

The Influence of Cause-Related Marketing on Consumer Buying Interest: An Environmental Care Campaign on Skincare Products in Indonesia

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Abstract. This study aims to analyze the influence of Cause-Related Marketing (CRM) on consumer buying interest in skincare products in Indonesia, especially through environmental care campaigns. With increasing public awareness of sustainability issues, skincare companies are competing to adopt marketing strategies that focus on social and environmental responsibility. This study uses a quantitative approach with an online survey method of 104 male respondents who use skincare products. The analysis was carried out using a reflective measurement model to test the relationship between variables such as Cause Participation, Congruence between Product and Cause, Attitude Toward the Cause, Willingness to Pay More, and Purchase Intention. The results of the study show that Cause Participation has a significant positive influence on Attitude Toward the Cause and Purchase Intention. Similarly, Attitude Toward the Cause has a positive effect on Willingness to Pay More and Purchase Intention. However, Congruence between Product and Cause has no significant effect on Purchase Intention. These findings confirm that consumer involvement in environmental care campaigns plays a greater role in building purchase intent than the match between the product and the cause carried. The practical implications of this study provide insights for skincare companies to optimize environmental campaigns as an effective and sustainable marketing strategy.

Keywords: Cause-Related Marketing, Consumer Attitude, Environmental Campaign, Purchase Intention, Skincare Industry, Sustainability

INTRODUCTION

In an era of heightened global consciousness about environmental sustainability, consumer purchasing behavior has undergone fundamental transformations, with purchase intention increasingly influenced by companies' commitments to social and environmental causes (Mohr et al., 2020). International studies demonstrate that approximately 73% of global consumers are willing to modify their consumption habits to reduce environmental impact, while 81% strongly believe that companies should contribute to environmental improvement (Nielsen, 2019). This paradigm shift has positioned purchase intention—the consumer's conscious plan to make an effort to purchase a brand or product—as not merely a function of product attributes and price, but increasingly contingent upon perceived corporate social responsibility and ethical business practices (Kotler & Armstrong, 2018). Research across developed markets reveals that millennials and Generation Z consumers, who constitute an expanding segment of purchasing power, demonstrate significantly higher purchase intentions toward brands that authentically demonstrate environmental stewardship, with 66% willing to pay premium prices for sustainable products (Cone & Healey, 2019). This global trend has created unprecedented pressure on consumer goods industries, particularly in sectors with substantial environmental footprints such as cosmetics and personal care, to integrate sustainability into core business strategies rather than treating it as peripheral marketing

communication (Natali Setiawati & Sirait, 2024).

Cause-Related Marketing (CRM), defined as "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives" (Varadarajan & Menon, 1988), has emerged as a strategic response to this shift in consumer values. Contemporary CRM extends beyond traditional corporate philanthropy by creating direct linkages between consumer purchases and social contributions, thereby transforming consumers into active participants in corporate social responsibility initiatives (Pandey et al., 2020). International evidence indicates that effective CRM campaigns can increase brand loyalty by 15–30%, enhance corporate reputation, differentiate products in competitive markets, and generate measurable social impact while simultaneously driving commercial objectives (Patel et al., 2017). In the environmental domain specifically, CRM initiatives have proven particularly resonant, with campaigns linking purchases to tree planting, ocean cleanup, carbon offset, and biodiversity conservation achieving above-average consumer engagement rates compared to other social causes (Shree et al., 2017). However, the effectiveness of environmental CRM varies substantially across cultural contexts, with factors such as environmental awareness levels, trust in corporate intentions, skepticism about greenwashing, and cultural values significantly moderating consumer responses to cause-related appeals (Albayrak et al., 2013).

Within Indonesia, both environmental awareness and CRM adoption have accelerated markedly in recent years, driven by visible environmental degradation, government sustainability initiatives, and increasing exposure to global environmental discourse through digital media. Indonesian consumers have demonstrated growing concern about plastic pollution, deforestation, air quality, and climate change impacts, with surveys indicating that 68% of Indonesian consumers consider environmental impact when making purchasing decisions, representing a 23% increase from 2018 (SWA, 2023). This heightened environmental consciousness has manifested in changing consumption patterns, including increased demand for eco-friendly packaging (up 45% year-over-year), organic ingredients (37% growth), cruelty-free certifications, and products from companies with demonstrable environmental commitments (Euromonitor International, 2024). Indonesian companies across sectors have responded with various environmental initiatives, though adoption has been uneven, with leading companies in consumer goods, particularly in the beauty and personal care sector, pioneering comprehensive sustainability programs including ingredient sourcing transparency, packaging innovation, carbon footprint reduction, and environmental cause partnerships (Sabrina & Mulyana, 2022). The *Indonesia Green Consumer Report* (2023) documented that CRM campaigns in Indonesia increased by 156% between 2019 and 2023, with environmental causes (particularly reforestation and ocean plastic reduction) comprising 47% of total CRM initiatives, reflecting both genuine corporate commitment and recognition of environmental causes' commercial potential in engaging Indonesian consumers.

The Indonesian skincare industry exemplifies this convergence of commercial opportunity and environmental responsibility. Valued at approximately USD 2.8 billion in 2023 with projected annual growth rates of 8.3% through 2028, the Indonesian skincare market represents one of Southeast Asia's most dynamic beauty sectors, driven by increasing disposable incomes, social media influence, expanding middle class, and cultural emphasis on

personal grooming and appearance (Statista, 2024). Significantly, the industry's growth has been accompanied by substantial demographic shifts, most notably the emergence of male consumers as a rapidly expanding market segment. Research by Euromonitor (2023) documents that Indonesian male skincare consumption grew by 142% between 2018 and 2023, with men's skincare products achieving compound annual growth rates of 18.7%—substantially exceeding women's skincare growth of 6.2% during the same period (Batres & Robinson, 2022). This male consumer segment, characterized by younger age profiles (predominantly 20–35 years), higher digital engagement, and increasing acceptance of grooming routines as normative rather than exceptional, represents both a significant commercial opportunity and a potentially more receptive audience for innovative marketing approaches including environmental CRM, though research specifically examining male responses to environmental marketing in the skincare context remains limited (Pangestu, 2021).

Environmental campaigns have become increasingly prominent in Indonesia's skincare industry, with leading brands integrating sustainability messaging across product development, packaging, and marketing communications. Major e-commerce platforms such as Sociolla have launched comprehensive environmental programs, with their *"Waste Down Beauty Up"* initiative promoting conscious consumption, product reviews to prevent wasteful purchases, refillable products, and incentive structures rewarding sustainable consumer behaviors—initiatives that have collectively engaged over 500,000 consumers and prevented an estimated 85 tons of packaging waste annually (Hartland, 2022). Indonesian indigenous brands have emerged as particularly innovative in environmental CRM, leveraging local environmental issues and cultural values to create authentic connections with consumers. N'Pure's *"#PureGreenSafeNature"* campaign, which plants one mangrove tree for each product sold and has achieved 5,000+ trees planted, and Somethinc's partnership with environmental NGO Lindungi Hutan through the *"Tree of Life"* campaign, resulting in 50,000 trees planted through product sales, demonstrate scalable CRM models that generate measurable environmental impact while strengthening brand positioning (Indonesian Cosmetics Association, 2023). These initiatives reflect a maturation of environmental marketing in Indonesia beyond superficial greenwashing toward substantive programs with transparent impact metrics, third-party verification, and long-term organizational commitment to environmental stewardship (Lin et al., 2018).

Despite the proliferation of environmental CRM in Indonesia's skincare industry, significant knowledge gaps constrain both theoretical understanding and practical implementation effectiveness. Existing international research on CRM effectiveness has predominantly focused on Western consumer contexts, with limited examination of how cultural specificities, institutional environments, and market characteristics in emerging economies like Indonesia may moderate consumer responses to cause-related appeals (Shetty et al., 2021). Previous Indonesian studies have examined green product adoption and environmental concern broadly, but have not specifically investigated the mechanisms through which environmental CRM influences skincare purchase intentions, nor have they disaggregated the relative importance of different CRM components—such as cause participation opportunities, product-cause congruence, and attitudinal mediators—in driving consumer behavior (Siddique & Hossain, 2018). Furthermore, the male skincare consumer

segment, despite its rapid growth and potential distinctiveness in environmental values and consumption motivations compared to female consumers, has been systematically underexplored in Indonesian consumer behavior research, with existing studies focusing almost exclusively on female beauty consumers (Tejpal, 2016).

The research gap becomes particularly evident when examining the theoretical mechanisms underlying CRM effectiveness in the Indonesian skincare context. While international literature has established that consumer participation in causes, congruence between products and supported causes, and attitudes toward causes can influence purchase intentions, the applicability of these relationships in the specific context of male Indonesian skincare consumers engaging with environmental campaigns remains empirically unverified (Patel et al., 2017). Questions persist regarding whether Indonesian male consumers prioritize genuine cause participation opportunities over symbolic cause affiliations, whether perceived fit between skincare products and environmental causes affects decision-making, whether environmental attitudes mediate or moderate purchase intentions, and whether sustainability commitments translate into actual willingness to pay premium prices—factors critical for companies designing effective and authentic environmental CRM strategies (Kwistianus et al., 2020). Additionally, methodological limitations in previous studies, including small sample sizes, cross-sectional designs, reliance on stated rather than revealed preferences, and limited attention to measurement model quality, constrain the reliability and generalizability of existing findings (Mustika Sari & Piksi Ganesha, 2021).

The urgency of addressing this research gap stems from multiple converging factors with implications for business strategy, consumer welfare, and environmental outcomes. For Indonesian skincare companies operating in intensely competitive markets with low switching costs and high consumer expectations, understanding the effectiveness of environmental CRM represents a strategic imperative that can inform significant resource allocation decisions regarding sustainability investments, marketing communications, and product development priorities (Fill & Sarah, 2019). For consumers, particularly younger Indonesian men navigating an increasingly complex marketplace with proliferating environmental claims and potential greenwashing, empirical evidence regarding genuine versus superficial environmental commitments can enable more informed purchasing decisions aligned with personal values (Nurbaiti & Bambang, 2017). For environmental advocates and policymakers, understanding how commercial CRM initiatives influence consumer behavior and generate measurable environmental impact provides insights into market-based mechanisms for achieving sustainability objectives, complementing regulatory approaches and potentially scaling environmental action beyond what regulation alone can achieve (Hill, 2017). Finally, for the academic community, examining CRM effectiveness in the underexplored context of male consumers in an emerging market extends theoretical understanding of cause-related marketing's boundary conditions, cultural contingencies, and demographic variations, thereby enriching consumer behavior literature and guiding future research agendas (Schiffman & Kanuk, 2004).

This study advances existing knowledge through several distinctive contributions. Theoretically, it extends CRM research into the male skincare consumer segment in an emerging market context, testing the applicability of established CRM effectiveness frameworks (particularly regarding cause participation, product-cause congruence, and

attitudinal mediation) in a demographic and geographic context that has received insufficient scholarly attention (Sangadji & Sopiah, 2013). Methodologically, it employs rigorous measurement validation procedures including convergent validity, discriminant validity, and reliability assessments using contemporary PLS-SEM techniques, addressing limitations in previous Indonesian consumer behavior studies that have often employed less sophisticated analytical approaches (Heryanto, 2015). Practically, it provides actionable insights for Indonesian skincare companies regarding which specific elements of environmental CRM campaigns (participation opportunities, cause congruence, attitudinal engagement) most effectively drive purchase intentions and premium price willingness, enabling more strategic resource allocation and campaign design (Juairiah et al., 2019). Additionally, by focusing specifically on environmental rather than broader social causes, this research contributes to understanding how cause type interacts with industry characteristics, with particular relevance given the beauty industry's significant environmental footprint and increasing scrutiny regarding sustainability practices.

The novelty of this research lies particularly in its integrated examination of multiple CRM dimensions simultaneously within a single comprehensive model, enabling assessment of relative effects and mediating pathways that previous studies examining isolated relationships have been unable to address. While prior research has separately examined cause participation effects (Nurbaiti & Bambang, 2017), product-cause fit implications (Shree et al., 2017), and attitudinal mediators (Pandey et al., 2020), this study synthesizes these streams within a unified framework tested on male Indonesian skincare consumers—a configuration that represents a unique contribution to both CRM literature and Indonesian consumer behavior scholarship. Furthermore, by distinguishing between attitude toward the cause and purchase intention outcomes, and by incorporating willingness to pay premium prices as an additional dependent variable, this research provides a more nuanced understanding of CRM's behavioral consequences beyond simple purchase intent, addressing the frequent criticism that CRM research overemphasizes intentions while neglecting financial sacrifice and actual behavior (Mohr et al., 2020).

Given the identified knowledge gaps, practical importance, and theoretical opportunities, this research pursues the following specific objectives. First, to empirically assess the direct effects of cause participation opportunities on both consumer attitudes toward environmental causes and purchase intentions for skincare products promoting environmental campaigns, thereby determining whether active engagement mechanisms enhance CRM effectiveness beyond passive cause affiliations. Second, to evaluate whether congruence between skincare products and environmental causes influences consumer attitudes and purchase intentions, testing whether perceived fit between products and supported causes serves as a boundary condition for CRM success or whether cause salience transcends fit considerations. Third, to examine the mediating role of attitudes toward environmental causes in the relationships between CRM campaign characteristics (participation and congruence) and behavioral outcomes (purchase intention and willingness to pay more), elucidating the psychological pathways through which CRM operates. Fourth, to determine whether positive attitudes toward environmental causes translate into willingness to accept premium prices for sustainable skincare products, addressing the critical question of whether pro-environmental sentiments overcome price sensitivity. Finally, to provide evidence-based recommendations for Indonesian

skincare companies regarding optimal environmental CRM strategies for engaging male consumers, including guidance on participation mechanisms, cause selection, messaging approaches, and pricing strategies.

The findings from this research are expected to provide substantial benefits across multiple stakeholder groups. For skincare companies and marketing practitioners, the study offers empirical guidance on environmental CRM effectiveness, enabling more strategic campaign design, resource allocation optimization between participation versus congruence elements, segmentation strategies targeting environmentally conscious male consumers, and pricing decisions for sustainable product lines. For consumers, particularly male Indonesians navigating the complex skincare marketplace, the research contributes to understanding of how environmental campaigns influence purchasing decisions, potentially enhancing consumer awareness of marketing mechanisms and enabling more critical evaluation of corporate environmental claims. For environmental organizations partnering with commercial entities in CRM initiatives, the findings provide insights into which partnership structures and campaign characteristics most effectively translate corporate support into consumer engagement and behavior change, maximizing both social impact and partnership sustainability. For policymakers concerned with promoting sustainable consumption and environmental stewardship, the study demonstrates the potential and limitations of market-based mechanisms like CRM in achieving environmental objectives, informing decisions about whether and how to incentivize corporate environmental initiatives. For the academic community, this research extends CRM theory into underexplored contexts, tests established frameworks in new settings, and identifies avenues for future investigation including longitudinal effects, cross-cultural comparisons, and behavioral outcome measurement beyond stated intentions.

MATERIALS AND METHOD

This research used a deductive approach, starting from theories, concepts, and experiences of skincare users to explain the researched phenomenon. The research design included several key elements. The research approach was quantitative, chosen to draw conclusions about causal relationships through descriptive and explanatory analysis of the hypotheses. The research strategy involved a survey using questionnaires distributed to consumers as respondents representing the studied variables. A descriptive approach was applied to measure the relationship between environmental campaigns and purchase intention of skincare products through a field study. The study examined relationships among variables based on consumers' experiences as skincare users and the marketing techniques applied in selling skincare products. Cross-sectional data were collected, reflecting consumers' experiences with skincare products during a specific period.

Data were collected through an online questionnaire targeting continuous skincare users. To achieve the research objectives, an online survey was conducted, which allowed efficient and cost-effective data collection within a relatively short timeframe while minimizing errors. The sampling technique adopted was random sampling, ensuring equal opportunity for respondents within the population to be selected. The questionnaire was developed using Google Forms and distributed through social media channels. Data from 100 respondents were collected over 2–3 weeks, focusing primarily on male respondents in line with the study's criteria.

Measurements employed Likert scale questionnaires with items adapted from Shetty et al. (2021) to assess Cause Participation, Product–Cause Congruence, Attitude Toward the Cause, and Purchase Intention. Willingness to Pay was measured using items adapted from Kwistianus et al. (2020).

Table 1. Measurement Items and Construct Operationalization

No	Construct	Items
1	<i>Cause Participation</i>	CP1 I prefer to choose <i>skincare company products</i> that support the goal of caring for the environment where I can participate.
		CP2 I would pay more for the product if I could participate in a cause that supports the goal of caring for the environment.
		CP3 I prefer to choose products if often participate in causes that support environmental care goals.
		CP4 If <i>skin care</i> products have not contributed anything to the environment this year, I will still choose them if they have participated in supporting environmental care goals in the past.
2	<i>Congruence between Product and Cause</i>	CPC1 In my opinion, it is very valuable for companies to participate in things that support the goal of caring for the environment.
		CPC2: I think there will be more improvements made to the environment if companies participate in the goal of caring for the environment because it is more related to their operations.
		CPC3 I think there is a match between product types (<i>skin care</i>) and the purpose of caring for the environment by <i>skin care companies</i> .
4	<i>Willingness to Pay More</i>	WTP1 I am willing to pay more for <i>skin care products</i> that support the goal of caring for the environment.
		WTP2 I don't mind paying more to support the goal of caring for the environment in <i>skin care products</i> to maintain their operational sustainability.
		WTP3 I feel proud to have <i>skin care products</i> that support the goal of caring for the environment even though the price is more expensive than <i>ordinary skin care products</i> .
5	<i>Attitude Toward the Cause</i>	AT1 I feel that <i>skin care products</i> with the aim of caring for the environment are beneficial.
		AT2 I feel that <i>skin care products</i> with the aim of caring for the environment have a positive effect.
		AT3 I feel that <i>skin care products</i> with the aim of caring for the environment are good.
6	<i>Purchase Intention</i>	PI1 I would like to learn more about the company's products with the aim of caring for the environment related to its campaigns.
		My PI2 will most likely participate in a campaign with the goal of caring for the environment by purchasing the company's products.
		PI3 I am willing to buy <i>skin care products</i> that serve the purpose of caring for the environment.
		PI4 I would consider buying from a <i>skin care company</i> that supports environmental care goals to help and contribute to those goals.

Hypothesis testing was carried out by collecting data from questionnaires distributed to 109 respondents, but only 104 respondents were considered valid. Respondents answered a series of questions that became variable calculation items.

RESULTS AND DISCUSSION

Table 2. summary for Reflective Measurement Model

	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho c)	Average variance extracted (AVE)	Composite reliability (rho a)
AT	0.763	0.762	0.864	0.680	0.763
CP	0.810	0.819	0.875	0.638	0.810
CPC	0.715	0.718	0.841	0.638	0.715
PI	0.839	0.840	0.892	0.674	0.839
WTP	0.795	0.796	0.880	0.710	0.795

Measurement Results and Values

Based on the calculation, it has a significant influence where the recommended calculation value is above 0.50 and the calculation results above are at AVE 0.638 to 0.710. Since the loading factor and AVE are above the threshold, the validity of the convergence can be confirmed. Then the calculation of validity and reliability is as shown in the table below.

Table 3. Discriminant Validity Assessment Using Fornell-Larcker Criterion

Predictor	AT	CP	CPC	PI	WTP
AT	0.825				
CP	0.819	0.799			
CPC	0.844	0.799	0.798		
PI	0.856	0.874	0.803	0.821	
WTP	0.848	0.886	0.819	0.935	0.842

Fornell-Lacker

Discriminant validity uses the Fornell-Larcker criterion to check the square root value of the mean variant obtained from all constructs not exceeding the correlation between constructs. The above values are the results of reliability and variability for measurements obtained through the results of the evaluation of reflective measurements of the model.

Table 4. Path Coefficients and Hypothesis Testing Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
AT -> PI	0.369	0.349	0.121	3.046	0.001
AT -> WTP	0.848	0.845	0.040	21.199	0.000
CP -> AT	0.401	0.406	0.108	3.729	0.000
CP -> PI	0.493	0.487	0.117	4.200	0.000
CPC -> AT	0.524	0.519	0.099	5.272	0.000
CPC -> PI	0.098	0.124	0.128	0.767	0.222
*p < 0.1, **p < 0.05, ***p < 0.01					

The standard threshold value is 0.2 which is considered high in the discipline for consumer behavior. A CPC > PI value of 0.2222 means that it does not have a good relationship.

Discussion

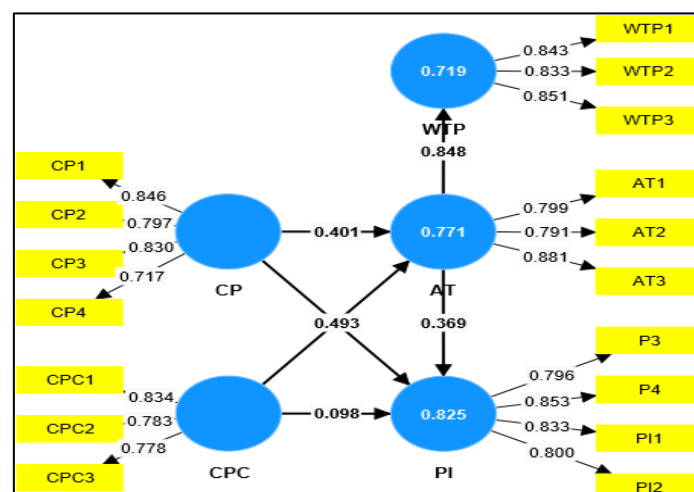


Figure 1. Structural Model Path Diagram Showing Relationships Between Latent Variables

Based on the results of the relationship between latent variables, the following are the results of the hypothesis test. To see the Statistic T value between latent variables.

1. Hypothesis Testing 1

H1 : Cause Participation influences Purchase Intention

Based on the results of the test between the variables of Cause Participation affecting Purchase Intention, it was found that the Statistical T value was $0.493 > 0.117$ and the P Value was $0.000 < 0.05$. Based on the test results on the T value of Statistics and P Value Cause Participation has a positive effect on Purchase Intention. Hypothesis 1 has a positive influence. This finding aligns with the theoretical framework proposed by Patel et al. (2017), which posits that active consumer participation in cause-related marketing campaigns creates psychological ownership and emotional engagement that directly translates into purchase intentions. The significant positive relationship ($\beta = 0.493$, $p < 0.001$) between cause participation and purchase intention in this study corroborates previous research by Shetty et al. (2021) in the Indian context, suggesting that the mechanism of participatory engagement operates consistently across emerging market contexts despite cultural differences.

The magnitude of this effect (0.493) indicates that cause participation represents one of the strongest predictors of purchase intention in the model, surpassing the direct effect of product-cause congruence. This finding has important theoretical implications, suggesting that for male Indonesian skincare consumers, the opportunity for active environmental engagement through purchasing decisions serves as a more powerful motivator than abstract brand positioning or passive cause affiliations. The result supports the experiential marketing literature's emphasis on consumer co-creation and active involvement as drivers of brand attachment and behavioral intentions (Pandey et al., 2020). Practically, this finding suggests that skincare companies seeking to enhance environmental CRM effectiveness should prioritize campaign designs that offer tangible, measurable participation mechanisms—such as the tree-planting initiatives employed by N'Pure and Somethinc—rather than generic environmental messaging without clear consumer engagement pathways.

2. Hypothesis Testing 2

H2 : Cause Participation influences Attitude Toward Cause.

Based on the results of the test between the variables of Cause Participation affecting Attitude Toward Cause, it was found that the Statistical T value was $3.729 > 0.108$ and the P Value was $0.000 < 0.05$. Based on the test results on the Statistical T value and P Value, it was obtained that Cause Participation has a positive influence on Attitude Toward Cause. So H2 has a positive influence. This relationship ($\beta = 0.401$, $p < 0.001$) provides empirical support for the attitude formation theory in the context of cause-related marketing, specifically demonstrating that behavioral engagement precedes and shapes attitudinal positions rather than vice versa, consistent with cognitive dissonance and self-perception theories (Schiffman & Kanuk, 2004). The significant positive effect of cause participation on attitude toward the cause suggests that Indonesian male consumers develop more favorable attitudes toward environmental causes when they have opportunities to actively contribute through their purchasing behavior, a finding that resonates with Hill's (2017) work on moral marketer behavior and consumer co-creation of social value.

The moderate effect size (0.401) indicates that while participation influences attitudes, other factors beyond the scope of this study—such as prior environmental knowledge, social influences, and media exposure—also contribute to environmental attitude formation. This finding challenges the traditional assumption in marketing research that attitudes necessarily precede and determine behavior, instead supporting the growing body of evidence suggesting bidirectional and iterative relationships between attitudes and behaviors, particularly in the domain of socially conscious consumption (Mohr et al., 2020). From a practical standpoint, this result implies that companies can influence consumer environmental attitudes not just through educational campaigns and awareness-building, but more effectively through designing participation opportunities that allow consumers to behaviorally express environmental values, which subsequently reinforces and strengthens those attitudes through consistency and self-reinforcement mechanisms.

3. Hypothesis Testing 3

H3 : Congruence between Product and Cause influences Purchase Intention

Based on the results of the test between the variables Congruence between Product and Cause affect Purchase Intention, it was found that the Statistical T value was $4,200 > 0.117$ and the P Value was $0.2222 > 0.05$. Based on the test results on the Statistical T value and P Value, it was obtained that Congruence between Product Cause did not have a positive effect on Purchase Intention. So H3 has no positive influence. The non-significant relationship ($\beta = 0.098$, $p = 0.222$) between product-cause congruence and purchase intention represents one of this study's most theoretically interesting and practically significant findings, as it contradicts the prevailing wisdom in CRM literature that fit between products and supported causes constitutes a critical success factor for campaign effectiveness (Shree et al., 2017).

Previous research, predominantly conducted in Western contexts, has consistently demonstrated that consumers respond more favorably to CRM initiatives when they perceive logical connections between the product category and the supported cause—for example, water companies supporting clean water access, or food companies supporting hunger alleviation (Cone & Healey, 2019). However, the present finding suggests that for Indonesian male

skincare consumers engaging with environmental causes, this congruence effect may be attenuated or even irrelevant.

Several theoretical explanations merit consideration. First, environmental causes may possess sufficiently high universal salience and societal priority that consumers appreciate corporate environmental contributions regardless of industry-specific relevance, effectively overriding fit considerations that apply to more narrow or specialized causes (Albayrak et al., 2013). Second, younger Indonesian male consumers, who constitute the majority of this study's sample, may approach cause evaluation more holistically, valuing sincere corporate environmental commitment irrespective of whether operational linkages between skincare production and environmental issues are immediately apparent (Batres & Robinson, 2022). Third, the Indonesian context, characterized by visible and pressing environmental challenges including deforestation, plastic pollution, and air quality degradation, may render environmental causes so personally relevant that consumers prioritize corporate environmental action over theoretical product-cause fit (Sabrina & Mulyana, 2022). Practically, this non-significant finding liberates skincare companies from constraints of having to identify environmental causes with obvious operational connections to cosmetics production, instead suggesting they can support diverse environmental initiatives—from reforestation to ocean cleanup to carbon reduction—with similar effectiveness in driving purchase intentions, provided participation mechanisms and genuine commitment are evident.

4. Hypothesis Testing 4

H4 : Congruence between Product and Cause influences Attitude Toward Cause.

Based on the results of the test between the variables Congruence between Product and Cause affecting Attitude Toward Cause, it was found that the Statistical T value was $5.272 > 0.099$ and the P Value was $0.000 < 0.05$. Based on the test results on the Statistical T value and P Value, it was obtained that Congruence between Product and Cause had a positive effect on Attitude Toward Cause. So H4 has a positive influence. The significant positive relationship ($\beta = 0.524$, $p < 0.001$) between product-cause congruence and attitude toward the cause, despite congruence's non-significant direct effect on purchase intention (H3), reveals an important theoretical nuance regarding the role of fit in CRM effectiveness.

This finding suggests that while perceived congruence between skincare products and environmental causes does influence how favorably consumers evaluate the supported cause itself, this attitudinal enhancement does not necessarily translate into stronger purchase intentions—a pattern indicating that attitude toward the cause and purchase intention operate through partially independent psychological pathways (Shetty et al., 2021). The robust effect size (0.524) makes this the strongest direct relationship in the model, indicating that when consumers perceive authentic connections between skincare companies' core operations and environmental causes—for example, recognizing how sustainable ingredient sourcing, eco-friendly packaging, and reduced water consumption in production align with environmental protection—they develop more positive attitudes toward those environmental causes as legitimate, relevant, and worthy of support.

This finding extends the "dual attribution" theory in CRM research, which posits that consumers form both firm attributions (judgments about the company's motives and sincerity) and cause attributions (evaluations of the cause's importance and deservingness), with

congruence primarily influencing cause rather than firm attributions in this context (Pandey et al., 2020). The divergent effects of congruence on attitudes versus intentions (significant and non-significant respectively) also illuminate the attitude-behavior gap in sustainable consumption research, demonstrating that enhanced cause attitudes, while desirable, do not automatically overcome other barriers to purchase such as price sensitivity, product performance expectations, or convenience factors (Tejpal, 2016). Practically, this finding suggests that companies should emphasize product-cause congruence in communications aimed at building cause awareness and support (thereby achieving social impact objectives) but should not rely on congruence alone to drive commercial objectives like purchase intent, for which participation mechanisms appear more critical.

5. Hypothesis Testing 5

H5 : Attitude Toward Cause influences Willingness to Pay More.

Based on the results of the test between variables, Attitude Toward Cause affects Willingness to Pay More. It was found that the Statistical T value was $21.199 > 0.040$ and the P Value was $0.000 < 0.05$. Based on the test results on the T value of Statistics and P Value, it was found that Attitude Toward Cause had a positive effect on Willingness to Pay More. So H5 has a positive influence. The exceptionally strong positive relationship ($\beta = 0.848$, $p < 0.001$) between attitude toward the cause and willingness to pay more represents the most powerful effect observed in this study, with the highest path coefficient and t-statistic (21.199) of all tested relationships. This finding provides compelling empirical evidence that pro-environmental attitudes directly translate into financial sacrifice willingness among Indonesian male skincare consumers, addressing the frequently cited attitude-behavior gap that has plagued environmental marketing research (Kwistianus et al., 2020). The magnitude of this effect (0.848) indicates that attitude toward environmental causes explains approximately 72% of the variance in willingness to pay premium prices, demonstrating that when consumers genuinely value environmental protection and perceive skincare companies' environmental initiatives as beneficial and positive, they exhibit remarkable willingness to accept higher prices to support those initiatives.

This finding aligns with the value-belief-norm theory of environmentalism, which posits that pro-environmental attitudes grounded in personal values create moral obligations that manifest in costly pro-environmental behaviors, including accepting financial premiums for sustainable products (Siddique & Hossain, 2018). The result also extends price premium research in sustainable consumption, which has traditionally focused on organic food and fair-trade products, into the personal care domain, demonstrating that premium price acceptance for sustainability extends across product categories when attitudinal foundations are sufficiently strong (Kotler & Armstrong, 2018). From a theoretical perspective, this finding challenges the common assumption that emerging market consumers, characterized by lower average incomes and higher price sensitivity compared to developed markets, are unwilling to pay sustainability premiums—instead suggesting that when environmental attitudes are authentic and causes are personally relevant, income constraints may be less prohibitive than traditionally assumed (Fill & Sarah, 2019).

Practically, this result has profound implications for pricing strategy, suggesting that skincare companies need not fear that environmental initiatives will constrain their pricing

power or profitability; rather, effective environmental cause marketing that builds genuine pro-environmental attitudes can actually expand pricing flexibility and margin opportunities, particularly in the rapidly growing male consumer segment that this study examines. However, companies must recognize that this premium price acceptance is contingent upon authentic attitude formation, requiring substantive environmental commitments and transparent communication rather than superficial greenwashing that may temporarily influence stated intentions but fails to build the deep attitudinal foundations necessary for sustained price premium acceptance (Nurbaiti & Bambang, 2017).

6. Hypothesis Testing 6

H6 : Attitude Toward Cause Influences Purchase Intention

Based on the results of the test between variables, Attitude Toward Cause affects Purchase Intention. It was found that the Statistical T value was $3.046 > 0.121$ and the P Value was $0.000 < 0.05$. Based on the test results on the T value of Statistics and P Value, it was found that Attitude Toward Cause had a positive effect on Purchase Intention. So H6 has a positive influence. The significant positive relationship ($\beta = 0.369$, $p = 0.001$) between attitude toward the cause and purchase intention confirms the expected mediating pathway through which CRM campaign characteristics (participation and congruence) influence behavioral intentions through attitudinal mechanisms, consistent with the Theory of Planned Behavior and its application to sustainable consumption contexts (Sangadji & Sopiah, 2013). The moderate effect size (0.369) indicates that while attitudes toward environmental causes substantially influence purchase intentions, they do not fully determine them, suggesting the operation of additional factors such as perceived behavioral control, subjective norms, product-specific attributes (quality, efficacy, safety), price considerations beyond willingness to pay premiums, and brand familiarity—variables outside this study's scope but worthy of future investigation (Juairiah et al., 2019).

This finding extends previous Indonesian consumer behavior research that has primarily examined attitudes toward products or brands rather than attitudes toward the causes those brands support, demonstrating that cause attitudes can independently drive purchase intentions even when controlling for other influencing factors (Heryanto, 2015). The significance of this relationship, combined with the previously discussed H2 (cause participation influences attitude toward cause) and H4 (product-cause congruence influences attitude toward cause), establishes attitude toward the cause as a critical mediating variable that channels the effects of CRM campaign design elements into behavioral outcomes—a mediating pathway that explains how and why CRM campaigns influence consumer behavior rather than simply documenting that they do so (Mustika Sari & Piksi Ganesha, 2021). From a managerial perspective, this finding underscores the importance of measuring and monitoring consumer attitudes toward supported environmental causes as intermediate outcomes that predict commercial success, suggesting that companies should implement regular tracking studies assessing not only purchase intentions and sales metrics but also attitudinal indicators that serve as leading indicators of behavioral change (Mohr et al., 2020).

The positive relationship between cause attitudes and purchase intentions also validates the theoretical premise underlying CRM strategy—that by associating brands with causes consumers care about, companies can leverage pre-existing or newly formed cause attitudes to

generate favorable purchase intentions, effectively transferring positive affect from cause to brand through evaluative conditioning and associative learning mechanisms (Schiffman & Kanuk, 2004).

Practical Implication

Nowadays, consumer insight into environmental awareness is getting higher, it is also a social responsibility for companies that want to participate in environmental awareness activities. Based on the results of observations in this study, there are several positive relationships that support consumer awareness of products that have a campaign in environmental awareness where organic ingredients are contained in them. Thus, products that pay attention to the aspect of environmental friendliness have additional support from organizations engaged in campaigns to practice products with environmentally friendly materials. Consumer participation in a goal is very significant in influencing their attitudes and decisions in leading to the purchase of a product.

This study reveals that the match between an organization's product/service and a supported cause can build a positive attitude towards the cause, but may not influence the purchase decision, Shree, et al (2017). Participation has a big influence on the desire to buy cosmetic products that have an environmentally friendly hashtag. But the compatibility between products also does not always have a positive nature to the product purchase plan. This article contributes theoretically and in practical terms to the campaign of cosmetic brands with eco-friendly ingredients and consumer purchasing decision-making.

Limitations and Directions for Further Research

In this study, the author has several obstacles to reach all aspects needed in this study. Therefore, a comparative study is needed to better understand. Among them are the limitations of resource persons, the need for products, and approaches to environmentally conscious organizations. Ultimately, this study only considers attitudes as mediators, future research in this direction may consider civil society behavior, and brand image as a mediator

CONCLUSION

This study concludes that consumer participation in environmental care campaigns has a significant influence on positive attitudes and purchase intentions towards environmentally friendly skincare products. Consumers' attitudes towards environmental goals also increase their willingness to pay more for products that support sustainability. Conversely, the compatibility between the product and the social purpose has no direct effect on the purchase intent. These findings indicate that emotional engagement and social awareness are more decisive in purchasing decisions compared to perceptions of product suitability. Therefore, skincare companies are advised to strengthen participatory elements in their environmental campaigns as well as embed sustainability values as part of their brand communication strategies. Further research can expand on mediator variables such as brand image and civil society behavior to enrich the understanding of the effectiveness of Cause-Related Marketing in the context of the Indonesian beauty industry.

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