

Relationship Between Cause-Related Marketing Campaigns on Brand Loyalty of Health and Medical Products: Basis for Enhancement of Cause-Related Marketing Campaigns

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Abstract

This study explored the relationship between cause-related marketing (CRM) campaigns and brand loyalty in the health and medical product sector in the Philippines. Guided by the corporate social responsibility (CSR) framework, the research focused on four key dimensions of CRM: legal, ethical, economic, and philanthropic responsibilities. A descriptive–correlational research design was employed, utilizing purposive sampling of 100 consumers who had purchased health or medical products within the last twelve months and had been exposed to CRM initiatives. Data were collected through a structured survey instrument validated for reliability and analyzed using descriptive statistics and Pearson’s r correlation. Results revealed that consumers rated CRM campaigns across all dimensions as “very high,” with legal responsibility obtaining the highest perception. Brand loyalty also registered at a very high level, particularly in repeat purchasing and intention to repurchase. Correlation analysis confirmed that all four CRM dimensions were significantly associated with brand loyalty, with legal responsibility showing the strongest relationship. More so, the findings underscore the role of CRM as a strategic tool for building trust and long-term consumer commitment. The study recommends enhancing transparency, ethical communication, and participatory campaign features to maximize loyalty outcomes in the health and medical product sector.

Keywords: cause-related marketing, corporate social responsibility, brand loyalty, health products, consumer perception