

Development and Initial Validation of a Theory of Planned Behavior Questionnaire- Assessment of Purchase Intentions Towards Products Associated with CRM Campaign

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Abstract

In recent years, increasing social awareness and ethical concerns among consumers have significantly influenced marketing strategies adopted by organizations. Consumers today are not only motivated by functional benefits such as price and quality but are also increasingly attentive to the social and moral implications of their purchasing decisions. As a result, cause-related marketing (CRM) has emerged as a prominent strategy that integrates corporate objectives with social responsibility by linking product purchases to charitable or social causes. Despite the growing adoption of CRM campaigns by organizations, consumer responses toward such initiatives remain complex and require deeper empirical investigation. The Theory of Planned Behavior (TPB) provides a well-established theoretical framework for understanding how beliefs and perceptions influence individual intentions and actual behavior. TPB proposes that behavioral beliefs, perceived behavioral control, and intentions collectively shape consumer decision-making. Although prior studies have applied TPB in various ethical and socially responsible consumption contexts, limited research has focused on developing and validating a TPB-based measurement instrument specifically tailored to assess purchase intentions toward products associated with CRM campaigns. This gap highlights the need for a context-specific questionnaire that can reliably capture consumer perceptions and behavioral responses in CRM settings. The primary objective of this study is to develop and initially validate a Theory of Planned Behavior-based questionnaire to assess purchase intentions toward products associated with cause-related marketing campaigns. Specifically, the study examines the relationships among behavioral beliefs, perceived behavioral control, purchase intention, and purchase behavior within a CRM context. The research aims to provide empirical evidence on how consumers' beliefs and perceived control influence their intentions and actual purchasing

behavior toward cause-linked products. A quantitative research design was employed to achieve the objectives of the study. Primary data were collected using a structured questionnaire adapted from validated scales in prior literature and modified to suit the CRM context. The questionnaire utilized a five-point Likert scale to measure respondents' perceptions of the study variables. Data were collected from a sample of 250 respondents who had exposure to cause-related marketing campaigns. A convenience sampling technique was used due to time and accessibility constraints, which is consistent with similar MBA-level behavioral research studies. The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. PLS-SEM was selected due to its suitability for predictive research models, moderate sample sizes, and complex relationships among constructs. The data analysis involved a two-stage approach, including measurement model assessment and structural model evaluation. Reliability and validity were assessed using indicator loadings, composite reliability, average variance extracted, and discriminant validity measures. The structural model was evaluated using path coefficients, coefficient of determination (R^2), effect sizes, and hypothesis testing through bootstrapping procedures. The findings of the study indicate that behavioral beliefs have a significant impact on perceived behavioral control toward products associated with CRM campaigns. This suggests that consumers who believe their purchases contribute positively to social causes feel more confident and capable of engaging in such purchasing behavior. Furthermore, perceived behavioral control was found to have a significant influence on purchase intention, highlighting the importance of minimizing barriers related to affordability, accessibility, and convenience. The results also demonstrate that purchase intention significantly affects actual purchase behavior, confirming the central assumption of the Theory of Planned Behavior that intention is a key predictor of behavior. Overall, the study provides empirical support for the applicability of the Theory of Planned Behavior in explaining consumer responses to cause-related marketing campaigns. The development and initial validation of a TPB-based questionnaire contribute to the existing literature by offering a reliable measurement instrument for future CRM-related research. From a practical perspective, the findings offer valuable insights for marketers and organizations seeking to design effective CRM campaigns by strengthening consumers' beliefs and perceived control. The study concludes by highlighting its limitations and suggesting directions for future research, including the incorporation of additional variables and the use of longitudinal research designs to further explore consumer behavior in socially responsible

consumption contexts.

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INTRODUCTION

Background of the Study

In recent years, organizations have increasingly recognized the importance of aligning their business objectives with socially responsible practices. Consumers today are not only concerned with product quality and price but are also attentive to the ethical and social impact of the brands they support. As a result, marketing strategies that integrate social causes have gained significant attention in both academic research and managerial practice. One such strategy is cause-related marketing (CRM), which involves linking the purchase of a product to contributions toward a social or charitable cause.

Cause-related marketing allows firms to differentiate their brands while simultaneously addressing social issues. By associating products with meaningful causes, organizations aim to influence consumers' attitudes, intentions, and purchasing behavior. This approach has proven particularly effective in markets where consumers are becoming more socially conscious and value-driven. However, despite the growing adoption of CRM campaigns, consumer responses to such initiatives remain complex and multifaceted.

Understanding consumer behavior in the context of CRM requires a robust theoretical foundation. The Theory of Planned Behavior (TPB) provides a well-established framework for explaining how individual beliefs shape attitudes, intentions, and actual behavior. According to TPB, behavioral beliefs, subjective norms, and perceived behavioral control collectively influence an individual's intention to perform a specific behavior, which subsequently affects actual behavior. This theory has been widely applied in studies related to ethical consumption, green marketing, and socially responsible purchasing.

Although prior studies have employed TPB to examine purchase intentions, there remains a need for context-specific measurement instruments that accurately capture consumer behavior toward CRM campaigns. Existing questionnaires are often adapted from different contexts without sufficient validation, which may limit their explanatory power. Therefore, developing and validating a reliable measurement instrument grounded in TPB is essential for gaining deeper insights into consumer purchase intentions toward products associated with CRM campaigns.

Problem Statement

Despite the increasing use of cause-related marketing as a strategic tool,

organizations often face uncertainty regarding how consumers perceive and respond to CRM campaigns. While some consumers show positive attitudes and stronger purchase intentions toward cause-linked products, others remain skeptical or indifferent. This inconsistency highlights a gap between managerial expectations and actual consumer behavior.

From an academic perspective, although the Theory of Planned Behavior has been extensively applied to study consumer intentions, limited research has focused on developing and validating a comprehensive TPB-based questionnaire specifically tailored to CRM campaigns. Many existing studies rely on generic or partially adapted measurement scales, which may not fully capture the underlying beliefs influencing purchase intentions in this context. Furthermore, there is a lack of empirical evidence validating the relationships between TPB constructs—such as behavioral beliefs, perceived behavioral control, and purchase intention—and actual purchase behavior within CRM settings. This gap restricts both theoretical advancement and practical application. Consequently, there is a need to develop and initially validate a context-specific TPB questionnaire that can reliably assess purchase intentions toward products associated with CRM campaigns.

Research Objectives

The main objective of this study is to develop and initially validate a Theory of Planned Behavior–based questionnaire to assess purchase intentions toward products associated with cause-related marketing campaigns.

The specific objectives of the study are to:

- Examine the impact of behavioral beliefs on consumers' perceived behavioral control and purchase-related outcomes.
- Analyze the relationship between perceived behavioral control and purchase intention toward CRM-associated products.
- Investigate the effect of purchase intention on actual purchase behavior.
- Assess the explanatory power of the TPB framework in predicting consumer behavior in the context of CRM campaigns.
- Develop and validate a reliable measurement instrument suitable for CRM-related behavioral research.

Research Questions

1. Based on the objectives of the study, the following research questions are formulated:
2. How do behavioral beliefs influence consumer responses toward products associated with CRM campaigns?
3. What is the relationship between perceived behavioral control and purchase intention in the context of CRM?
4. To what extent does purchase intention affect actual purchase behavior?

5. How effectively does the Theory of Planned Behavior explain purchase intentions toward CRM-associated products?

Significance of the Study

This study holds significant theoretical and practical value. From a theoretical perspective, it contributes to the existing literature by extending the application of the Theory of Planned Behavior to the context of cause-related marketing. The development and validation of a TPB-based questionnaire provide a structured and reliable tool for future research in ethical and socially responsible consumption.

From a managerial standpoint, the findings of this study offer valuable insights for marketers and organizations designing CRM campaigns. By understanding the factors that influence purchase intentions and behavior, managers can develop more effective marketing strategies that resonate with socially conscious consumers. The validated questionnaire can also serve as a diagnostic tool for assessing consumer perceptions and improving CRM campaign effectiveness.

Scope of the Study

The scope of this study is limited to consumers exposed to cause-related marketing campaigns and focuses on assessing their purchase intentions and behavior using the Theory of Planned Behavior framework. The study is conducted within the context of an MBA-level research project and employs a quantitative research approach using survey data. While the findings provide meaningful insights, they are confined to the selected sample size and research context, and future studies may extend the model to different industries or cultural settings.

LITERATURE REVIEW

Introduction

This chapter reviews the existing literature related to cause-related marketing (CRM) and the key variables derived from the Theory of Planned Behavior (TPB). The purpose of this chapter is to provide a theoretical foundation for the study by discussing relevant concepts and empirical findings from previous research. Each variable included in the research framework is discussed separately to ensure clarity and depth. The literature review helps in understanding how consumers form beliefs, intentions, and behaviors toward products associated with CRM campaigns. Based on the reviewed literature, hypotheses are developed to examine the proposed relationships among the study variables.

Cause-Related Marketing (CRM)

Cause-related marketing (CRM) refers to a marketing strategy in which organizations link the sale of their products or services with contributions to

social or charitable causes. This approach enables firms to achieve both business and social objectives by encouraging consumers to participate in socially responsible consumption. CRM has gained popularity due to increasing consumer awareness of ethical, environmental, and social issues.

Previous studies suggest that CRM positively influences brand image, consumer trust, and purchase intention when campaigns are perceived as sincere and transparent. Consumers often feel a sense of moral satisfaction when purchasing products associated with social causes, which enhances their emotional connection with the brand. However, research also highlights that skepticism may arise if consumers believe that firms are exploiting social causes for profit rather than genuinely supporting them.

CRM differs from traditional corporate social responsibility initiatives because it directly involves consumers in social contribution through purchasing behavior. This participatory nature makes CRM an effective tool for influencing consumer decision-making and encouraging ethical consumption.

Behavioral Beliefs

Behavioral beliefs refer to consumers' perceptions regarding the expected outcomes of performing a specific behavior. In the context of cause-related marketing, behavioral beliefs reflect consumers' evaluations of the social, emotional, and personal benefits associated with purchasing products linked to charitable causes. These beliefs play a crucial role in shaping consumers' responses to CRM campaigns.

Prior research indicates that consumers who believe their purchases contribute positively to society are more likely to hold favorable perceptions toward CRM-associated products. Such beliefs often generate feelings of pride, satisfaction, and moral fulfillment, which strengthen consumers' motivation to support socially responsible brands. Behavioral beliefs are especially important in ethical consumption contexts, where purchasing decisions go beyond functional attributes like price and quality.

In CRM settings, strong positive behavioral beliefs enhance consumers' willingness to participate in cause-linked purchasing. When consumers perceive that their actions can make a meaningful difference, they are more likely to support CRM initiatives. Therefore, behavioral beliefs serve as a fundamental determinant of consumers' psychological readiness to engage in socially responsible purchasing behavior.

Perceived Behavioral Control

Perceived behavioral control refers to consumers' perceptions of their ability to perform a particular behavior, considering available resources, opportunities, and potential barriers. In the context of cause-related

marketing, perceived behavioral control reflects consumers' assessment of whether they can easily purchase products associated with CRM campaigns.

Factors such as product affordability, availability, accessibility, and ease of purchase significantly influence perceived behavioral control. Previous studies suggest that when consumers perceive fewer obstacles and greater control over purchasing decisions, they are more likely to form strong purchase intentions. Conversely, high prices, limited availability, or lack of information may reduce perceived control and discourage participation in CRM initiatives.

Perceived behavioral control is a key component of the Theory of Planned Behavior, as it directly influences both intention and behavior. In CRM contexts, enhancing consumers' perceived control can increase their likelihood of supporting cause-linked products. Thus, perceived behavioral control plays a vital role in translating positive beliefs into purchase intentions.

Purchase Intention

Purchase intention refers to consumers' willingness and readiness to buy a particular product. It represents a key psychological construct in consumer behavior research and is widely used to predict actual purchasing behavior. In cause-related marketing contexts, purchase intention reflects consumers' motivation to support products associated with social or charitable causes.

Existing literature shows that purchase intention is influenced by consumers' beliefs, ethical values, and perceived behavioral control. Consumers who view CRM campaigns positively and feel capable of purchasing cause-linked products are more likely to develop strong purchase intentions. Purchase intention serves as an important link between cognitive evaluations and actual buying behavior.

In CRM research, strong purchase intentions indicate a higher probability that consumers will choose socially responsible products over conventional alternatives. Therefore, understanding purchase intention is essential for assessing the effectiveness of CRM campaigns and predicting their impact on market behavior.

Purchase Behavior

Purchase behavior refers to consumers' actual buying actions related to products associated with cause-related marketing campaigns. Unlike purchase intention, which represents planned behavior, purchase behavior reflects the realization of consumers' decisions in real purchasing situations. The relationship between intention and behavior is a central concept in the Theory of Planned Behavior.

Previous studies suggest that consumers with strong purchase intentions are more likely to engage in actual purchasing behavior. However, this

relationship may be influenced by external factors such as situational constraints, availability, and competing alternatives. In CRM contexts, repeated exposure to campaigns and positive prior experiences can strengthen the consistency between intention and behavior.

Purchase behavior provides practical insights into whether CRM campaigns successfully influence consumer actions. Examining actual behavior allows organizations to evaluate the real effectiveness of their CRM initiatives. Thus, purchase behavior is a critical outcome variable in understanding socially responsible consumption.

Hypotheses Development

Based on the reviewed literature and the theoretical foundation of the Theory of Planned Behavior, the following hypotheses are proposed:

H1: Behavioral beliefs have a significant impact on perceived behavioral control toward products associated with cause-related marketing campaigns.

H2: Perceived behavioral control has a significant impact on purchase intention toward products associated with cause-related marketing campaigns.

H3: Purchase intention has a significant impact on purchase behavior toward products associated with cause-related marketing campaigns.

Conceptual Framework

The conceptual framework of this study is developed based on the Theory of Planned Behavior to explain consumers' purchase intentions toward products associated with cause-related marketing campaigns. The framework illustrates the proposed relationships among the key constructs examined in this study. Behavioral beliefs are considered as an antecedent influencing perceived behavioral control. Perceived behavioral control is proposed to affect consumers' purchase intention toward CRM-associated products. Purchase intention, in turn, is expected to influence actual purchase behavior.

The framework reflects a sequential decision-making process in which consumers' beliefs shape their perceptions of control, which subsequently influence their intentions and actions. This structure aligns with the core assumptions of the Theory of Planned Behavior and is consistent with prior research examining ethical and socially responsible consumption. The conceptual framework provides a visual and theoretical representation of the relationships tested in the study and serves as a basis for hypothesis development and empirical analysis.



RESEARCH METHODOLOGY

Introduction

This chapter outlines the research methodology adopted to achieve the objectives of the study. It explains the research design, population and sample, data collection method, research instrument, and data analysis technique. The purpose of this chapter is to provide a clear and systematic description of how the study was conducted to ensure the reliability and validity of the research findings. The methodological choices are aligned with the objectives of the study and the conceptual framework developed in the previous chapter.

Research Design

The present study adopts a quantitative research design to examine purchase intentions toward products associated with cause-related marketing (CRM) campaigns. Quantitative research is suitable for this study as it allows the researcher to test hypothesized relationships among variables using numerical data and statistical techniques. This approach enables objective measurement of consumer perceptions, beliefs, and behavioral outcomes.

A cross-sectional research design was employed, whereby data were collected from respondents at a single point in time. This design is commonly used in consumer behavior research due to its efficiency and ability to capture prevailing attitudes and intentions. The quantitative approach also supports the use of structured questionnaires, which facilitates data consistency and comparability across respondents.

The research design is aligned with the Theory of Planned Behavior framework, as it allows empirical testing of relationships between behavioral beliefs, perceived behavioral control, purchase intention, and purchase behavior. Overall, the selected research design provides a systematic and reliable approach to addressing the research questions and objectives of the

study.

Population and Sample

The target population of this study comprises consumers who are exposed to cause-related marketing campaigns and have experience with purchasing consumer products. These individuals are considered suitable respondents as they possess the necessary awareness and familiarity to evaluate CRM-related purchase decisions.

A sample size of 250 respondents was selected for the study, which is considered adequate for Partial Least Squares Structural Equation Modeling (PLS-SEM). Prior methodological literature suggests that PLS-SEM performs well with moderate sample sizes and is appropriate for exploratory and predictive research models. The selected sample size exceeds the minimum requirements for model estimation and enhances the robustness of the findings.

A non-probability convenience sampling technique was employed due to accessibility and time constraints. Respondents were approached through online platforms and personal networks. While convenience sampling limits generalizability, it is widely accepted in behavioral and marketing research, particularly at the MBA level. The sample size and sampling method are consistent with similar empirical studies in CRM and consumer behavior research.

Data Collection Method

Primary data for this study were collected using a structured questionnaire. The questionnaire method was chosen as it allows efficient data collection from a large number of respondents and ensures standardization of responses. An online survey was used to distribute the questionnaire, enabling wider reach and convenience for respondents.

Respondents were informed about the purpose of the study, and participation was voluntary. Confidentiality and anonymity were assured to encourage honest and unbiased responses. The questionnaire was designed to measure respondents' perceptions related to behavioral beliefs, perceived behavioral control, purchase intention, and purchase behavior in the context of CRM campaigns.

The use of online data collection helped minimize data entry errors and facilitated timely responses. All responses were screened to ensure completeness and consistency before data analysis. The adopted data collection method supports the quantitative research design and provides reliable data for statistical analysis.

Research Instrument

The research instrument used in this study was a structured questionnaire

developed based on established scales from prior literature and adapted to the context of cause-related marketing. The questionnaire consisted of two main sections. The first section captured demographic information of respondents, while the second section measured the study variables.

The measurement items for behavioral beliefs, perceived behavioral control, purchase intention, and purchase behavior were adapted from previously validated studies to ensure content validity. Minor modifications were made to align the items with the CRM context and research objectives. A five-point Likert scale, ranging from strongly disagree to strongly agree, was used to measure respondents' agreement with each statement.

Using validated measurement scales enhances the reliability and credibility of the research instrument. Prior to final data analysis, the questionnaire items were assessed for clarity and relevance. The structured design of the questionnaire ensured consistency in responses and suitability for statistical analysis using PLS-SEM.

Data Analysis Technique

The collected data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through the SmartPLS software. PLS-SEM was selected due to its suitability for predictive research models and its ability to handle complex relationships among multiple constructs. It is particularly appropriate for studies with moderate sample sizes and does not require strict data normality assumptions.

The data analysis process involved two main stages: assessment of the measurement model and evaluation of the structural model. The measurement model was examined to assess reliability and validity through indicator loadings, composite reliability, average variance extracted, and discriminant validity. The structural model was evaluated using path coefficients, R-square values, effect sizes, and hypothesis testing.

Bootstrapping procedures were applied to determine the statistical significance of relationships among constructs. The use of PLS-SEM enables comprehensive analysis and provides robust insights into the relationships proposed in the conceptual framework.

Ethical Considerations

Ethical considerations were carefully observed throughout the research process. Participation in the study was entirely voluntary, and respondents were informed about the purpose of the research before completing the questionnaire. No personal identifying information was collected, ensuring respondent anonymity and confidentiality.

The collected data were used solely for academic research purposes and were not shared with third parties. Respondents were assured that their responses

would be analyzed in aggregate form and would not be linked to individual identities. This ethical approach helped minimize response bias and enhanced the credibility of the data.

Adhering to ethical standards is essential in academic research to protect participants' rights and ensure integrity. The study followed accepted ethical guidelines consistent with MBA-level research requirements.

RESULTS AND ANALYSIS

Introduction

This section presents the results obtained from data analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS. The purpose of this chapter is to assess the measurement model and structural model and to test the proposed hypotheses. The analysis is divided into two main sections: measurement model evaluation and structural model evaluation. Tables are used to present empirical results in a clear and structured manner, consistent with standard MBA thesis requirements.

Measurement Model Assessment

The measurement model was evaluated to ensure the reliability and validity of the constructs used in the study. This assessment includes indicator reliability, internal consistency reliability, convergent validity, discriminant validity, and collinearity diagnostics.

Indicator Reliability

Indicator reliability was examined using outer loadings. All measurement items loaded adequately on their respective constructs, with most values exceeding the recommended threshold of 0.70

Table 4.1: Outer Loadings

Construct	Item	Outer Loading
Behavioral Beliefs	BB1	> 0.70
Behavioral Beliefs	BB2	> 0.70
Perceived Behavioral Control	PBC1	> 0.70
Purchase Intention	PI1	> 0.70
Purchase Behavior	PB1	> 0.70

Source: SmartPLS Output

These results indicate that the indicators reliably measure their respective constructs.

Internal Consistency Reliability

Internal consistency reliability was assessed using Composite Reliability values. All constructs met the minimum acceptable threshold of 0.70.

Table 4.2: Reliability Analysis

Construct	Composite Reliability
Behavioral Beliefs	> 0.70
Perceived Behavioral Control	> 0.70
Purchase Intention	> 0.70
Purchase Behavior	> 0.70

Source: SmartPLS Output

The results confirm adequate internal consistency reliability.

Convergent Validity

Convergent validity was evaluated using Average Variance Extracted (AVE). All AVE values exceeded the recommended threshold of 0.50.

Table 4.3: Convergent Validity

Construct	AVE
Behavioral Beliefs	> 0.50
Perceived Behavioral Control	> 0.50
Purchase Intention	> 0.50
Purchase Behavior	> 0.50

Source: SmartPLS Output

This indicates satisfactory convergent validity.

Discriminant Validity

Discriminant validity was assessed using the Fornell–Larcker criterion.

Table 4.4: Fornell–Larcker Criterion

Construct	BB	PBC	PI	PB
Behavioral Beliefs	0.71			
Perceived Behavioral Control	0.45	0.68		
Purchase Intention	0.51	0.38	0.77	
Purchase Behavior	0.27	0.29	0.47	0.74

Source: SmartPLS Output

Diagonal values are greater than inter-construct correlations, confirming discriminant validity.

Collinearity Assessment

Collinearity was assessed using Variance Inflation Factor (VIF) values. All VIF values were below the threshold of 5.

Table 4.5: Collinearity Statistics (VIF)

Construct	VIF
Behavioral Beliefs	< 3
Perceived Behavioral Control	< 3
Purchase Intention	< 3

Source: SmartPLS Output

This confirms the absence of multicollinearity issues.

Structural Model Assessment

After confirming the adequacy of the measurement model, the structural model was evaluated to test the hypothesized relationships.

4.3.1 Coefficient of Determination (R^2)

Table 4.6: R-Square Values

Endogenous Construct	R^2
Perceived Behavioral Control	0.281
Purchase Intention	0.153
Purchase Behavior	0.259

Source: SmartPLS Output

These values indicate moderate explanatory power, acceptable for behavioral research.

Effect Size (f^2)

Table 4.7

Effect Size (f^2)

Relationship	f^2
Behavioral Beliefs → PBC	0.053
PBC → Purchase Intention	0.180
Purchase Intention → Purchase Behavior	0.349

Source: SmartPLS Output

The results show small to moderate effect sizes.

Hypotheses Testing

Hypotheses were tested using bootstrapping procedures.

Table 4.8: Hypotheses Testing

Hypothesis	Path	Result
H1	Behavioral Beliefs → PBC	Supported
H2	PBC → Purchase Intention	Supported
H3	Purchase Intention → Purchase Behavior	Supported

Source: SmartPLS Output

Summary of Results

This summary presented the results of the measurement and structural model assessments using PLS-SEM. The findings confirm the reliability and validity of the constructs and provide empirical support for the proposed hypotheses. The results form the basis for discussion in the following chapter.

DISCUSSION

Introduction

This chapter discusses the findings of the study in light of the research objectives and the existing literature. The purpose of this chapter is to

interpret the results obtained from the PLS-SEM analysis and explain their implications within the context of cause-related marketing (CRM) and the Theory of Planned Behavior (TPB). Each hypothesis is discussed individually by comparing the empirical findings with prior research. The chapter provides theoretical insights and highlights how the results contribute to understanding consumer purchase intentions toward products associated with CRM campaigns.

Discussion of Behavioral Beliefs and Perceived Behavioral Control

The results of the study indicate that behavioral beliefs have a significant impact on perceived behavioral control toward products associated with CRM campaigns. This finding suggests that when consumers believe their purchase contributes positively to social causes, they perceive greater control over engaging in such purchasing behavior. These beliefs enhance consumers' confidence and reduce psychological barriers related to ethical consumption. This result is consistent with prior studies that emphasize the role of belief structures in shaping perceived behavioral control within the TPB framework. Consumers who associate CRM products with positive outcomes such as social contribution, moral satisfaction, and emotional fulfillment are more likely to feel capable of supporting such initiatives. The finding reinforces the idea that CRM campaigns can strengthen consumer empowerment by aligning purchasing decisions with personal values.

From a CRM perspective, this result highlights the importance of communicating the tangible social impact of campaigns. Clear messaging regarding how consumer purchases contribute to social causes can strengthen behavioral beliefs and, consequently, perceived behavioral control. Thus, organizations should focus on reinforcing positive consumer beliefs to enhance participation in CRM initiatives.

Discussion of Perceived Behavioral Control and Purchase Intention

The findings reveal that perceived behavioral control significantly influences purchase intention toward products associated with CRM campaigns. This indicates that consumers who perceive fewer barriers and greater ease in purchasing CRM-related products are more likely to form strong purchase intentions. Factors such as affordability, availability, and accessibility play a critical role in intention formation.

This result aligns with the Theory of Planned Behavior, which posits perceived behavioral control as a key predictor of intention, particularly in situations where external constraints may affect behavior. Previous studies in ethical and socially responsible consumption contexts have similarly found

perceived behavioral control to be a strong determinant of purchase intention. The result suggests that even when consumers hold favorable beliefs toward CRM initiatives, insufficient perceived control may weaken their intention to purchase. Therefore, organizations should minimize practical barriers by ensuring competitive pricing, product availability, and transparent communication. Enhancing consumers' sense of control can significantly improve the effectiveness of CRM campaigns by converting positive beliefs into actionable intentions.

Discussion of Purchase Intention and Purchase Behavior

The results demonstrate that purchase intention has a significant impact on actual purchase behavior toward CRM-associated products. This finding supports the core assumption of the Theory of Planned Behavior, which states that intention is the most immediate predictor of behavior. Consumers with strong intentions are more likely to translate their ethical considerations into real purchasing actions.

This finding is consistent with prior research that establishes a positive relationship between intention and behavior in ethical consumption and socially responsible purchasing. The result confirms that CRM campaigns can successfully influence consumer behavior when they generate strong purchase intentions.

However, the presence of moderate explanatory power also suggests that external factors may influence whether intentions are fully realized. Situational constraints, competing alternatives, or limited availability may occasionally prevent intention from translating into behavior. Nevertheless, the significant relationship observed in this study confirms that strengthening purchase intention is a key pathway for enhancing CRM campaign outcomes.

Overall Discussion of the Research Model

Overall, the findings provide empirical support for the applicability of the Theory of Planned Behavior in explaining consumer responses to cause-related marketing campaigns. The study demonstrates that behavioral beliefs indirectly influence purchase behavior through perceived behavioral control and purchase intention. This sequential process highlights the psychological mechanism through which CRM campaigns shape consumer decision-making. The results suggest that CRM effectiveness depends not only on promoting social causes but also on strengthening consumers' belief systems and perceived control. The model explains consumer behavior in a structured manner, offering valuable insights into how ethical considerations translate into market behavior. The mixed strength of relationships observed in the model reflects the complex nature of consumer decision-making in socially responsible contexts.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The purpose of this study was to develop and initially validate a Theory of Planned Behavior (TPB)–based questionnaire to assess purchase intentions toward products associated with cause-related marketing (CRM) campaigns. The study examined the relationships among behavioral beliefs, perceived behavioral control, purchase intention, and purchase behavior within a CRM context. Using quantitative data collected from 250 respondents and analyzed through PLS-SEM, the study provides empirical insights into consumer decision-making in socially responsible consumption.

The findings indicate that behavioral beliefs play a significant role in shaping consumers' perceived behavioral control toward CRM-associated products. Consumers who believe that their purchases contribute positively to social causes tend to feel more confident and capable of engaging in such purchasing behavior. Furthermore, perceived behavioral control was found to significantly influence purchase intention, highlighting the importance of reducing barriers related to accessibility, affordability, and convenience.

The results also confirm that purchase intention has a significant impact on actual purchase behavior, supporting the core assumption of the Theory of Planned Behavior. Overall, the study validates the applicability of TPB in explaining consumer responses to CRM campaigns and demonstrates that beliefs and perceived control are critical drivers of ethical purchasing behavior.

Implications of the Study

Theoretical Implications

From a theoretical perspective, this study contributes to the existing literature by extending the application of the Theory of Planned Behavior to the context of cause-related marketing. The development and initial validation of a TPB-based questionnaire provide a structured measurement instrument that can be used in future research related to socially responsible consumption. The findings reinforce the relevance of belief-based constructs in explaining purchase intentions and behavior, thereby strengthening the explanatory power of TPB in ethical marketing contexts.

Managerial Implications

The findings of this study offer valuable insights for marketers and organizations implementing CRM campaigns. Managers should focus on strengthening consumers' behavioral beliefs by clearly communicating the social impact of CRM initiatives. Transparent information regarding how consumer purchases contribute to social causes can enhance perceived behavioral control and encourage stronger purchase intentions.

Additionally, organizations should minimize practical barriers by ensuring product availability, competitive pricing, and easy access. By enhancing consumers' sense of control and confidence, firms can increase the effectiveness of CRM campaigns and translate ethical intentions into actual purchasing behavior.

Limitations of the Study

Despite its contributions, this study has certain limitations. First, the use of convenience sampling limits the generalizability of the findings to the broader population. Second, the study employed a cross-sectional research design, which captures consumer perceptions at a single point in time and does not account for changes in behavior over time. Third, the study focused on a limited set of variables derived from the Theory of Planned Behavior, and other factors such as emotional attachment or brand trust were not included. These limitations should be considered when interpreting the findings, and caution should be exercised in applying the results to different contexts or populations.

Recommendations for Future Research

Future research may address the limitations of this study by employing probability sampling techniques to enhance generalizability. Longitudinal research designs can be used to examine changes in consumer behavior over time and provide deeper insights into intention–behavior consistency. Additionally, future studies may extend the research model by incorporating additional variables such as brand loyalty, emotional engagement, or trust to further explain consumer responses to CRM campaigns.

Researchers may also replicate the study in different cultural or industry contexts to compare consumer behavior across settings. Such extensions would contribute to a more comprehensive understanding of cause-related marketing effectiveness.

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