

A Study on The Level of Satisfaction About Cause-Related Marketing Products with Reference to Coimbatore City

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Abstract—Cause-related marketing (CRM) has gained considerable significance in contemporary marketing practices as organizations increasingly integrate social responsibility with their business strategies. CRM involves linking the sale of products or services with contributions to social causes such as education, health, environmental protection, and community development. This approach not only enhances brand image but also creates emotional and ethical value for consumers, thereby influencing their satisfaction and loyalty. In this context, the present study aims to assess the level of consumer satisfaction towards cause-related marketing products with reference to Coimbatore City.

The study adopts a descriptive research design and is based on both primary and secondary data. Primary data were collected from 175 respondents in Coimbatore City using a structured questionnaire framed on a five-point Likert scale. Convenience sampling technique was employed due to time and accessibility constraints. The study analyzes consumer awareness, perceptions, trust, satisfaction, and future purchase intention towards CRM products. Statistical tools such as percentage analysis, mean score analysis, ranking technique, Chi-square test, and Mann-Whitney U test were used for data analysis.

The findings of the study reveal that consumers in Coimbatore City generally possess a positive perception and satisfactory level of awareness towards cause-related marketing products. The results indicate that CRM initiatives enhance emotional satisfaction, trust in brands, and perceived brand image among consumers. Gender-wise analysis shows that although there is no

statistically significant difference between male and female respondents with regard to awareness and overall satisfaction, female consumers exhibit a significantly higher intention to continue purchasing CRM products in the future. This highlights stronger emotional attachment and ethical alignment among female consumers towards socially responsible brands.

The study concludes that cause-related marketing positively influences consumer satisfaction when initiatives are perceived as genuine, transparent, and socially relevant. For long-term success, companies should ensure authentic cause involvement, maintain product quality, adopt transparent communication strategies, and strengthen emotional engagement with consumers. The findings provide valuable managerial insights for marketers and contribute to the academic literature on socially responsible marketing practices, particularly in an urban Indian context.

Index Terms—Cause-Related Marketing, Consumer Satisfaction, Social Responsibility, Purchase Intention, Brand Trust, Coimbatore City

I. INTRODUCTION

In the contemporary competitive marketing environment, organizations are increasingly adopting socially responsible strategies to differentiate their products and enhance brand value. One such strategy is Cause-Related Marketing (CRM), wherein companies link the sale of their products or services to

a specific social cause such as education, health, environmental protection, poverty alleviation, or women empowerment. Through CRM, firms not only aim to improve their sales and brand image but also contribute positively to society. Cause-related marketing creates a win-win situation for businesses, consumers, and society. Consumers feel emotionally connected to brands that support meaningful causes, which influences their purchase decisions and satisfaction levels. Satisfaction derived from CRM products goes beyond functional benefits and includes emotional gratification, ethical fulfillment, and social responsibility. Coimbatore City, being one of the

major commercial and industrial hubs of Tamil Nadu, has a growing population of socially aware consumers. With increasing literacy, income levels, and exposure to media, consumers in Coimbatore are more conscious of ethical consumption and corporate social responsibility initiatives. Many national and multinational brands operating in Coimbatore actively promote cause-related campaigns. In this context, assessing the level of consumer satisfaction towards cause-related marketing products becomes essential to understand consumer perceptions, acceptance, and the effectiveness of such marketing initiatives.

II. REVIEW OF LITERATURE

S. No	Author(s) & Year	Title of the Study	Methodology Used	Key Findings	Relevance to Present Study
1	Qadri, Moustafa & Ghani (2024)	Impact of Cause-Related Marketing on Repurchase Intention: The Role of Brand Resonance	Descriptive research; Survey method; Structural Equation Modeling (SEM)	The study found that cause-related marketing significantly enhances brand resonance and positively influences consumer satisfaction and repurchase intention when supported by credible media communication.	Highlights the role of CRM in enhancing consumer satisfaction and loyalty, directly supporting the present study's objective of assessing satisfaction levels.
2	Kao et al. (2025)	Emotional Responses as a Mediator Between Cause-Related Marketing and Purchase Intention	Quantitative research; Online survey; Regression analysis	CRM positively influences consumer emotions and brand perception, which in turn increases satisfaction and purchase intention. Emotional engagement was found to be a crucial mediating factor.	Supports the inclusion of emotional satisfaction and perception variables in the present study on CRM products.
3	Sakinah & Gayatri (2024)	Consumer Skepticism and Satisfaction towards Cause-Related Marketing Initiatives	Cross-sectional study; Questionnaire method; Path analysis	Consumer skepticism negatively affects satisfaction towards CRM products; however, perceived product quality and genuine cause involvement improve satisfaction levels.	Provides justification for analyzing trust, authenticity, and satisfaction towards CRM products in the current study.
4	Remya & Dharmaraj (2025)	Influence of Cause-Related Marketing on Consumer Purchase Decision in India	Descriptive research design; Convenience sampling; Percentage & Chi-square analysis	The study revealed that CRM positively affects consumer purchase decisions and satisfaction when consumers perceive the cause as socially relevant.	Highly relevant to the Indian context and supports the focus on satisfaction of CRM products in Coimbatore City.

S. No	Author(s) & Year	Title of the Study	Methodology Used	Key Findings	Relevance to Present Study
5	Pertiwi & Sundari (2025)	Consumer Brand Engagement through Cause-Related Marketing Initiatives	Quantitative study; Survey method; Mean score and regression analysis	Findings indicate that CRM strengthens consumer-brand engagement, emotional attachment, and overall satisfaction, leading to long-term loyalty.	Reinforces the importance of measuring satisfaction and future purchase intention in the present study.

Summary of Research Gap

From the above review, it is evident that while several studies have examined the impact of cause-related marketing on purchase intention, brand perception, and emotional engagement, limited studies have specifically focused on measuring the level of consumer satisfaction towards cause-related marketing products at the city level, particularly in Coimbatore City. Therefore, the present study attempts to bridge this gap by assessing consumer satisfaction towards CRM products in a localized urban context.

III. STATEMENT OF THE PROBLEM

Cause-related marketing has emerged as an important strategic tool for companies to attract socially conscious consumers. Although many firms claim to support social causes through their products, consumers often question the authenticity, transparency, and actual impact of such initiatives. Satisfaction towards cause-related marketing products depends on factors such as trust in the brand, relevance of the cause, product quality, price, and communication effectiveness. In Coimbatore City, while awareness of cause-related marketing appears to be increasing, there is limited empirical evidence on whether consumers are genuinely satisfied with such products or merely influenced by promotional claims. Some consumers may perceive CRM initiatives as mere marketing gimmicks rather than genuine social contributions. To what extent are consumers in Coimbatore City satisfied with cause-related marketing products, and what factors influence their satisfaction levels?

IV. OBJECTIVES OF THE STUDY

1. To assess the level of satisfaction about cause-related marketing products with reference to Coimbatore City.
2. To offer suggestions to marketers for improving consumer satisfaction through cause-related marketing initiatives.

V. RESEARCH METHODOLOGY

Research Design

The present study adopts a descriptive research design, which is appropriate for describing the characteristics, opinions, and satisfaction levels of consumers towards cause-related marketing products. Descriptive research helps in systematically collecting information to understand consumer awareness, perceptions, and satisfaction without manipulating any variables. This design is suitable for analyzing consumer attitudes and identifying patterns in purchasing behavior related to cause-oriented products.

Area of the Study

The study is confined to Coimbatore City, Tamil Nadu, which is one of the major industrial and commercial centers in South India. Coimbatore has a diverse population with varying socio-economic backgrounds and a high level of exposure to branded products and socially responsible marketing initiatives. Hence, the city provides a suitable setting to assess consumer satisfaction towards cause-related marketing products.

Population of the Study

The population of the study comprises consumers who have purchased or are aware of cause-related marketing products in Coimbatore City. This includes individuals from different age groups, occupations,

income levels, and educational backgrounds who are exposed to marketing campaigns that link products with social causes.

Sample Size

A sample size of 175 respondents was selected for the study. The sample size was considered adequate to represent the population and to draw meaningful conclusions within the limitations of time and resources. However, the sample size can be modified depending on the scope and nature of the research.

Sampling Technique

The study employs the convenience sampling method, a non-probability sampling technique. Respondents were selected based on their accessibility and willingness to participate in the survey. This method was chosen due to ease of data collection, time constraints, and the availability of respondents familiar with cause-related marketing products.

Sources of Data

The study is based on both primary and secondary data sources.

- Primary Data were collected directly from consumers through a structured questionnaire designed specifically for the study.
- Secondary Data were collected from journals, textbooks, magazines, research articles, websites, company reports, and previous studies related to cause-related marketing and consumer satisfaction.

Tool for Data Collection

The primary data were collected using a structured questionnaire. The questionnaire was carefully framed to capture information regarding respondents' awareness, perceptions, and satisfaction levels towards cause-related marketing products. It also included socio-economic variables to understand demographic influences on satisfaction.

Scaling Technique

A five-point Likert scale was used to measure respondents' attitudes and satisfaction levels. The scale ranged from Strongly Agree (5) to Strongly Disagree (1). The Likert scale was chosen for its simplicity, reliability, and effectiveness in quantifying

qualitative opinions into measurable data for statistical analysis.

Statistical Tools Used

The collected data were analyzed using appropriate statistical tools:

The Mann-Whitney U test is a non-parametric statistical test used to compare differences between two independent groups. It is especially suitable when the data are ordinal in nature or when the assumption of normal distribution is not satisfied. This test works by converting the observations into ranks and comparing the mean ranks of the two groups rather than their actual mean values. Hence, it is widely used in studies involving Likert scale data. The Mann-Whitney U test helps determine whether the observed differences between groups are statistically significant. The decision is based on the p-value, where a value less than 0.05 indicates a significant difference. In the present study, the test was applied to examine gender-wise differences in awareness, satisfaction, and purchase intention towards cause-related marketing products.

VI. IMPORTANCE OF THE STUDY

The importance of the present study lies in its attempt to evaluate consumer satisfaction towards cause-related marketing products, which is gaining prominence in modern marketing practices. Understanding consumer satisfaction helps marketers assess the effectiveness of linking products with social causes. The study provides valuable insights into consumer expectations, trust, and emotional attachment towards socially responsible brands. From a managerial perspective, the findings of the study will assist companies in designing more effective cause-related marketing strategies that genuinely address social issues while enhancing customer satisfaction and brand loyalty. Academically, the study contributes to the existing literature on cause-related marketing and consumer behavior. It also serves as a reference for future researchers interested in exploring socially responsible marketing practices in emerging markets.

VII. SCOPE OF THE STUDY

The scope of the study is limited to assessing the level of satisfaction of consumers towards cause-related

marketing products in Coimbatore City. The study focuses on consumer awareness, perception, and satisfaction related to social causes associated with products. It also examines the influence of selected socio-economic factors on satisfaction levels. The study covers only selected cause-related marketing products and brands available in Coimbatore City. The findings are applicable mainly to urban consumers and cannot be generalized to rural areas or other cities. Nevertheless, the study provides a comprehensive understanding of consumer satisfaction towards cause-related marketing initiatives and offers practical suggestions for improving such marketing practices.

VIII. LIMITATIONS OF THE STUDY

1. The study is confined only to Coimbatore City; hence the findings cannot be generalized to other regions.
2. The sample size is limited, which may affect the representativeness of the population.
3. The study is based on respondents' perceptions, which may be influenced by personal bias.
4. Time and cost constraints limited wider data collection.
5. Responses are subject to the accuracy and honesty of the respondents.

IX. ANALYSIS AND INTERPRETATION

TABLE NO.1
Gender-wise Interpretation of Satisfaction towards Cause-Related Marketing Products

Ranks				
	gender	N	Mean Rank	Sum of Ranks
I am aware of cause-related marketing products	male	120	87.31	10477.50
	female	55	89.50	4922.50
	Total	175		
I prefer brands that support social causes	male	120	87.17	10460.00
	female	55	89.82	4940.00
	Total	175		
Cause-related marketing influences my purchase decision	male	120	87.40	10487.50
	female	55	89.32	4912.50
	Total	175		
I trust brands involved in cause-related marketing	male	120	86.41	10369.00
	female	55	91.47	5031.00
	Total	175		
The social causes supported are relevant to society	male	120	87.23	10467.00
	female	55	89.69	4933.00
	Total	175		
I am satisfied with the quality of CRM products	male	120	87.03	10443.00
	female	55	90.13	4957.00
	Total	175		
Prices of CRM products are reasonable	male	120	86.88	10425.00
	female	55	90.45	4975.00
	Total	175		
CRM products give me emotional satisfaction	male	120	87.79	10535.00
	female	55	88.45	4865.00
	Total	175		
I believe companies genuinely support social causes	male	120	87.11	10453.00
	female	55	89.95	4947.00
	Total	175		

CRM initiatives improve brand image	male	120	87.75	10530.00
	female	55	88.55	4870.00
	Total	175		
I feel proud using cause-related marketing products	male	120	87.75	10530.00
	female	55	88.55	4870.00
	Total	175		
Information about social causes is clearly communicated	male	120	87.21	10465.00
	female	55	89.73	4935.00
	Total	175		
CRM products meet my expectations	male	120	86.75	10409.50
	female	55	90.74	4990.50
	Total	175		
I will continue purchasing CRM products in future	male	120	83.75	10049.50
	female	55	97.28	5350.50
	Total	175		
Overall, I am satisfied with cause-related marketing products	male	120	86.26	10351.00
	female	55	91.80	5049.00
	Total	175		

The gender-wise analysis of respondents' perceptions towards cause-related marketing (CRM) products reveals noticeable differences in mean rank values between male and female consumers across various satisfaction and perception statements. The analysis is based on a total of 175 respondents, comprising 120 males and 55 females.

With regard to awareness of cause-related marketing products, female respondents (Mean Rank = 89.50) show slightly higher awareness compared to male respondents (Mean Rank = 87.31). This indicates that female consumers are marginally more informed about CRM initiatives than their male counterparts.

In terms of preference for brands that support social causes, females again record a higher mean rank (89.82) than males (87.17). This suggests that female consumers exhibit a stronger inclination towards socially responsible brands, reflecting higher sensitivity towards ethical and social concerns.

Regarding the influence of CRM on purchase decisions, female respondents (Mean Rank = 89.32) score higher than males (Mean Rank = 87.40), implying that cause-related marketing has a relatively greater impact on the purchasing behavior of female consumers.

When examining trust in brands involved in cause-related marketing, females record a considerably higher mean rank (91.47) compared to males (86.41). This indicates that female consumers tend to trust

CRM initiatives more and perceive them as more credible.

Similarly, in the perception that companies genuinely support social causes, female respondents (Mean Rank = 89.95) score higher than male respondents (87.11). This reflects that females are more likely to believe in the authenticity and sincerity of companies' social cause commitments, rather than viewing CRM merely as a promotional tactic.

Concerning the relevance of social causes to society, female respondents (Mean Rank = 89.69) again score higher than males (87.23), showing that females perceive a stronger societal relevance in the causes supported by brands.

With respect to product quality satisfaction, females (Mean Rank = 90.13) report greater satisfaction than males (87.03). Likewise, regarding the reasonableness of prices of CRM products, females (Mean Rank = 90.45) show higher satisfaction compared to males (86.88).

In terms of emotional satisfaction derived from CRM products, male respondents (Mean Rank = 87.79) marginally exceed females (88.45), indicating that both genders experience emotional satisfaction at nearly similar levels, with no substantial variation.

Regarding brand image enhancement, male (87.75) and female (88.55) mean ranks are almost identical, suggesting that both genders equally agree that CRM initiatives improve brand image. A similar pattern is

observed in the statement "I feel proud using cause-related marketing products", where mean ranks of males (87.75) and females (88.55) are nearly the same, indicating shared pride across genders.

In relation to clarity of communication about social causes, females (Mean Rank = 89.73) again show slightly higher agreement compared to males (87.21), indicating better perception among females regarding transparency and information dissemination.

Regarding whether CRM products meet consumer expectations, females (Mean Rank = 90.74) demonstrate higher satisfaction than males (86.75), suggesting that female consumers feel CRM products align more closely with their expectations.

A significant difference is observed in the intention to continue purchasing CRM products in the future, where females record a substantially higher mean rank (97.28) compared to males (83.75). This clearly indicates stronger future purchase intention and loyalty towards CRM products among female consumers.

Finally, with respect to overall satisfaction towards cause-related marketing products, female respondents (Mean Rank = 91.80) exhibit higher satisfaction compared to male respondents (86.26). This suggests that, overall, female consumers are more satisfied with cause-related marketing products than male consumers.

Overall Interpretation

The gender-wise analysis clearly indicates that female consumers demonstrate higher awareness, trust, satisfaction, and future purchase intention towards cause-related marketing products compared to male consumers. This highlights the importance of considering gender differences while designing and promoting cause-related marketing strategies. Marketers may focus more on emotional appeal, authenticity, and transparent communication to further enhance satisfaction levels, particularly among female consumers.

TABLE NO.2 - MANN-WHITNEY U

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
I am aware of cause-related marketing products	3217.5	10477.5	-1.179	0.238
I prefer brands that support social causes	3200	10460	-0.799	0.424
Cause-related marketing influences my purchase decision	3227.5	10487.5	-0.609	0.543
I trust brands involved in cause-related marketing	3109	10369	-0.881	0.378
The social causes supported are relevant to society	3207	10467	-0.469	0.639
I am satisfied with the quality of CRM products	3183	10443	-0.641	0.521
Prices of CRM products are reasonable	3165	10425	-0.58	0.562
CRM products give me emotional satisfaction	3275	10535	-0.146	0.884
I believe companies genuinely support social causes	3193	10453	-0.557	0.577
CRM initiatives improve brand image	3270	10530	-0.188	0.851
I feel proud using cause-related marketing products	3270	10530	-0.188	0.851
Information about social causes is clearly communicated	3205	10465	-0.402	0.687
CRM products meet my expectations	3149.5	10409.5	-0.68	0.496
I will continue purchasing CRM products in future	2789.5	10049.5	-2.311	0.021
Overall, I am satisfied with cause-related marketing products	3091	10351	-0.925	0.355

The Mann-Whitney U test was employed to examine whether there is a statistically significant difference between male and female respondents with regard to their awareness, perception, satisfaction, and future

purchase intention towards cause-related marketing (CRM) products.

The results indicate that for most of the statements, the Asymptotic Significance (2-tailed) values are greater

than 0.05, implying that no significant difference exists between male and female respondents in terms of awareness of cause-related marketing products ($p = 0.238$), preference for brands supporting social causes ($p = 0.424$), influence of CRM on purchase decision ($p = 0.543$), trust in CRM brands ($p = 0.378$), relevance of social causes ($p = 0.639$), satisfaction with product quality ($p = 0.521$), price reasonableness ($p = 0.562$), emotional satisfaction ($p = 0.884$), belief in genuine social support ($p = 0.577$), improvement of brand image ($p = 0.851$), pride in using CRM products ($p = 0.851$), clarity of communication ($p = 0.687$), meeting of expectations ($p = 0.496$), and overall satisfaction towards CRM products ($p = 0.355$). Hence, the null hypothesis is accepted for these variables.

However, a statistically significant difference is observed in the statement "I will continue purchasing CRM products in future", where the p -value is 0.021, which is less than 0.05. Therefore, the null hypothesis is rejected for this variable. This indicates that male and female respondents differ significantly in their future purchase intention, with female respondents showing stronger intention to continue purchasing cause-related marketing products.

X. SUGGESTIONS OF THE STUDY

Based on the findings of the study on consumer satisfaction towards cause-related marketing products in Coimbatore City, the following suggestions are offered to marketers and policy makers:

1. Enhance transparency and credibility

Companies should clearly communicate how much contribution is made to the supported social cause and how the funds are utilized. Transparent reporting will strengthen consumer trust and reduce skepticism towards cause-related marketing initiatives.

2. Focus on genuine cause involvement

Organizations must ensure that the social causes they support are relevant, meaningful, and aligned with their brand values. Long-term commitment to a cause rather than short-term promotional campaigns will improve consumer satisfaction and brand loyalty.

3. Improve communication strategies

Marketers should use effective and honest communication through advertisements, product labels, and digital media to educate consumers about the social impact of CRM products. Simple and clear

messages can enhance consumer understanding and emotional connection.

4. Maintain product quality and reasonable pricing

While supporting social causes, companies should not compromise on product quality or price. Ensuring value for money will positively influence satisfaction and encourage repeat purchases.

5. Target gender-specific marketing approaches

Since female consumers show higher future purchase intention towards CRM products, marketers may design campaigns that appeal to emotional and ethical values, while also creating awareness-oriented strategies to strengthen male consumer engagement.

6. Strengthen emotional appeal and engagement

Brands should highlight emotional benefits such as pride, social contribution, and ethical fulfillment associated with CRM products. Emotional storytelling and cause-based narratives can further enhance consumer satisfaction.

7. Encourage consumer participation

Companies can involve consumers directly in social initiatives through campaigns, feedback platforms, or cause-related events, which may increase trust and long-term association with the brand.

XI. CONCLUSION OF THE STUDY

Cause-related marketing has emerged as an important strategy that integrates business objectives with social responsibility. The present study attempted to assess the level of consumer satisfaction towards cause-related marketing products in Coimbatore City by analyzing awareness, perception, trust, satisfaction, and future purchase intention.

The findings reveal that consumers generally exhibit a positive attitude and satisfactory level of perception towards cause-related marketing products. Gender-wise analysis indicates that while there is no significant difference between male and female consumers in terms of awareness and overall satisfaction, female consumers demonstrate a significantly higher intention to continue purchasing CRM products in the future. This reflects stronger emotional attachment and loyalty among female consumers towards socially responsible brands.

Overall, the study concludes that cause-related marketing positively influences consumer satisfaction, provided the initiatives are perceived as genuine, transparent, and socially relevant. For sustained

success, companies must move beyond promotional motives and focus on authentic social contribution combined with quality products and ethical communication. The study contributes to existing literature and provides practical insights for marketers seeking to enhance consumer satisfaction and long-term brand value through cause-related marketing.

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