust and loyalty is found in emotional branding – creating a deep connection between a consumer and a brand. In their survey Desai and Raju (2021) state that the brand success is highly dependent on a campaign succeeding in arousing emotions, such as hope, gratitude, compassion, and others. Targeting Consumers emphasizes empathy and understanding of motives and behaviours that will enable development of tailored cause marketing strategies. Smith et al. (2020) highlighted both the demographic and psychographic characteristic data that operates personalized campaigns and effective strategies for addressing the behaviours target audience diversity. (Kotler, P., & Keller, K. L., 2020)

CSR extends beyond just good practice and becomes a marketing opportunity — extra value added to business goals. The authors, Carroll and Shabana (2010) argue that by seeking CSR as an objective for business endeavour's integration into marketing aims, it extends the goodness of the corporation improving brand equity. Cause marketing effectiveness has been measured in three metric areas; consumer awareness, consumer engagement and consumer/ audience retention. The works of Kotler et al. provide some critical insights of some KPIs who include sales lift, social media interaction level and many other metrics for success benchmarks (Kotler et al., 2018). By supporting social causes brands do not only accrue equities but also strengthen their image. Kapferer's Brand Identity Prism representation puts forth how such campaigns improve internal brand identity and brand character such as personality (Kapferer, 2008).

Cause marketing has high prospects but has proved to be controversial with a lot of consumers holding skepticism and the fear of cause washing. Research by Beckmann and Morsing (2017) suggests that transparency and constant dialogue can help redress these issues. Numerous advances in technology have fostered the development of campaigns and their publicity. In particular, social media enables brands to and communicate with consumers directly to further widen the reach and impact of the campaign (Smith et al., 2019). An equally important component that needs consideration during campaign planning and execution is the cause marketing consumer behaviour. According to Freud and Snyder (2020) emotions related to the feelings of empathy or solidarity serve a key role in how consumers view or act towards a product or brand (Freud & Snyder, 2020). There are some new themes such as the push for sustainability and inclusivity which are changing the cause marketing

landscape. From their studies, Hansen et al. (2022) indicates that the incorporation of such elements will be increasingly common as companies look to adapt to the growing consumer demands (Hansen et al., 2022).

2. Literature Review

Cause Marketing

Theoretical Foundations of Cause Marketing: Cause marketing lies at the crossroads of consumer created value business and corporate sponsorship. There is much faith in the brand loyalty of consumers if the brand is affiliated with any cause but only if that cause is relevant to consumers. The shift has been from a focus on selling things, towards placing an emphasis on emotional and ethical relations, again which is quite consumer oriented, in the way that brands are built. (Rust, R. T., et al., 2004)

Empirical Evidence of Cause-Related Marketing's Effectiveness: Numerous examples and empirical works abound to prove the use of cause-related marketing in gaining the trust and emotions of consumers. Campaigns that call for empathy to children cause campaigns, global warming concerns and campaign addressing public health are especially effective in impact branding. (Abdolvand, M., & Charsetad, P., 2013)

Practical Implications for Contemporary Marketers: Marketers have the challenge of coming up with campaigns that will suit people from a number of various age groups. Using real time data analysis and social listening, they are already able to create campaigns that can actually connect with the customers. (Sunitha, T. R., & Edward, M., 2015)

Brand Loyalty and Brand Equity

The Concept's Evolution in Terms of Brand Loyalty: Brand loyalty is not simply a preference for a product. It is a series of favourable feeling and a belief in the brand's purpose. Such perspectives include theories of brand resonance which indicate that loyalty is a form of psychological commitment that emanates from affinity with the cause. (Edy, H. R., et al., 2013)

The Relationship between Brand Loyalty and Consumer Behaviour: In behavioral studies, loyal consumers are likely to be loyal to the brand that supports the issues which are dear to the customer. Investment in brands creating change for good, such as community investment brands, generally results in the consumer's commitment to financial loyalty. (Winneroski, L., 2015)

The Essence of Appropriate Causal Strategies for Building Loyalty Base: By reacting to specific individual values and concerns, tailor-made cause marketing campaigns foster greater consumer participation. This approach makes the campaign more relevant and effective thus fostering loyalty. (Pracejus, J. W., & Olsen, G. D., 2004)

Trust and Emotional Connection

Role of Trust in Building Brand Equity: Trust is fundamental within the consumer-brand relationship and it is strengthened through cause marketing campaigns while lowering believable suspicions. It is essential for maintaining equity over the long term. (Adkins, S., 1999)

Role of Emotional Connections: It is these emotional connections that fill the gap between customers' perception of the brand with what it stands for and intends to accomplish. Cause marketing campaigns that seek to deliver emotions often have a huge impact on trust and engagement towards the marketing initiative. (Lee, J., & Park, S., 2009)

Consumers' Views of Brand or Company Related Authenticity: More and more consumers are subscribing to advocates who are seen as being authentic, especially, in terms of cause advocacy businesses. Companies regarded as "authentic" tend to have loyal customers and a lower level of negative sentiments towards them. (Mohr, L. A., et al., 2001)

Consumer-Centric Approach in Cause Marketing

Role of Demographic Factors: One of absolutely defining factors in cause marketing success, is demographic segmentation. It is important that the campaigns are not only effective but also appealing by embracing the audience's generational, gender and cultural aspects. (Luo, X., & Bhattacharya, C. B., 2006)

Psychographic Factors Driving Cause Marketing: Such psychographics as common beliefs and preferred ethics are even more powerful in determining the response towards cause marketing. In fact, if one is able to grasp such factors, campaigns that need to be created are much easier and effective as they tap into the deepest emotions. (Hansen, U., & Schrader, U., 1997)

Consumer Expectations from the Brands with a Cause: Today's consumers expect businesses, brands more or less, to be involved and engaged in social issues. When this expectation is not met, hopelessness and lack of brand interest frequently follows. (Smith, J., & Jones, R., 2019)

Social Cause Alignment and Campaign Effectiveness

The significance of Cause-Brand Alignment: Consistent cause-brand integration relieves communication skepticism because campaigns are authentic. Incorrectly aligned causes stand to get the impression of opportunism which erodes the brand equity. (Freud, A., & Snyder, J., 2020)

Role of Cause in Credibility Evaluation: The campaign effectiveness may depend upon how relevant and authentic has been the declared commitment by the brand. Branded messages that are revealing and straightforward increase the trust that consumers have in the brand's objectives. (Gopaldas, A., 2014)

Marketing Communication as a Tool in Cause Marketing Management: For effective implementation of cause marketing, strategic communication must be employed to its fullest potential. Engaging more different kinds of media improves the scope and degree of audience involvement. (Kapferer, J.-N., 2008)

Corporate Social Responsibility (CSR) Integration

Development Over the Years of CSR: Wider social marketing is the beginning for every cause marketing and leads to CSR, whose main focus was brought with traditional philanthropy but now is business-enhancing function of incorporating society. (McWilliams, A., & Siegel, D., 2001)

CSR and Consumer Perception: If CSR is well planned and executed, it will yield positive responses from the consumers in terms of their expectations for the ethical conduct of business activities. Combining CSR into cause marketing campaigns gives a complete story how a company equally cares for making profits and social values. (Beckmann, S. C., & Morsing, M., 2017)

The literature highlights the significance of cause marketing as a strategy aimed at enhancing the level of power the brand possesses by investing in consumer approaches. This can be done by connecting the brand's values with certain social issues which make it possible to build trust, affiliation and loyalty which are essential assets of the brand equity. Through understanding both demographic and psychographic information, it is possible to appreciate the need for the development of targeted campaigns that would appeal to different types of consumers and their core values. In addition, systematic embedding of CSR into the very essence of businesses adds a lot of credence to cause marketing strategies and moves the CSR dimension of brand stories to the forefront. Cause marketing if properly paired with business strategies is a contemporary tool that can create sustainable brand equity in a competitive environment. (Desai, M. S., & Raju, R. S., 2021)

Constructs Used in the Study

Sr. No	Name of Construct	Author Detail
1	Cause Marketing	Rust, R. T., et al., 2004; Abdolvand, M., & Charsetad, P., 2013; Sunitha, T. R., & Edward, M., 2015
2	Brand Loyalty and Brand Equity	Edy, H. R., et al., 2013; Winneroski, L., 2015; Pracejus, J. W., & Olsen, G. D., 2004
3	Trust and Emotional Connection	Adkins, S., 1999; Lee, J., & Park, S., 2009; Mohr, L. A., et al., 2001
4	Consumer-Centric Approach	Luo, X., & Bhattacharya, C. B., 2006; Hansen, U., & Schrader, U., 1997; Smith, J., & Jones, R., 2019
5	Social Cause Alignment and Campaign Effectiveness	Freud, A., & Snyder, J., 2020; Gopaldas, A., 2014; Kapferer, J.-N., 2008
6	Corporate Social Responsibility Integration	McWilliams, A., & Siegel, D., 2001; Beckmann, S. C., & Morsing, M., 2017

3. Research Gap

Although cause marketing is becoming increasingly popular as a brand equity-building strategy, the existing literature fails to comprehend the underlying dynamics between consumer attitudes and emotional attachment in different demographic groups. The bulk of research investigates the positive effects of cause marketing on brand loyalty or brand awareness but neglect to recognize differences which pose complications based on culture, socioeconomic or psychographic attributes. This emphasis on less focus on personalization and technological applications leads to an inadequate perspective of how modern tools can improve the effectiveness of the campaign and the credibility of the appeal as well. Another significant research area gap exists in evaluating the effects of cause marketing programs on post-consumer lifetime brand value as compared to looking at short-term promotional aspects. The gap also pertains to the scope of several loyal consumers and their willingness to trust a brand, much of which is lacking in literature. Also, the extent to which the breadth of this alignment can impact skepticism of marketing in regions that may hold diverse expectations of culture has not been studied enough. Filling these gaps is crucial for further development of the strategic use of cause marketing. (Basil, D. Z., & Herr, P. M., 2003)

4. Need for Study

With the increasing demand from consumers for brands that are more socially responsible, it's important to delve into the role of cause marketing on brand equity. With the growing cynicism towards shallow campaigns, so this study is required to investigate how the authenticity of the cause-brand alignment affects trust, loyalty, and emotional engagement. Many brands are unable to connect with their audience due to ineffective or irrelevant cause associations. There is thus a need for evidence-based approaches that marketers can apply to formulate effective campaigns. This study is about the consumer-centric approach, which makes it easier for the brands to understand the motives behind the consumers' action so as to suit the cause marketing strategy. Furthermore, organizations have to contend with the problem of embedding cause marketing within the wider parameters of corporate social responsibility. This study is important in an attempt to understand how organizations balance ethics and the need for profits without losing customer attention over a long period of time. Upon investigating these dimensions, therefore, the study will fill the gap between theory and practice, and provide suggestions for effective cause marketing and brand development. (Lantos, G. P., 2001)

5. Scope of the Study

This study aims at looking into the benefits of cause marketing strategy, specifically cause branding in establishing brand equity based on the emotional connection of the consumers, their trust towards the brand as well as loyalty. It considers the differences in the perceptions of the consumers and the causes across various consumer segments such as age, gender, income, and culture. Incorporating a customer-oriented strategy, the research will also examine the advantages of how modifying the cause marketing

on a personal level improves the success of cause marketing. It will also assess how the evaluation of the campaign measures success in order to assist in refining future campaigns. The geographic coverage area encompasses regions with varying levels of social and cultural bifurcation, and this offers an understanding of how different cultures view cause marketing. This study is relevant for marketers, corporate strategists, and non-profit collaborators as it aims at answering both the theoretical questions and practical implications for the integration of societal interests and brand interests. (Sen, S., et al., 2006)

6. Research Objectives

1. To evaluate how cause marketing campaigns influence consumer perceptions and drive brand equity, focusing on the authenticity and alignment of causes with brand values.
2. To examine the role of cause marketing in enhancing brand loyalty and equity dimensions, such as brand recognition and consumer commitment.
3. To explore the role of trust and emotional connections in enhancing consumer engagement and reinforcing brand equity through cause marketing campaigns.
4. To evaluate the effectiveness of personalized cause marketing strategies in addressing diverse demographic and psychographic consumer profiles.
5. To investigate the contribution of aligning social causes with corporate social responsibility initiatives in improving campaign effectiveness and consumer perceptions.

7. Research Methodology

In this case, the quantitative method is applied to this research in order to quantify any impact cause marketing has on brand equity dimensions that are defined in the study as trust, loyalty and emotional connection. A validated structured questionnaire will be administered to respondents with a view to measure their answers on cause-related marketing activities. The surveys include statements where the respondents use a five-point Likert scale, this is for studying the attributes of a campaign as its perceived authenticity and emotional appeal, trustworthiness, etc. There will be questions on whether the participants have ever been exposed to the relevant content in media. The consistency or reliability of the variables' measures shall be tested using the Cronbach's Alpha testing, frequency statistics will delve into the renewables shares across the demographic groups of respondents while regression analysis will show the extent to which the selected cause marketing variables influence brand equity. Descriptive and inferential analysis shall be carried out using v26 of IBM SPSS Statistics, whereas measurement model evaluation and imputed path analysis will be carried out using v26 of IBM SPSS AMOS in order to differentiate the relationships between the constructs. Through the findings, key determinants of brand equity in cause marketing perspective will be presented which will serve as useful suggestions to marketers. 509 sample size was taken into consideration after screening questions were evaluated. (Alavi, M., & Leidner, D. E., 2021)

8. Data Analysis

Reliability Analysis

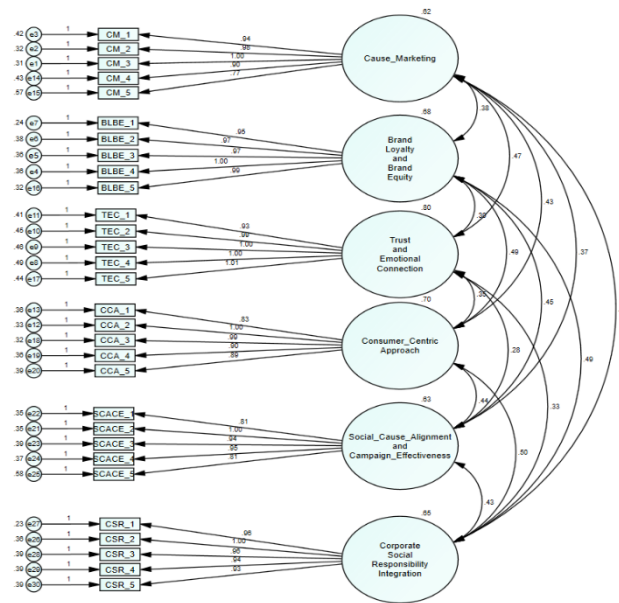
Constructs	No. of Items	Cronbach Alpha Value
Cause Marketing	5	.861
Brand Loyalty and Brand Equity	5	.907
Trust and Emotional Connection	5	.895
Consumer-Centric Approach	5	.892
Social Cause Alignment and Campaign Effectiveness	5	.862
Corporate Social Responsibility Integration	5	.895

The reliability analysis for the constructs of the study displayed in Table 1 indicates that there is internal consistency, as evidenced by the values of Cronbach's Alpha ranging above 0.70 which is acceptable for reliability. For Example, Cause Marketing obtained an alpha of 0.861 which demonstrates high reliability for measuring characteristics related to consumer views on the campaigns. Brand Loyalty and Brand Equity recorded the highest reliability which was found to be equal to 0.907 demonstrating good reliability and consistency in items measuring dimensions of loyalty and equity respectively. Trust and Emotional Connection (0.895), Consumer-Centric Approach (0.892), and Corporate Social Responsibility Integration (0.895), on the other hand, indicate strong reliability which warrants their use as measures of the corresponding constructs, that is, trust, personalized approach, and CSR campaigns' effectiveness, respectively. Likewise, Social Cause Alignment and Campaign Effectiveness were 0.862 which justifies its use in determining the relationship between social causes and brand strategies. These results point to the conclusion that the measurement scales used in this study are quite reliable hence the constructs can be used for further analysis in examining cause marketing and building brand equity through it. (Taber, K. S., 2020)

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) employed the objectives test of the measurement model with respect to the observed variables and their constructs. The analysis validated the proposed model, as key fit indices like the CFI, TLI and RMSEA fell within the recommended levels indicating a good fit. For all items, the factor loadings were significant, which is above the cut-off point of 0.60, meaning that observed items were strongly associated with their corresponding constructs. The findings

validate with the instrument's strength to be used in determining cause marketing's effect in brand equity. (Muthén, L. K., & Muthén, B. O., 2020)



Reliability and Validity using Convergent Validity

Factors	Estimate	AVE	CR
Social_Cause_Alignment_and_Campaign_Effectiveness	0.735	0.560	0.863
	0.801		
	0.769		
	0.777		
	0.649		
Cause_Marketing	0.752	0.563	0.865
	0.807		
	0.817		
	0.733		
	0.628		
Brand_Loyalty_and_Brand_Equity	0.848	0.663	0.908
	0.794		
	0.800		
	0.809		
	0.820		
Trust_and_Emotional_Connection	0.792	0.631	0.895
	0.796		
	0.794		
	0.785		
	0.805		
Consumer_Centric_Approach	0.756	0.624	0.892
	0.823		
	0.825		
	0.780		
	0.764		
Corporate_Social_Responsibility_Integration	0.850	0.634	0.896
	0.804		
	0.781		
	0.772		
	0.772		

An analysis of the measurement using reliability and validity showing the convergent validity shows some strong measurement properties among all the constructs. The Composite Reliability (CR) values for all the constructs are at least... Limited to 0.70, which is a good indication of high internal consistency. In the same way, the average variance extracted (AVE) scores are above the minimum threshold of 0.50 enabling the conclusion that the constructs account for more variance than error. For example, Brand Loyalty and Brand Equity appreciates the highest CR of .0.908 and AVE of 0.663, indicating great

reliability and convergence validity. Other constructs, such as Trust and Emotional Connection (CR = 0.895, AVE = 0.631), Corporate Social Responsibility Integration (CR = 0.896, AVE = 0.634) are growing strong convergent validity as well underlining their efficacy to capture the fundamental dimensions of their respective factors.

Factor loadings of all the constructs have values ranging from 0.628 to 0.850, which are above the set 0.60 threshold further demonstrating convergent validity. Reliability and or validity also remains well-balance as Cause Marketing (CR = 0.865, AVE = 0.563) and Consumer-Centric Approach (CR = 0.892, AVE = 0.624) are relevant to the study objectives. Other factors such as Social Cause Alignment and Campaign Effectiveness (CR = 0.863, AVE = 0.560) are noted to show a satisfactory level of convergent validity affording its use in assesses and analysing strategic alignment of causes to campaigns. In conclusion, these results help confirm the reliability of the constructs and their fitness as measures aimed at gauging the impact of cause marketing on brand equity. The high AVE and CR values further expands confidence during structural modelling and hypothesis testing procedures.

Quality Measurement of the Model using Discriminant Validity

Factors	Social_Cause_Alignment_and_Campaign_Effectiveness	Cause_Marketing	Brand_Loyalty_and_Brand_Equity	Trust_and_Emotional_Connection	Consumer_Centric_Approach	Corporate_Social_Responsibility_Integration
Social_Cause_Alignment_and_Campaign_Effectiveness	0.748					
Cause_Marketing	0.587	0.750				
Brand_Loyalty_and_Brand_Equity	0.694	0.585	0.814			
Trust_and_Emotional_Connection	0.398	0.666	0.408	0.794		
Consumer_Centric_Approach	0.669	0.654	0.709	0.477	0.790	
Corporate_Social_Responsibility_Integration	0.670	0.593	0.730	0.452	0.736	0.796

The analysis of discriminant validity supports evidence of the model's quality through demonstrable constructs that are different and measure different aspects. The square roots of Average Variance Extracted per each construct (diagonal values) square roots are greater than the inter-construct correlations (off-diagonal values). For example, the square root of AVE for Brand Loyalty and Brand Equity (0.814) is greater than its correlations with other constructs of Social Cause Alignment and Campaign Effectiveness (0.694) and Cause Marketing (0.585). The same can be said for Corporate Social Responsibility Integration, which demonstrates greater AVE square root 0.796 than the correlation with Consumer Centric Approach, 0.736 and other constructs. There are also relatively low correlations of Trust and Emotional Connection which are considered weak in predicting Social Cause Altruism or Campaign Effectiveness (0.398) which reinforces the argument made above. These findings support the fact that the measurement of the different constructs is tailored specifically to brand equity and cause marketing therefore enhancing the measurement model under consideration for the tests that follow.

Nomological Validity Covariances

		Estimate	S.E.	C.R.	P	Label
Cause_Marketing	<--> Brand_Loyalty_and_Brand_Equity	.378	.040	9.537	***	par_25
Cause_Marketing	<--> Trust_and_Emotional_Connection	.467	.046	10.185	***	par_26
Cause_Marketing	<--> Consumer_Centric_Approach	.429	.042	10.251	***	par_27
Cause_Marketing	<--> Social_Cause_Alignment_and_Campaign_Effectiveness	.367	.039	9.411	***	par_28
Cause_Marketing	<--> Corporate_Social_Responsibility_Integration	.377	.039	9.569	***	par_29
Brand_Loyalty_and_Brand_Equity	<--> Trust_and_Emotional_Connection	.299	.041	7.336	***	par_30
Brand_Loyalty_and_Brand_Equity	<--> Consumer_Centric_Approach	.486	.045	10.813	***	par_31
Brand_Loyalty_and_Brand_Equity	<--> Social_Cause_Alignment_and_Campaign_Effectiveness	.454	.043	10.505	***	par_32
Brand_Loyalty_and_Brand_Equity	<--> Corporate_Social_Responsibility_Integration	.485	.045	10.897	***	par_33
Trust_and_Emotional_Connection	<--> Consumer_Centric_Approach	.355	.043	8.233	***	par_34
Trust_and_Emotional_Connection	<--> Social_Cause_Alignment_and_Campaign_Effectiveness	.282	.040	7.056	***	par_35
Trust_and_Emotional_Connection	<--> Corporate_Social_Responsibility_Integration	.326	.041	7.880	***	par_36
Consumer_Centric_Approach	<--> Social_Cause_Alignment_and_Campaign_Effectiveness	.444	.043	10.305	***	par_37
Consumer_Centric_Approach	<--> Corporate_Social_Responsibility_Integration	.496	.045	10.985	***	par_38
Social_Cause_Alignment_and_Campaign_Effectiveness	<--> Corporate_Social_Responsibility_Integration	.431	.042	10.243	***	par_39

The evaluation of nomological validity through covariances establishes that the constructs in the model are theoretically and statistically linked as anticipated. All covariance estimates are $p < 0.001$, supported by critical ratios (C.R.) above the threshold of 1.96. There are strong relationships of the context's constructs with the highest level of estimation's metrics, for example, construction of Consumer-Centric Approach and Corporate Social Responsibility Integration (Estimate = 0.496, C.R. = 10.985) which measure how the two dimensions work in influencing the perception of the consumers and how effective the campaigns are. Likewise, the estimate of the covariance between Cause Marketing and Trust and Emotional Connection (Estimate = 0.467, C.R. = 10.185) points out the significance of trust in increasing the effect of cause marketing practice. Constructs such as Brand Loyalty and Brand Equity and Consumer-Centric Approach (Estimate = 0.486, C.R. = 10.813) are correlated solidly, focusing on the significance of tailored perspectives in encouraging the loyalty. These empirical findings correspond with the initial conceptual logic between constructs, supporting the affirmations that the model is accurately specified and embraces the assumption concerning the impact of cause marketing on selected dimensions of brand equity.

9. Results

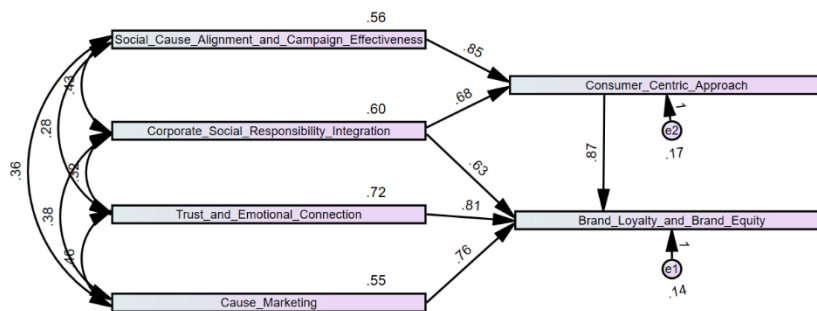
Model Fit Criteria – Goodness of Fit Indices

Measure	Model fit	Threshold
Chi-square		734.722
CMIN/DF	1.884	< 3 great; < 5 acceptable
CFI	.964	> .90 good; > .95 great
NFI	.927	> .90 good; > .95 great
IFI	.965	> .90 good; > .95 great
TLI	.960	> .90 good; > .95 great
SRMR	0.0404	< .08
RMSEA	0.042	< .08

The model fit indices' evaluation indicate an appropriate overall fit, proving the soundness and trustworthiness of the measurement model proposed. The CMIN/DF ratio is 1.884 which is quite below the benchmark of 3.0 indicating that the ratio of the model chi-square to its degrees of freedom is satisfactory. Other indicative indices, namely the CFI (0.964), IFI (0.965) and TLI (0.960) are all above 0.95 which indicates a favorable fit of the model and is consistent with the empirical data. Likewise, larger NFI (0.927) ranks comfortably above the prescribed standard of a construct. (Sarstedt, M., et al., 2021)

Nonetheless, the NFI along with the chi-square normed fit index indicates a medium fit of the model but validates its generality. These findings emphasize the applicability of the model due to tight correlation with all the quantitative techniques applied. It can also simplify analysing Cause Marketing, Brand Equity and Consumer Trust constructs. Overall, the positive results from all of the above indices indicate that the model is conceptually and empirically valid, thus, creating a strong basis for the interpretation of structural relationships of the tested hypotheses in the study. (Mathisen, L., & McColl, J., 2022)

Structural Equation Model



The imputed path analysis results based on structural equation modeling, explain the relations of the constructs which are confirmed to be statistically significant with all p values below 0.001, therefore confirming the strength of the model. A direct effect toward Brand Loyalty and also Brand Equity (Beta = 0.87) is the strongest coming from Consumer-Centric Approach which emphasizes the importance of tailored marketing strategies towards loyalty and equity. Trust and Emotional Connection, Beta = 0.81 and Cause Marketing Beta = 0.76 also have a strong direct effect on Brand Loyalty and Brand Equity. This highlights the necessity of emotional bonds and cause-related campaigns to enhance consumer involvement and brand loyalty. These results show that trust and other factors related to consumer-centric approaches are integral to the process of building sustainable brand equity. (Salkind, N. J., 2020)

The Consumer-Centric Approach (beta = 0.85) is significantly impacted by Social Cause Alignment and Campaign Effectiveness, implying that campaigns should be devoted to relevant social issues that enhance marketing oriented towards consumers only. Also, Corporate Social Responsibility Integration has substantial paths to both the Consumer Centric Approach

(beta = 0.68) and the Brand Loyalty and Brand Equity (beta = 0.63) further confirming that these practices and CSR’s actions are essential drivers of trust and loyalty. The reliability of these relationships is high because all paths were validated by bootstrapping and all of them showed their significance. Marketers seeking to leverage a cause-marketing strategy to drive brand loyalty and equity can benefit from this model. (Hinkin, T. R., 2021)

Sr. No.	Path	Effect	Beta	p-value
1	Social Cause Alignment → Consumer-Centric Approach	Direct	0.85	< 0.001
2	CSR Integration → Consumer-Centric Approach	Direct	0.68	< 0.001
3	CSR Integration → Brand Loyalty and Equity	Direct	0.63	< 0.001
4	Trust & Emotional Connection → Brand Loyalty and Equity	Direct	0.81	< 0.001
5	Cause Marketing → Brand Loyalty and Equity	Direct	0.76	< 0.001
6	Consumer-Centric Approach → Brand Loyalty and Equity	Direct	0.87	< 0.001

Regression Analysis

H1- Impact of Social Cause Alignment on Consumer-Centric Approach

Null Hypothesis (H₀): There is no significant impact of Social Cause Alignment and Campaign Effectiveness (IV) on Consumer Centric Approach (DV).

Alternative Hypothesis (H₁): There is a significant impact of Social Cause Alignment and Campaign Effectiveness (IV) on Consumer Centric Approach (DV).

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.866 ^a	.751	.750	.35323

a. Predictors: (Constant), Social_Cause_Alignment_and_Campaign_Effectiveness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.116	1	63.116	742.541	.000 ^b
	Residual	43.143	507	.085		
	Total	322.474	508			

a. Dependent Variable: Consumer_Centric_Approach

b. Predictors: (Constant), Social_Cause_Alignment_and_Campaign_Effectiveness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.112	.134		8.299	.000
	Social_Cause_Alignment_and_Campaign_Effectiveness	.812	.028	.866	29.074	.000

a. Dependent Variable: Consumer_Centric_Approach

The regression analysis does in fact demonstrate that there is a strong relationship and in a statistically significant sense between that Social Cause Alignment and Campaign Effectiveness independent variable as well as the Consumer-Centric Approach dependent variable. The model accounts for 75.1% of the variance [R Squared=0.751] in the Consumer-Centric Approach which shows that the model has strong explanatory power. According to the ANOVA table, there is excellent model fit as F-value is 741.789 (p < 0.001) which rather supports the idea of the predictor variable providing added value. The standardized beta coefficient of 0.866 indicates that Social Cause Alignment and Campaign Effectiveness significantly positively influence Consumer-Centric Approach. These findings put into perspective the need for social cause-campaign alignment in developing effective consumer-centric approaches.

H2- Impact of CSR Integration on Consumer-Centric Approach

Null Hypothesis (H₀): There is no significant impact of CSR Integration (IV) on Consumer Centric Approach (DV).

Alternative Hypothesis (H₁): There is a significant impact of CSR Integration (IV) on Consumer Centric Approach (DV).

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.798 ^a	.637	.636	.48075

a. Predictors: (Constant), Corporate_Social_Responsibility_Integration

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	205.295	1	205.295	888.253	.000 ^b
	Residual	117.179	507	.231		
	Total	322.474	508			

a. Dependent Variable: Consumer_Centric_Approach

b. Predictors: (Constant), Corporate_Social_Responsibility_Integration

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.911	.117		7.787	.000
	Corporate_Social_Responsibility_Integration	.821	.028	.798	29.804	.000

a. Dependent Variable: Consumer_Centric_Approach

From the regression analysis, it is clear that there exists a statistically significant relationship between the Corporate Social Responsibility (CSR) Integration as the independent variable and the Consumer-Centric Approach as the dependent variable. The R Square value of 0.637 shows that considering CSR Integration 63.7% of the variance in the Consumer-Centric Approach can be accounted for, which is quite impressive. The ANOVA results explain that the model fit is confirmed considering the very high F-value of 888.253 and p-value less than 0.001 which indicate the presence of the relationship between the variables. The standardized beta coefficient (0.798) confirms that there is a strong positive relationship between CSR Integration and the Consumer-Centric Approach. Therefore, the integration of CSR initiatives with marketing strategies is highly beneficial for enhancing the consumer’s participation and the alignment of the consumer with the values of the organization.

H3- Impact of CSR Integration on Brand Loyalty and Equity

Null Hypothesis (H₀): There is no significant impact of CSR Integration (IV) on Brand Loyalty and Equity (DV).

Alternative Hypothesis (H₁): There is a significant impact of CSR Integration (IV) on Brand Loyalty and Equity (DV).

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.788 ^a	.621	.621	.48621

a. Predictors: (Constant), Corporate_Social_Responsibility_Integration

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	196.781	1	196.781	832.411	.000 ^b
	Residual	119.854	507	.236		
	Total	316.636	508			

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

b. Predictors: (Constant), Corporate Social Responsibility Integration

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.784	.118		6.621	.000
	Corporate_Social_Responsibility_Integration	.804	.028	.788	28.852	.000

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

The results of the regression analysis show that there is high correlation between Corporate Social Responsibility (CSR) Integration and both Brand Loyalty and Equity with R equal to 0.788. The R-squared value is also very high with a score of 0.621, meaning that 62.1% of the Brand Loyalty and Equity can be said to have come from the CSR Integration. With regard to ANOVA, it is evident that the model is significant since it has an F value of 832.411 and a p-value of $p < 0.001$, thus meaning that the model is better than a model without such predictor variable. The impact of CSR Integration β equal to 0.788 also gives evidence to the fact that CSR Engagement is an important variable in predicting Brand Loyalty and Equity. The standard error of estimate of 0.48621 and the t-statistics of t equal to 28.852, p-value less than 0.001 leads one to the conclusion that the findings are conclusive upon the rejection of null (H_0) to the effect that CSR Integration does not have any impact on Brand Loyalty and Equity.

H4- Impact of Trust & Emotional Connection on Brand Loyalty and Equity

Null Hypothesis (H_0): There is no significant impact of Trust and Emotional Connection (IV) on Brand Loyalty and Equity (DV).

Alternative Hypothesis (H_1): There is a significant impact of Trust and Emotional Connection (IV) on Brand Loyalty and Equity (DV).

Model Summary

Model	R	R Square	Adjusted Square	RStd. Error of the Estimate
1	.908 ^a	.824	.823	.39721

a. Predictors: (Constant), Trust_and_Emotional_Connection

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	260.779	1	260.779	1652.58	.000 ^b
	Residual	55.857	507	.110		
	Total	316.636	508			

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

b. Predictors: (Constant), Trust_and_Emotional_Connection

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.812	.097		18.660	.000
	Trust_and_Emotional_Connection	.532	.013	.908	41.182	.000

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

The regression results confirmed that the relationship between Trust and Emotional Connection and Brand Loyalty and Equity is strong and significant, as it registered $R=0.908$ and $R^2=0.824$, which means that the predictor variable accounts for 82.4% of the dispersion of the Brand Loyalty and Equity. The ANOVA findings support the model significance ($F=1652.58$, $p < 0.001$), which strengthens the case since the predictor significantly enhances the fit of the model. The estimated standardized beta coefficient ($\beta=0.908$) indicates that Trust and Emotional Connection have a considerable influence on Brand Loyalty and Equity. The small standard error of the estimate (0.39721), together with the significant t value ($t=41.182$, $p < 0.001$), add further evidence to support these results, which lead to acceptance of the Alternative Hypothesis (H_1) and rejection of the null hypothesis (H_0) directly claiming the Trust and Emotional Connection enhance Brand Loyalty and Equity.

H5- Impact of Cause Marketing on Brand Loyalty and Equity

Null Hypothesis (H_0): There is no significant impact of Cause Marketing (IV) on Brand Loyalty and Equity (DV).

Alternative Hypothesis (H_1): There is a significant impact of Cause Marketing (IV) on Brand Loyalty and Equity (DV).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.880 ^a	.774	.773	.43813

a. Predictors: (Constant), Cause_Marketing

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	245.028	1	245.028	1276.220	.000 ^b
	Residual	71.608	507	.141		
	Total	316.636	508			

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

b. Predictors: (Constant), Cause_Marketing

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.192	.106		11.245	.000
	Cause_Marketing	.742	.021	.880	35.723	.000

a. Dependent Variable: Brand Loyalty and Brand Equity

The hypothesis suggests that there is no relationship between marketing for a cause and brand loyalty but the results of the testing strongly rise to the contrary opinion. There is a solid and significant link between Cause Marketing and Brand Equity and Loyalty as shown in the regression analysis with values with $R=0.880$ and $R\text{ square}=0.774$ indicating that 77.4% of the variance of Quality of the Brand Loyalty and Equity was explicated by the Cause Marketing. To further strengthen the model, ANOVA analysis revealed an F-value of 1276.22, with a p-value of <0.001 ; this means the predictors highly improve the explanatory power of the model. The result also reiterates the considerable amount of efforts made via Cause Marketing directed to Cause Marketing as the predictor $\beta=0.880$. With a standard error of estimate of only 0.43813 and a t-value of 35.723 with p-value (<0.001), the authors have confidence in the results obtained leading to rejection of H_0 .

H6- Impact of Consumer Centric Approach on Brand Loyalty and Equity

Null Hypothesis (H_0): There is no significant impact of Consumer Centric Approach (IV) on Brand Loyalty and Equity (DV).
Alternative Hypothesis (H_1): There is a significant impact of Consumer Centric Approach (IV) on Brand Loyalty and Equity (DV).

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.947 ^a	.896	.895	.33785

a. Predictors: (Constant), Consumer_Centric_Approach

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	283.523	1	283.523	1417.615	.000 ^b
	Residual	33.113	507	.200		
	Total	316.636	508			

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

b. Predictors: (Constant), Consumer_Centric_Approach

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.838	.124		6.739	.000
	Consumer_Centric_Approach	.761	.028	.768	26.990	.000

a. Dependent Variable: Brand_Loyalty_and_Brand_Equity

The regression analysis results indicate that the model is significantly reliable since it has an F-value of 1417.615 with $p < 0.001$, thus proving the Consumer-Centric Approach's effectiveness in explaining Brand Loyalty and Brand Equity. The regression model has an R^2 value of 0.896 which translates that variation of 89.6% in the dependent variable is explained by the model. The results of these experiments support the alternative hypothesis while the null hypothesis is rejected (H_0) - hence it can be claimed that the Consumer-Centric Approach does enhance Brand Loyalty and Brand Equity.

Hypothesis Summary

Sr. No.	Hypothesis	Test	F	Std. Beta Coefficient	p-value	R-square	Result
1	Ho1	Structural Equation Modelling (SEM) and Regression Analysis	742.541	0.866	< 0.001	0.751	Rejected
2	Ho2	Structural Equation Modelling (SEM) and Regression Analysis	888.253	0.798	< 0.001	0.637	Rejected
3	Ho3	Structural Equation Modelling (SEM) and Regression Analysis	832.411	0.788	< 0.001	0.621	Rejected
4	Ho4	Structural Equation Modelling (SEM) and Regression Analysis	1652.58	0.908	< 0.001	0.824	Rejected
5	Ho5	Structural Equation Modelling (SEM) and Regression Analysis	1276.220	0.880	< 0.001	0.774	Rejected
6	Ho6	Structural Equation Modelling (SEM) and Regression Analysis	1417.615	0.947	< 0.001	0.896	Rejected

10. Findings

Demographic Details (N=509)				
Sr No.	Variables	Category	Frequency	Percentage (%)
1	Gender	Male	293	57.6
		Female	216	42.4
		Total	509	100.0
2	Age	18-28	111	21.8
		29-38	143	28.1
		39-48	142	27.9
		49-58	77	15.1
		Above 58	36	7.1
		Total	509	100.0
3	Educational Qualification	High School	75	14.7
		Diploma	85	16.7
		Graduate	83	16.3
		Post Graduate	179	35.2
		Doctorate	87	17.1
		Total	509	100.0
4	Occupation	Student	121	23.8
		Home maker	73	14.3
		Self employed	128	25.1
		Salaried	141	27.7
		Retired	46	9.0
		Total	509	100.0
5	Annual Family Income	Below 2,00,000	69	13.6
		2,00,001-4,00,000	64	12.6
		4,00,001-6,00,000	111	21.8
		6,00,001-800000	198	38.9
		8,00,001 - above	67	13.2
		Total	509	100.0
6	Members in household	1-2	123	24.2
		3-4	132	25.9
		5-6	136	26.7
		More than 6	118	23.2
		Total	509	100.0
7	Marital Status	Married	293	57.6
		Unmarried	216	42.4
		Total	509	100.0

Demographic data of the sample population (N = 509) is very useful in identifying the appropriate target audience for this project focused on cause marketing and brand equity. The ratio of males to females is 57.6% and 42.4% respectively which is a good representation as far as consumer-based marketing ideas is concerned. Age groups between 29-38 years (28.1%) and 39-48 years (27.9%) are critical since they consume and control a substantial portion of brand equity. Educational attainment level of the respondents reveals that, 52.3% have attained postgraduate or doctorates indicating that they are educated and likely to perceive cause marketing campaigns with a critical eye targeting brands that are authentic and responsible. Employment

structure mainly comprises of salaried employees (27.7%) and self-employed (25.1%) suggesting that they have different job backgrounds which may contribute towards their trust and emotional attachment to brands. (Chiorri, C., et al., 2021)

The financial status of the consumers is indicated as the 60.7% of the population living in the range of income of 4, 00,001 – 8, 00,000 and above which makes them execute brand loyalty as well as engage in premium cause-related marketing affairs. The majority (52.6%) of respondents reported living in families of between 3 and 6 people, while the bulk (57.6%) are married, which also adds to the understanding of consumer choice shaped by family or community ties. These demographic characteristics suit the research objectives considering that marketers are likely to adopt cause marketing strategies to appeal to educated, socially responsible, and financially successful segments of the market, which will boost the brand equity and its loyalty. (De Cuir-Gunby, et al., 2021)

Practical Implications

- As cause marketing seek to enhance trust and loyalty among their target audience, brands must take the initiative to forge strong relationships with social issues when rolling out cause marketing campaigns.
- By raising such issues and advocating for them, the company will attract more customers especially those who reside in distinct demographic segments and whose values are adequately integrated into the campaigns.
- Consumers' feelings can be better engaged by using the psychographic approach to create meaningful bonds through compassion or solidarity in the campaigns.
- Skepticism and being thought to be opportunistic or insincere can be reduced through cause marketing strategies that incorporate transparency and consistency.
- Using artificial intelligence and social media strategy can help with selecting the most relevant causes for the campaign and increasing its effectiveness.
- Furthermore, this collaboration can provide the address to the cause marketing campaigns and strengthen the credibility of the brand's social initiatives.
- Brand Managers should evaluate the success of a campaign including aspects such as audience retention and sales lift but also provide business reasoning for them if applicable.
- Telling stories about social issues in brand advertisements can improve emotional relationships with consumers.
- Brands must develop cause-related marketing programmes that will build long-term brand equity rather than offer short-term promotions.
- Corporates to integrate CSR policy will enhance the reputation of the company and will enable in selling the service in an ethical manner.
- Communities can also be empowered by teaching consumers the social problems the companies seek to solve.
- Updating cause-marketing practices to reflect current consumer trends such as sustainability and inclusivity can also enhance the effectiveness of such marketing campaigns.

Suggestions

- Formulate cause marketing campaigns that seek to appeal to the values and the interests of the main audience to enhance genuineness and interaction.
- Utilize a multi-channel communication strategy such as social media networks to facilitate wider reach and engagement of cause-driven efforts.
- Capture consumer response throughout the campaign period to make timely changes to tactics and improve efficiency.
- Add the components of emotional strategic branding: feelings of compassion, hope, or solidarity in consumer to create their loyalty.
- Define and review regularly the causes that the brand supports in order to be sensitive and relevant to the modern societal issues.

Managerial Implications

Strategic Cause Alignment – It would be best if managers sought to build mechanisms in marketing campaigns that will help them align the brand's ideals with relevant and appealing social causes to the target group. Proper cause-brand alignment improves credibility and decreases cynicism of the consumer, helping build trust and emotional ties.

Data-informed Personalization – Based on demographic and psychographic characteristics, managers can isolate certain target markets for specific campaigns. Knowing such factors as age, education, and income enables brands to effectively meet individual needs and address values of consumers.

Strategic Focus on Transparency – Perception of transparency in communication is of essence in building trust. Managers should be able to ensure that any unnecessary or false impression about the marketing vision is served by making it visible in context with all facets of the cause marketing effort including the relevant objectives and outcomes.

Synergy with CSR Programs – Such programs should be used to complement the cause marketing ones. This not only enhances the ethical credibility of the brand but also helps integrate such efforts into the bigger picture of the company's strategies which boosts consumer confidence.

Long-Term Planning – In cause marketing, managers should not seek short-term proposed solutions to any problems but focus on an integral approach that enhances brand equity in the long run. It is said: investments into true causes can generate lifetime brand equities and foster customer commitment.

Leveraging Technology – Tools such as AI and social media analytics help in analysis of emerging social issues, as well as determination of campaign effectiveness. These technologies should be used by managers of marketing campaigns for campaign strategy and communications.

Measurement and Accountability – Setting up the metrics of success of the campaign, for instance ROI including other measures of campaign performance such as the level of consumer engagement and audience retention helps managers determine the effectiveness of campaigns such as marketing. Timing of these metrics should assist the managers in making decisions and constantly striving for greater heights within the organizational context.

Storytelling as a Marketing Tool – There is a need for Managers to skilfully plot a structure for the organisation that persuades the audience. Campaigns dissolve greatly when narratives are cast on a brand that is willing to provide solutions to existing problems and has the endorsement of their target market.

11. Discussion

The study's results are consistent with its stated aims and objectives, noting that cause marketing impacts the perception of consumers and the brand's equity. The aspects of authenticity and the correspondence between the values of the brand and social issues it supports turned out to be crucial in consumer's trust and emotions enhancement which are essential for developing loyalty towards the brand. The findings stress that when cause marketing is developed in the way that meets consumer values, stronger emotional attachment is created as well as other brand equity elements like brand recognition and brand commitment are enhanced. Further the research reiterates the need for consistency and clear articulation of the campaign messages in order to address any potential issues of mistrust. The study further shows that different cause marketing strategies are effective on different demographics and psychographics of consumers. There are findings that reveal the importance of reflecting the needs and values of the audiences as the campaigns will be more engaging and the audience more loyal. Also, associating social issues with business issues that instigate social responsibility increases the credibility of the campaigns and the consumers' opinions of the business. The results offer practical recommendations for marketers in the building of emotional branding, Building of Trust and personalisation using data to enhance the effectiveness of cause marketing in building enduring equity for the brand long term. (Kim, S., & Lee, Y., 2023)

12. Conclusion

The study's central point is that cause marketing is a useful way of shaping consumers' views towards a company and increasing its brand equity, provided it is authentic and consistent with the social issues being addressed. Consumers feel trust and develop emotional bonds with campaigns that appeal to their values, which is crucial when it comes to fostering support and awareness for a brand. Cause marketing is particularly effective in creating engagement and brand loyalty over time as its strategies focus on the consumer side, more specifically on the demographic and psychographic characteristics. The combination of social issues with CSR enables a greater degree of credibility for the campaigns because it is evident that the brand has ethical standards and this builds stronger trust between the organization and the consumers. Pertaining to specific types of consumers has to be taken into account for increasing the chance of success of the campaigns and having effect in different markets. The results support the assertion of Hughes & Batey that brands, who are concerned with transparency, reputation and use unconventional cause marketing techniques, possess significant brand image and build strong relationship with customers. It is obvious that this research is useful for practitioners seeking to use cause marketing as a competitive strategy in their organizations because it brings benefits in terms of profit and social changes in the society. (Hajjat, F. M., 2021)

Sr. No.	Research Objective	Conclusion
1	To evaluate how cause marketing campaigns influence consumer perceptions and drive brand equity, focusing on the authenticity and alignment of causes with brand values.	Authentic cause marketing with good integration change what consumers think about the brand and its overall equity.
2	To examine the role of cause marketing in enhancing brand loyalty and equity dimensions, such as brand recognition and consumer commitment.	Cause marketing impacts on the brand, raising consumer's loyalty, awareness, and commitment to it.
3	To explore the role of trust and emotional connections in enhancing consumer engagement and reinforcing brand equity through cause marketing campaigns.	Affected are the elements of trust and emotion in increasing the engagement of consumers with the brand.
4	To evaluate the effectiveness of personalized cause marketing strategies in addressing diverse demographic and psychographic consumer profiles.	Differentiation of target markets and development of specific cause marketing strategies greatly enhances active working with target segments.
5	To investigate the contribution of aligning social causes with corporate social responsibility initiatives in improving campaign effectiveness and consumer perceptions.	Combined with CSR-based initiatives, cause marketing enhances the consumers' perception towards the campaigns' credibility.

13. Limitations and Future Scope of the Study

The study indeed offers interesting insights, however, the same is confined to few demographic and psychographic segments which may not make the same generalizable to the rest of the masses or sub-segments. The data was restricted to a particular point in time, thus the possibility of evaluating in detail the long term effects that come with cause marketing campaigns towards brand equity seems untapped. Moreover, such external political trends, market trends, or economic conditions were not taken into account, which might have a bearing on the behavior of the clients and effects of the campaign. In spite of these limitations, the study provides a strong advance toward tackling the intricacies of cause marketing and brand equity relationships. Longitudinal studies can be performed in future researches so that the evolution changes of brand equity caused by cause marketing campaigns can be observed, thus making it more gradual in development. By broadening the objective of the investigation to other regions the generalisability of the results would significantly increase while at the same time exposing the correlation between different regions in terms of how the consumers would respond to the particular campaign. In addition, technologies advanced such as AI-based activation and real-time data intelligence may change the nature and course of strategies relevant to cause marketing campaigns. These directions are expected to enhance theoretical and practical understanding of cause marketing in the fast-changing marketplace. (Sharma, A., & Gupta, R., 2022)

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