

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

Introduction

The health and medical products industry in the Philippines has experienced rapid expansion, driven by heightened public awareness of wellness, lifestyle-related health concerns, and the aging population. The sector encompasses a wide range of goods, from surgical instruments and hospital-grade devices to vitamins, supplements, and personal health monitoring tools. This expansion, while promising, has

intensified market competition, prompting companies to adopt strategies that not only emphasize product efficacy but also strengthen consumer trust and loyalty.

Brand loyalty has long been regarded as a cornerstone of sustainable business success. It reflects both consumers' behavioral patterns, such as repeat purchasing, and attitudinal factors, including trust, satisfaction, and emotional attachment to a brand. In the health sector, loyalty is particularly crucial because consumers often equate consistent product usage with reliability and safety (Na et al., 2023). However, traditional marketing tactics—such as discounts, endorsements, and informational campaigns—are increasingly insufficient in meeting the expectations of modern consumers who demand authenticity and accountability from corporations (Anggara et al., 2023).

One strategic approach that has gained traction is cause-related marketing (CRM). CRM is defined as a partnership between a for-profit company and a nonprofit organization wherein the business commits to supporting a social cause while simultaneously promoting its products and services (Saktiana, 2023). This approach is not merely philanthropic; it serves as a business strategy designed to create shared value. Studies highlight that when implemented authentically, CRM can improve corporate reputation, enhance brand trust, and foster customer loyalty (Tučková, 2023).

In the health and medical products sector, CRM campaigns often address socially significant causes such as healthcare accessibility, disease prevention, and funding for medical research. For example, companies may donate a portion of sales to vaccination drives or distribute free supplies to underserved communities. These initiatives resonate strongly with consumers, who increasingly prefer brands that contribute positively to society (Min & Arif, 2022). Moreover, aligning with health-related causes strengthens the perceived relevance and credibility of the brand in the eyes of consumers.

The theoretical basis of CRM lies within the broader framework of Corporate Social Responsibility (CSR). Carroll's CSR model outlines four dimensions of responsibility: economic, legal, ethical, and philanthropic (Latapí et al., 2019). Economic responsibility emphasizes profitability and sustainability; legal responsibility focuses on compliance with laws and regulations; ethical responsibility underscores fairness, honesty, and transparency, while philanthropic responsibility highlights voluntary contributions to community development. When applied to marketing strategies, these dimensions collectively reinforce consumer trust and strengthen brand loyalty (Rodriguez, 2023).

Recent empirical studies affirm the positive relationship between CSR-driven initiatives and consumer loyalty. Research indicates that CSR enhances customer satisfaction, trust, and identification with a company, which in turn drives repeat patronage and advocacy (Martínez & del Bosque, 2013; Xing, 2022). Specifically, consumers in highly regulated industries such as health and pharmaceuticals tend to place greater value on legal and ethical responsibilities, as these dimensions signal safety, credibility, and adherence to high standards (Abidin, 2024). Thus, cause-related marketing rooted in CSR offers a strategic advantage for health product companies competing in crowded markets.

Nevertheless, scholarly attention to CRM in the Philippine context remains limited. While studies in Western and Asian economies have documented its effectiveness, few have examined how Filipino consumers perceive and respond to CRM campaigns, particularly in relation to health and medical products. Given the Philippines' unique socio-economic landscape and strong collectivist culture, exploring CRM within this context is vital to understanding how cultural and demographic factors mediate brand loyalty outcomes (Erobathriek, 2023). This study seeks to fill that gap by analyzing the relationship between CRM campaigns and brand loyalty among Filipino consumers.

The study is anchored on the proposition that cause-related marketing campaigns, when aligned with CSR principles, can influence both behavioral and attitudinal brand loyalty. It investigates how consumers perceive the four CSR dimensions—legal, ethical, economic, and philanthropic—and how these perceptions correlate with their loyalty to health and medical product brands. By employing a descriptive-correlational design, the study aims to provide empirical evidence on whether CRM campaigns serve as effective tools for cultivating sustained consumer commitment in the Philippine health sector.

Ultimately, the significance of this study extends beyond academic inquiry. Its findings can guide marketing professionals in crafting socially responsible strategies that resonate with Filipino consumers, provide policymakers with insights for promoting ethical business practices, and enable nonprofit organizations to develop mutually beneficial partnerships with health product companies. By situating CRM within the Philippine context, this research contributes to the global literature on socially responsible marketing while offering practical recommendations for fostering brand loyalty and advancing public health objectives simultaneously.

Objectives of the Study

This study aimed to:

1. Assess consumers' perceptions of cause-related marketing campaigns in terms of legal, ethical, economic, and philanthropic responsibilities.
2. Determine the level of brand loyalty among consumers of health and medical products.
3. Examine the relationship between cause-related marketing campaigns and brand loyalty, specifically analyzing whether perceptions of the legal, ethical, economic, and philanthropic dimensions are significantly associated with brand loyalty.
4. Propose evidence-based cause-related marketing strategies that can enhance brand loyalty in the health and medical products sector, based on the study's empirical findings.

Methodology

Research Design. This study employed a descriptive–correlational research design to examine the relationship between cause-related marketing (CRM) campaigns and brand loyalty for health and medical products. The descriptive component was used to present the demographic characteristics of respondents and their perceptions of CRM initiatives, while the correlational component determined the degree of association between CRM dimensions—legal, ethical, economic, and philanthropic responsibilities—and brand loyalty. A descriptive–correlational design is appropriate when the goal is to analyze patterns and relationships among variables without manipulating them, ensuring that findings reflect naturally occurring consumer perceptions and behaviors (Creswell & Creswell, 2018).

Population and Sampling. The target population comprised consumers of health and medical products in the Philippines, particularly those who had purchased such products within the past twelve months and had been exposed to CRM initiatives. Products included vitamins, supplements, sleep aids, personal healthcare devices, and other medical essentials. A purposive sampling technique was adopted to ensure that participants met the inclusion criteria, which required them to (1) be residents of the National

Capital Region (NCR), (2) have purchased health or medical products in the last year, and (3) be aware of or have encountered CRM campaigns by health and medical product companies. This method was selected because it ensures the inclusion of respondents who can provide relevant data on the variables under study (Etikan & Bala, 2017).

A total of 100 respondents were included in the study. This sample size was deemed sufficient to conduct correlational analysis using Pearson's r , which requires at least 85–100 cases to detect medium-sized correlations at a 0.05 significance level (Faul et al., 2009).

Respondents

Table 1

Profile of the respondents (N =100)

| Profile | Frequency | Percentage |
|---|-----------|------------|
| Age | | |
| 21 – 25 years old | 46 | 46 |
| 26 – 32 years old | 33 | 33 |
| 33 – 39 years old | 21 | 21 |
| Sex | | |
| Female | 50 | 50 |
| Male | 50 | 50 |
| Educational Attainment | | |
| College level | 35 | 35 |
| College graduate | 46 | 46 |
| Post-graduate | 19 | 19 |
| Employment Status | | |
| Self-employed | 41 | 41 |
| Employed | 59 | 59 |
| Frequency of purchasing products | | |
| Once a month | 42 | 42 |
| Twice a month | 42 | 42 |
| Every 6 months | 13 | 13 |
| Once a year | 3 | 3 |
| Type of Health Products | | |
| Surgical instruments | 7 | 7 |
| Sleeping aids | 15 | 15 |
| Vitamins | 64 | 64 |
| Personal healthcare devices | 14 | 14 |

The demographic analysis revealed that most respondents were young adults between 21 and 25 years old (46%), followed by those aged 26–32 (33%) and 33–39 (21%). This youth-skewed profile suggests that younger consumers dominate the market for health and medical products, reflecting a generational shift toward wellness and proactive healthcare consumption. Prior research confirms that younger consumers are more receptive to socially responsible marketing messages, particularly when conveyed through digital platforms (Erobathriek, 2023). The balanced gender distribution (50% male and

50% female) ensures that findings reflect perspectives across both sexes, which is critical since men and women may differ in their responses to cause-related marketing (CRM) appeals.

In terms of educational attainment, 46% were college graduates, 35% were college-level, and 19% held postgraduate degrees. The relatively high education levels imply that respondents possess the ability to critically evaluate marketing messages and discern authentic CSR commitments. This aligns with Martínez and del Bosque's (2013) findings that educated consumers are more likely to align loyalty with brands that demonstrate integrity and social responsibility. Employment status showed that 59% were employed and 41% self-employed, indicating financial independence and regular purchasing capacity. Regarding buying patterns, a large majority reported purchasing once or twice a month (84%), highlighting frequent consumer–brand interaction. Vitamins (64%) emerged as the most commonly purchased product, suggesting that preventive health behaviors dominate the market. These findings provide a demographic context that strengthens the interpretation of consumer perceptions and loyalty.

Research Instrument. The study utilized a structured survey questionnaire divided into three parts:

1. *Profile Questionnaire* – gathered demographic and purchasing data such as age, sex, educational attainment, employment status, frequency of purchasing, and type of health products purchased.
2. *Cause-Related Marketing Campaigns Questionnaire* – a 20-item instrument measuring consumer perceptions of CRM across four CSR dimensions: legal, ethical, economic, and philanthropic responsibilities. Each dimension included five indicators, rated on a four-point Likert scale (1 = Very Low, 4 = Very High).
3. *Brand Loyalty Questionnaire* – a 10-item scale that measured both behavioral loyalty (repeat purchases, resistance to switching brands) and attitudinal loyalty (trust, satisfaction, and emotional attachment). Responses were rated on the same four-point Likert scale.

The items were adapted from CSR and brand loyalty literature to ensure content validity and relevance to the Philippine context (Martínez & del Bosque, 2013; Saktiana, 2023).

Validity and Reliability. The instrument underwent content and face validation by a panel of marketing and research experts to confirm the clarity and appropriateness of the items. A pilot test was conducted with 30 respondents outside the main sample to assess reliability. The results yielded a Cronbach's alpha coefficient of 0.87, indicating high internal consistency across items. According to Hair et al. (2021), values above 0.70 are considered acceptable for social science research. Construct validity was further supported by aligning items with CSR theory and brand loyalty dimensions.

Data Gathering Procedure. The researcher first sought approval from the University of Perpetual Help System Dalta (UPHSD) and clearance from the institutional ethics review board. Upon approval, participants were recruited through health product retailers, online platforms, and community networks in NCR. Respondents received both printed and digital copies of the questionnaire, along with an informed consent form explaining the study's purpose, voluntary nature, confidentiality assurances, and right to withdraw at any time.

The data collection process spanned four weeks. Completed questionnaires were retrieved, checked for completeness, and encoded for analysis. Digital responses were securely stored in password-protected files, while hard copies were archived for reference. The study strictly adhered to ethical guidelines for human participation in research (APA, 2020).

Statistical Treatment of Data. Data were analyzed using the Statistical Package for the Social Sciences (SPSS). The following statistical tools were applied:

Frequency and Percentage Distribution. It was used to describe the demographic profile of respondents.

Weighted Mean. It was used to determine consumer perceptions of CRM implementation and their level of brand loyalty.

Pearson Product–Moment Correlation Coefficient (Pearson r). It was used to test the relationship between CRM dimensions and brand loyalty. A significance level of 0.05 was used to determine statistical significance.

This combination of statistical techniques allowed the study to address its research questions systematically while ensuring the accuracy and reliability of findings.

Results and Discussion

1. Consumer Perceptions of CRM Campaigns

Respondents rated the implementation of CRM campaigns across all four CSR dimensions as “Very High”. Among these, legal responsibility obtained the highest overall mean ($M = 3.48$, $SD = 0.43$). Consumers strongly perceived that companies complied with laws and regulations, ensured product safety, and maintained transparency in operations. This result underscores the critical importance of compliance in the health sector, where safety and credibility are paramount. As Abidin (2024) noted, adherence to legal standards forms the baseline of trust, especially for health-related products.

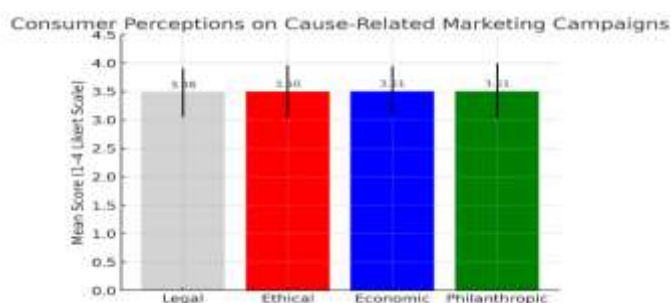


Figure 1. Consumer perceptions of the implementation of cause-related marketing campaigns

Figure 1. Consumer perceptions on the implementation of cause-related marketing campaigns. Respondents rated all four CSR dimensions—legal ($M = 3.48$, $SD = 0.43$), ethical ($M = 3.50$, $SD = 0.46$), economic ($M = 3.51$, $SD = 0.43$), and philanthropic responsibility ($M = 3.51$, $SD = 0.48$)—as *very high*, indicating strong trust in socially responsible practices of health and medical product companies.

Ethical responsibility was also rated very high ($M = 3.50$, $SD = 0.46$), with respondents affirming that companies demonstrated fairness, honesty, and alignment with moral values. This finding supports Kongjue's (2024) assertion that ethical conduct in marketing enhances consumer trust and strengthens brand–consumer relationships. Economic responsibility ($M = 3.51$, $SD = 0.43$) was recognized through perceptions that companies balanced profitability with societal contributions, reflecting consumers' appreciation for sustainable business practices. Lastly, philanthropic responsibility ($M = 3.51$, $SD = 0.48$) was rated highly, with participants acknowledging voluntary community involvement and charitable support. Although all dimensions scored very high, philanthropic responsibility had slightly greater variability, suggesting that consumers may not always be equally aware of firms' charitable initiatives.

These findings affirm that Filipino consumers perceive CRM efforts as genuine and socially beneficial. They also mirror global studies showing that when brands engage in authentic CSR initiatives, consumers respond positively, not only in terms of attitudes but also through loyalty behaviors (Saktiana, 2023; Tučková, 2023).

2. Level of Brand Loyalty

The overall level of brand loyalty was also rated “Very High” ($M = 3.48$, $SD = 0.37$). Respondents consistently reported repeat purchases, preference for their chosen brands, and a willingness to continue supporting them. The strongest indicators were consistent purchasing ($M = 3.59$) and future intention to repurchase ($M = 3.57$), both reflecting behavioral loyalty. Emotional connection ($M = 3.33$) and willingness to pay a premium ($M = 3.34$) were comparatively lower, though still within the very high range. This suggests that while functional trust and satisfaction drive loyalty, emotional attachment and price tolerance remain areas for improvement.

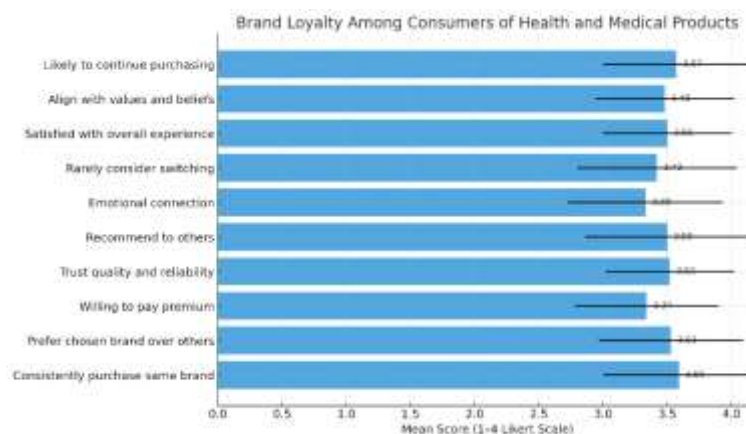


Figure 2. Brand loyalty among consumers of health and medical products

Figure 2. Brand loyalty among consumers of health and medical products. Results show very high loyalty, with the strongest indicators being consistent purchasing ($M = 3.59$) and future intention to repurchase ($M = 3.57$), while emotional connection ($M = 3.33$) and willingness to pay a premium ($M = 3.34$) scored slightly lower but remained high.

These results resonate with Na et al. (2023), who found that brand trust and satisfaction are strong predictors of loyalty, while emotional engagement develops more gradually. For health products, where safety and credibility dominate consumer decisions, loyalty is more rational and value-driven than emotional. Nonetheless, the data highlight an opportunity for firms to deepen emotional connections through storytelling, transparency, and participatory campaigns.

3. Relationship Between CRM and Brand Loyalty

Table 2

Correlation between the Marketing Campaigns and Brand Loyalty

| Variables | r-value | Sig. value | Decision on H ₀ | Interpretation |
|------------------------------|---------|---------------|----------------------------|----------------|
| Legal responsibility | 0.54 | 0.01 | Reject H ₀ | Significant |
| Ethical responsibility | 0.50 | 0.01 | Reject H ₀ | Significant |
| Economic responsibility | 0.45 | 0.01 | Reject H ₀ | Significant |
| Philanthropic responsibility | 0.44 | 0.01 | Reject H ₀ | Significant |

Correlation analysis revealed that all four CRM dimensions had significant positive relationships with brand loyalty: legal responsibility ($r = .54, p < .01$), ethical responsibility ($r = .50, p < .01$), economic responsibility ($r = .45, p < .01$), and philanthropic responsibility ($r = .44, p < .01$). Among these, legal responsibility exhibited the strongest correlation, indicating that consumers place primary importance on compliance and regulatory adherence when deciding whether to remain loyal to a health brand. This supports prior findings that in highly regulated sectors, legal compliance is not only a baseline expectation but also a differentiator that enhances brand credibility (Asghar, 2023).

Ethical responsibility followed closely, confirming that honesty and fairness in CRM messages directly influence loyalty behaviors. Economic and philanthropic responsibilities, while slightly weaker, still demonstrated significant associations. This indicates that consumers value companies that create shared economic benefits and demonstrate genuine community care, consistent with Carroll's CSR pyramid (Latapí et al., 2019). Importantly, these findings validate the proposition that CRM campaigns, when aligned with CSR principles, are effective tools for building loyalty in the Philippine health product sector.

The results highlight that Filipino consumers are highly responsive to CRM campaigns, particularly when legal and ethical commitments are visible. This finding aligns with global literature suggesting that regulatory compliance and ethical responsibility are strong predictors of trust and loyalty in the health and pharmaceutical sectors (Xing, 2022). The very high ratings across all CSR dimensions also suggest that

Filipino consumers are becoming more socially conscious, aligning their purchasing behaviors with brands that embody responsibility and integrity.

However, the slightly lower scores in emotional connection and philanthropic responsibility suggest areas where companies can improve. Storytelling, impact reporting, and participatory campaigns could help strengthen consumer identification with the brand and create deeper emotional ties (Min & Arif, 2022). Moreover, engaging consumers in campaign selection or providing transparency dashboards could increase awareness of philanthropic activities, thereby amplifying perceived authenticity.

Overall, the findings affirm that cause-related marketing is not merely a promotional strategy but a long-term brand-building tool. By integrating legal compliance, ethical conduct, economic sustainability, and philanthropic commitment, companies in the health and medical product sector can foster stronger and more enduring consumer loyalty.

Conclusions

The findings of this study confirm that cause-related marketing campaigns significantly influence brand loyalty in the Philippine health and medical product sector. All four CSR dimensions—legal, ethical, economic, and philanthropic responsibilities—were rated very high by consumers and demonstrated positive, significant correlations with loyalty, thereby supporting the study’s hypotheses. The implications are both theoretical and practical: CRM, when strategically aligned with CSR principles, can serve as a competitive advantage for firms, a guide for ethical policymaking, and a framework for fostering consumer trust and long-term brand commitment.

Recommendations

Companies in the health and medical product sector should strengthen CRM campaigns by emphasizing legal compliance and ethical transparency while expanding community-centered economic and philanthropic initiatives through storytelling and participatory features. Future studies may adopt longitudinal or experimental designs, while practitioners are encouraged to leverage digital platforms to maximize consumer engagement and long-term brand loyalty.

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