

DO CAUSE-RELATED MARKETING AFFECT PURCHASE INTENTION AND BRAND LOYALTY OF MUSLIM CONSUMERS ON HALAL FOODS?

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Abstract

The objective of this study is to examine the impact of Cause-Related Marketing (CRM) strategy on the Consumer Purchase Intention (CPI) and Brand Loyalty (BL) of Muslim customers towards halal food products. The researchers utilised religiosity (RG) variable to investigate the moderating impact on factors associated with Muslim customers' marketing and purchasing intentions towards halal food. This research employs a quantitative approach, utilising the PLS-SEM evaluation model. The sample consisted of 200 individuals who identified as Muslim and were between the ages of 17 and 65. The study findings revealed that CRM had a positive and significant effect on both CPI and BL towards halal food products. In addition, the variable of BL significantly and positively affects the CPI of halal food. The researchers discovered varying outcomes for the RG variable. It was observed to have a positive moderating impact on the relationship between CRM and CPI, although this effect was not statistically significant. CRM Strategy is a strategic approach that yields favourable outcomes and advantages for consumers, companies, and receivers of donations. However, marketers must be attentive to the execution of CRM strategy. Several research have discovered that implementing this method leads to negative consequences, including increased scepticism and less warm glow effect among participating consumers.

Keywords: Cause-Related Marketing, Halal Food, Brand Loyalty, Religiosity, Consumer Purchase Intention

1. INTRODUCTION

The COVID-19 pandemic creates many changes in the world. Some of these include social isolation, self-isolation, and restrictions on how people can travel (Nicola et al., 2020), giving rise to many businesses, consumer behavior, and aspects of workforce and leadership (Donthu & Gustafsson, 2020). This has impacted performance in various industries. Based on BPS (2021), the GDP growth rate of the Indonesian food and beverage industry on a year-on-year basis, the food business is one of the business fields most affected by this change. In 2020 it was 1.58%. Compared to GDP growth in the same sector in 2019, growth in this industry decreased by 7.78%. Changes in the food industry are not only found in the value of growth, but significant changes also occur in the access to buying food, distribution, supply chain, interaction with customers, raw material safety, and consumer behavior patterns who prefer healthy food (Ben Hassen et al., 2021).

On the other hand, data released by the Dinar Standard (Dinar Standard, 2023) shows that the halal food and beverage industry in Indonesia continues to record positive growth, where Indonesia's food spending ranks first in the world with a value of USD 1.37 trillion. Billah et al (2020) explained that the increase in the consumption of halal food also occurred

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in non-Muslim consumers at this time. Many had taken the initiative to start consuming halal food. During the COVID-19 pandemic, many changes occurred in lifestyle and consumption behavior, where consumers took the initiative to change their lifestyle by buying and consuming clean, healthy, and environmentally friendly food (Ben Hassen et al., 2021). Halal food is not only perceived as food that is obtained and processed following Islamic religious provisions, but more than that, halal food is also perceived as high quality, healthy, holy, and guaranteed food from the entire production chain (Kurth & Glasbergen, 2017; Sayogo, 2018)

Many marketers innovate by developing marketing strategies that adapt to the changes during this COVID-19 pandemic (Salamzadeh & Dana, 2021). Twum et al (2021) found that most marketers use social marketing strategies to increase the effectiveness in communicating messages to consumers during a pandemic so that it can have an impact on changing consumer behavior and indirectly can also provide broad social benefits to consumers (Polonsky, 2017). Many marketers use Cause-Related Marketing or CRM as a social marketing strategy because it can adapt to the customer segment targeted by the company (Sheikh & Beise-Zee, 2007) and is also able to obtain better consumer loyalty Brand (Chetioui & Lebdaoui, 2021). Research conducted Jaber & Jaber (2020), and Shetty et al (2021) found that the use of CRM strategies can provide attractiveness, elaboration, and demonstrate corporate social responsibility to be able to increase consumer intentions to buy the product.

However, several studies have found that CRM strategies, especially with large donations, can negatively affect it because they can trigger skepticism among the public. CRM can also reduce the warm-glow effect and harm consumer perceptions (Chaabane & Parguel, 2016; Timur, 2022) and raise suspicions about the value of social contributions that are smaller than their actual value (Grolleau et al., 2016). Bae (2016) found that companies must be able to explain the main objectives of CRM clearly and in detail to consumers in order for CRM to get positive results. In addition, one of the factors that influence the level of acceptance of CRM strategies is cultural and religious factors (Woo et al., 2020). Lavack & Kropp (2003) found that CRM strategies in developed countries are more effective than in developing countries. Countries with a Muslim majority population have a consumer base of local communities that can support CRM strategies to develop because they have a strong level of adherence to Islamic principles that strongly encourage charity and good deeds (Nickerson & Goby, 2016). Islam teaches the concept of *Itsar*, where a Muslim is encouraged to have an attitude of helping, helping, and caring for others for himself in worldly matters by expecting the best in the afterlife (Timur et al., 2023b, 2023a).

Researchers discovered numerous papers that investigated the correlation and impact of employing CRM strategies on purchasing food products based on previous research. Nevertheless, there is a lack of study examining the impact of CRM methods on the purchasing intention of Muslim consumers for halal food, particularly in developing nations like Indonesia. Researchers aim to examine the impact of implementing a CRM strategy on the CPI and BL of Muslim consumers towards halal food. They will specifically consider the influence of religiosity as a moderating variable. This analysis will focus on developing nations with a Muslim majority, such as Indonesia. This research can be utilized by marketers or companies to ascertain efficacious marketing tactics that can be applied by halal sector operators, particularly targeting Muslim customers of halal cuisine. The objective of determining the CRM strategy model is to enhance consumer purchase intention and foster brand loyalty, hence enabling long-term consumption of halal food brands.

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2. LITERATURE STUDY

Cause-Related Marketing (CRM) Strategy

In Islam, several commands are recommended to be carried out by a Muslim to realize income distribution, one of which is through Islamic philanthropy in the form of zakat, infaq, sadaqah, and waqf (Nurillah et al., 2021; Timur et al., 2023). CRM is one of the company's strategic tools, which is the development of Corporate Social Responsibility (CSR) to contribute to the broader community (Broon & Vrioni, 2015). However, in contrast to CSR, the CRM strategy, according to Varadarajan & Menon (1988), is defined as a strategy that involves the company and its customers by contributing to specific goals with philanthropic actions but, on the other hand, being able to increase the company's revenue.

Research from Chetioui & Lebdaoui (2021) explains that Muslim consumers choose to buy from companies involved in charitable activities. Religiosity in many studies has also been widely used to explain how religiosity can affect consumer morals and behavior in buying or consuming a product (Shetty et al., 2021). In Al Maidah 2:2, Allah SWT says, "Please help you in goodness and piety, and do not help you in sins and transgressions." Not only Muslim consumers, but Hou et al (2008) also show that the CRM program is essential to create a strategic social considering all types of consumers today tend to be more concerned with corporate social responsibility.

Varadarajan & Menon (1988) define CRM as a promotion that invites consumers to buy a product, where the company will use some of the profits for social activities. CRM could persuade consumers to acquire the product (Ferraris et al., 2020; Timur et al., 2023). Several other studies, such as those conducted by Galan-ladero et al (2013) and Broon & Vrioni (2015), found that the use of a CRM strategy is very beneficial for companies, especially in the long term, because it can affect consumer satisfaction and BL of the product. Premium pricing for a brand with great BL can increase market share and financial performance. (Chaudhuri & Holbrook, 2001).

Consumer Purchase Intention (CPI)

Consumer purchase intention (CPI) is a person's awareness to plan and make an effort to buy a product brand (Galan-ladero et al., 2013). CPI is cognitively tied to customer behavior, perceptions, and attitudes (Nurillah et al., 2022). Rizkitysha & Hananto, (2020) defined CPI as a person's motivation where in his mind a plan will emerge to carry out a behaviour. According to Usman et al., (2021), CPI is a procedure that aims to examine and predict consumer behaviour in their availability to buy a product.

Halal Food

The term "halal food" is often understood by consumers to refer to the practice of serving food that takes into consideration issues pertaining to health, hygiene, food quality, and various safety concerns (Timur et al., 2023). According to Firdaus et al., (2022) studies, Muslim consumers place a significant amount of weight on the selection and choosing of high-quality food due to worries over their health, the ethics involved in the production of food, and the sustainability and environmental friendliness of the food they consume. In addition, according to the teachings of Islam, a Muslim is obligated to use only *halalan* and *thoyyiban* foods in their diet (Ramli et al., 2021; Timur et al., 2023).

Brand Loyalty (BL)

Brand Loyalty (BL), according to Ali et al (2018), has a significant role in influencing consumers, especially in the intention to buy halal products. The halal attribute can make halal items more appealing to consumers when they have the same features as non-halal ones (Ali et

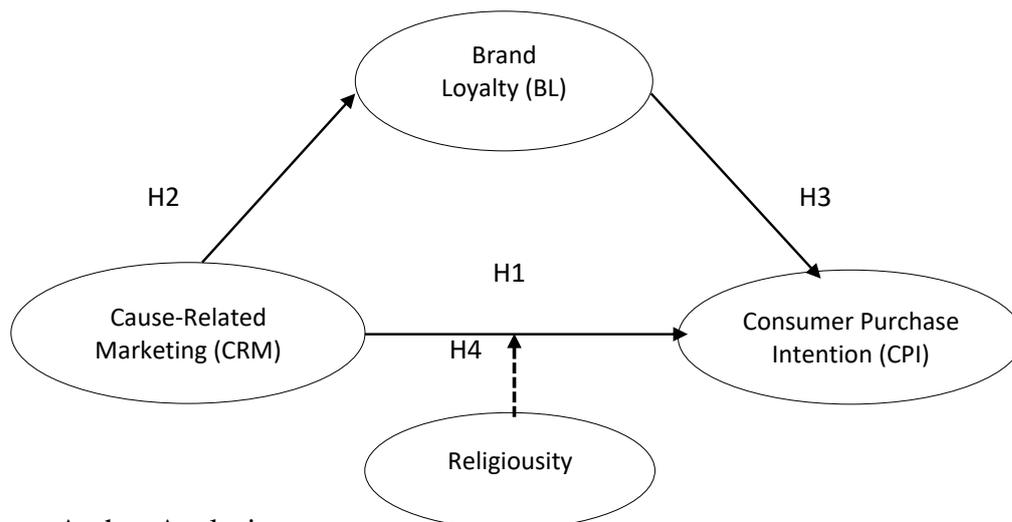
al., 2018). In their research, Liu et al (2014) also explain that social activities originating from the company positively affect customers' brand preferences and significantly increase BL and CPI. However, Liu et al (2014) also emphasize that the success rate of social activity campaigns on BL and CPI is also highly dependent on the company's image.

Religiosity (RG)

Religiosity (RG) is a person's commitment to attitudes and behavior towards the religion he adheres to (Ilmi et al., 2024). Several studies confirm that RG can moderate the halal label on CPI (Imamuddin et al., 2020). This study found that the halal label as a recommendation of Islamic law affected CPI to buy the halal product. Hamzah (2018) explain that intentional behavior in a Muslim is an assimilation of Islamic values in the form of the word "niyyat" or "nawaitu," where a Muslim is required for him to have an intention before committing an act. A Muslim must practice intention in all worship performed because the intention is obligatory. If the intention is not first, then the worship is void (Lutfi et al., 2023; Putri et al., 2023).

In the context of marketing, Zamani-Farahani & Musa (2012) found that the level of RG, especially for someone who embraces Islam, influences consumer behavior, including CPI. The higher a person's level of piety, the greater the influence on CPI as measured by Islamic beliefs, Islamic practices, and Islamic piety as dimensions. However, Zamani-Farahani & Musa (2012) noted that piety also depends on life quality and social culture. Usman et al (2021) also found that RG directly affects halal food CPI. RG moderated the effects of perfectionist/high-quality and price-consciousness on halal food CPI in this study. However, no research has examined how RG moderates the CRM Strategy and CPI for halal foods. Based on the foregoing, the authors propose a hypothesis:

- H1*: CRM strategy has a positive and significantly influence on CPI towards halal food
- H2*: CRM strategy has a positive and significantly influence on BL towards halal food
- H3*: BL has a positive and significantly influence on CPI on Halal Food Products
- H4*: RG has a moderating effect between CRM strategy on CPI on Halal Food Products



Source: Author Analysis

Figure 1. Hypothesis Model

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3. RESEARCH METHODOLOGY

A quantitative method is utilized in this study. As a means of hypothesis testing, quantify the research variables and examine their correlations by statistical means (Creswell, 2014). This research made use of primary data. Data collected directly from respondents by having them answer questions in a questionnaire is known as primary data. The purposive sampling strategy is employed in this study to get data samples. According to Sugiyono, (2018), researchers use Purposive Sampling when they choose their data samples with a focus on the study's aims. The evaluation was based on a 5-point Likert scale.

The population is Muslim men and women aged 17 or older who live in Indonesia and have eaten halal food in the past month. Sugiyono, (2018) defines the population as all study items with similar characteristics utilized to generalize research outcomes. Randomly selected 200 persons will engage in subsequent research. The sample was selected based on the questions given in the pre-quotient according to the criteria previously determined by the researcher. Respondents who do not meet the criteria will be eliminated. Researchers collected demographic data like age and education level via an online survey, and the middle half of the questionnaire measured the effect of each variable. The SmartPLS 3.0 program was used to analyze the main study data using the SEM-PLS (Structural Equation Model-Partial Least Square) method, which can describe the relationship between all latent constructions simultaneously, evaluate latent variable measurement, and examine latent variable relationships (Hair et al., 2013). Multivariate statistical technique PLS can handle multiple variables without many assumptions.

4. RESULT AND DISCUSSION

Result

From the questionnaire data given to 200 respondents, male respondents made up 47% of the total respondents and female respondents 53%. Most respondents, 163 (82%), were 17-30 years old. The majority of respondents, 157 (79%), were undergraduates. Most responders (192, or 96%) spend IDR 1-5 Million every month.

Table 1. Demographic Profile of Respondents

Profile	Number	Percentage (%)
<i>Gender</i>		
Male	94	47
Female	106	53
<i>Age (in Years)</i>		
17-30	163	82
31-45	35	17
Over 45	2	1
<i>Educational Level</i>		
Senior High School	3	2
Diploma Degree	18	9
Bachelor Degree	157	79
Master Degree	21	9
Doctoral Degree	1	1
<i>Total Monthly Expenditure</i>		
IDR 1-5 Million	192	96
IDR 5-10 Million	7	3
>IDR 10 Million	1	1

Source: Data Processing

Table 2 Construct Reability and Validity

Construct	Cronbach Alpha	Rho A	Composite Reability	AVE
CRM	0,974	0,974	0,981	0,928
CPI	0,993	0,993	0,994	0,967
BL	0,971	0,978	0,977	0,876
RG	0,989	0,989	0,990	0,907
CRM*RG	1,000	1,000	1,000	1,000

Source: Data Processing

Cronbach's Alpha

Cronbach's Alpha reliability coefficients range from 0 to 1 in validity and reliability tests (Rouf et al., 2018). The approved Cronbach's Alpha scale is 0.80, the good scale is 0.70, and the acceptable scale is 0.60 (Hair et al., 2013). CRM (0,974), BL (0,971), CPI (0,993), and RG (1,000) are Cronbach's Alpha values. All four items are over 0.80. Reliable data was collected. Furthermore, it can be processed.

Composite Reliability

Hair et al (2013) said that the composite reliability test accepted values from 0 to 1. For exploration goals, the composite reliability score must be 0.6 or above. However, multiple investigations suggest a composite reliability test result of 0.70 or higher (Henseler et al., 2009). The composite reliability test shows CRM (0,981), BL (0,977), CPI (0,994), and RG (0,990). All four items are over 0.80. Reliable data was collected. Furthermore, it can be processed.

Average Variance Extract

Because it shows the average similarity in each reflective model latent factor, many studies employ the AVE test to examine data validity and reliability (Hair et al., 2013). The AVE value must be larger than 0.5 and greater than the cross-loading value to be reliable and legitimate. The Average Variance Extract test shows CRM (0,928), BL (0,876), CPI (0,967), and RG (0,907). All four items are over 0.80. Reliable data was collected. Furthermore, it can be processed.

Table 3. Measurement Item of The Construct

Construct	Measurement Items	Source
CRM	-I prefer buying products that donate money to charity or social causes.	(Galan-ladero et al., 2013)
	-I am willing to pay a higher price for a product if the manufacturer contributes a portion of the earnings to charitable organizations or other social causes.	
	-It is more probable that I will purchase a company's products if the company gives a portion of its profits to a charitable organization or a social cause.	
	-Companies that provide a portion of their profits to charitable organizations or other social causes are considered to be outstanding corporate citizens.	
CPI	-I am curious by the goods sold by the cause campaign and would like to learn more about it.	(Hou et al., 2008)
	-I am willing to pay a greater price for the product	

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Construct	Measurement Items	Source
	<p>that is being offered by the company that is running the cause for the campaign.</p> <p>-A greater price for the goods offered by the company that is running the cause campaign is something that I am willing to pay.</p> <p>-There is a good chance that I will contribute to the cause awareness effort by purchasing the product.</p> <p>-I am willing to have the ability to persuade other people to buy the product.</p> <p>-It is possible that I would make a purchase from this company.</p>	
BL	<p>-I would recommend products and brands that are associated with these campaigns to my family and friends.</p> <p>-I would make positive comments about them.</p> <p>-I would be directed to the company again to purchase a product.</p> <p>-I would continue to purchase the brand that is associated with these campaigns.</p>	(Galan-ladero et al., 2013)
RG	<p>- This brand is a representation of competence and expertise</p> <p>- I place a high value on spending time with people who share my religious beliefs</p> <p>- I read books and periodicals that are related to my religion</p> <p>- I place a high priority on private religious contemplation and prayer</p> <p>- My religious beliefs have a significant impact on my life</p> <p>- I make it a priority to gain an understanding of my religion</p> <p>- My religious beliefs direct my life</p>	(Jamal & Sharifuddin, 2015)

Source : Galan-ladero et al., (2013), Hou et al., (2008), and Jamal & Sharifuddin, (2015)

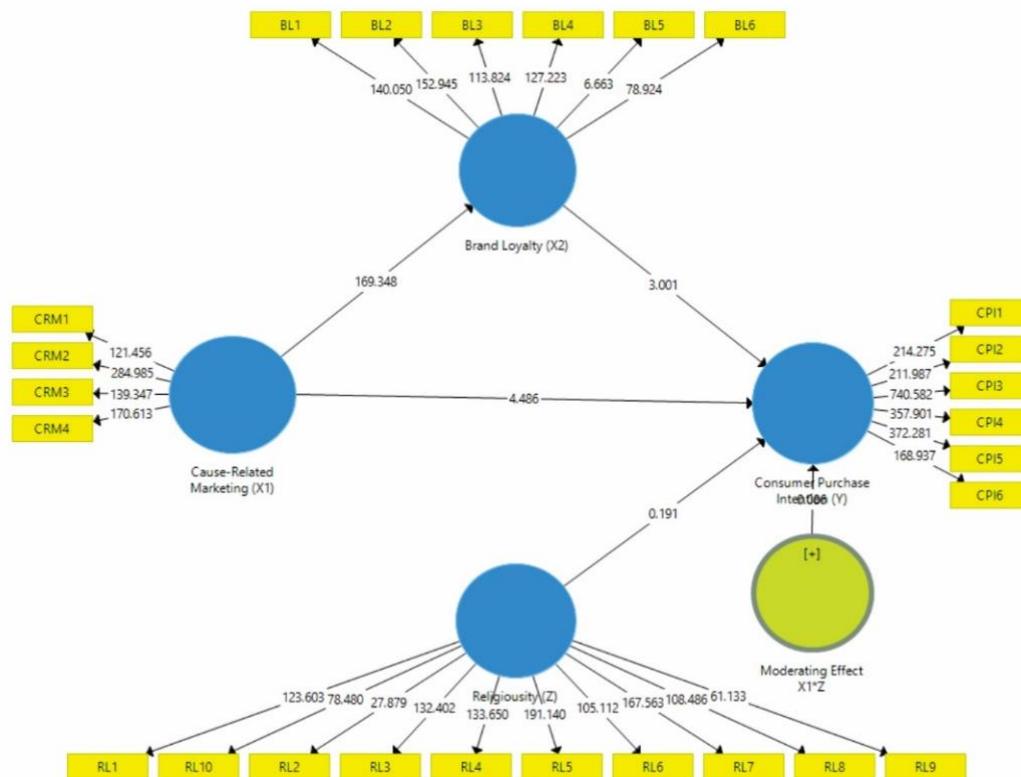
After that, we are able to measure the association between the variables by using the data that was generated from the outcomes of the Bootstrapping procedure. Through the use of the bootstrap test on PLS, one is able to measure the association that exists between the variables. The T count and P-values that were calculated allow one to see the influence that the variables have on one another. If the value of the T Count is greater than the significance level of the T table, then the variable has an effect on the Y variable. On the other hand, if the value of T is lower than the value of the T table, then the variable does not have any effect on the variable that is being studied. Because the P Values of the variable have a value that is greater than 0.05, it is possible to assert that the variable has a positive influence on the variable that is being studied independently. In the meanwhile, if the P Values are greater than 0.05, it indicates that the variable does not change the dependent variable.

Table 4. Research Hypothesis Testing

Hypothesis Path	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Decision
CRM -> CPI (H1)	0,636	0,573	0,142	4,486	0,000	Accepted
CRM -> BL (H2)	0,973	0,975	0,006	169,348	0,000	Accepted
BL -> CPI (H3)	0,344	0,332	0,115	3,001	0,003	Accepted
CRM*RG -> CPI (H4)	0,007	0,022	0,087	0,086	0,932	Not Accepted

Source : Data Processing

The information that is obtained from the results of the Bootstrapping procedure can be utilized to ascertain the nature of the relationship that exists between the variables. Using the bootstrap test on the PLS, one is able to determine the degree of correlation that exists between the variables. The estimated T and P values provide a description of the effect that both variables have on one another. When the value of the T Count is more than the value of the T table, this implies that the variable in question has an effect on the Y variable to a significant degree. Alternatively, if the value of T is lower than the critical value from the T table, then the variable in question does not have any influence on the variable that is being studied (the dependent variable).



Source : Data Processing with SMARTPLS 3.0

Figure 2. Structural Equation Model (Bootstrapping)

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The presence of a P-value that is more than 0.05 indicates that the variable in question has a positive effect on the independent variable. P Results that are larger than 0.05 suggest that the independent variable is not affected by the variable that is being studied. The initial hypothesis (H1) proposes that there is a positive association between a CRM and the CPI based on the data obtained from the Bootstrapping procedure. Based on the association between these variables, the value of the Original Sample (O) is 4.486, which indicates that the relationship is positive. It should be noted that all of the P-Values that are connected with this association are either less than 0.05 or equal to 0.000. It is possible to draw the conclusion, on the basis of the findings, that the CRM has a considerable and favorable influence on CPI.

Conversely, data obtained from the bootstrapping process supports the second hypothesis (H2), which posits that the CRM positively influences the BL. In this relationship between variables, the Original Sample (O) value is 0.973 (positive). Concurrently, the P-Values associated with this relationship are all equal to or less than 0.05. Based on the findings, it can be concluded that the CRM significantly and positively influences BL

The findings support the third hypothesis (H3) that there is a positive relationship between the CPI and the BL. 0.344 (Positive) is the Original Sample (O) value derived from this variable relationship. Concurrently, the P-Values associated with this relationship are 0.000, which is negligible compared to 0.05. BL has a positive and statistically significant effect on CPI, according to these findings.

The fourth hypothesis (H4) investigates the moderating impact of RG on the relationship between the CRM and CPI. The Original Sample value for this moderating effect variable is 0.007 (positive), as indicated by the data obtained through the bootstrapping process. Simultaneously, the P-Values associated with this moderating effect relationship were all greater than 0.05, or 0.932. The findings of this study suggest that there is a non-significant positive moderating effect of RG between the CRM and CPI.

Discussion

The outcomes of the bootstrapping process demonstrate that the implementation of CRM strategies has the potential to enhance the CPI to make a purchase, and in the long run, it will also heighten the consumers' BL to a particular brand. The fulfilment of Corporate social responsibility through CRM strategies can help companies in showing their seriousness in paying attention to social and environmental aspects (Hanzaee et al., 2019). This can not only increase the satisfaction of their customers but also to keep them loyal to their products and services leading to customers' intention to repurchase. In addition, companies that use CRM strategies can improve the image of the company's products and services and have a great impact on satisfaction, loyalty and intention to repurchase. On the contrary, if the company does not participate in corporate social responsibility, it can lead to a decline in performance in the short and long term (Ferraris et al., 2020).

Another aspect is also identified by Ferraris et al., (2020) as a factor influencing the acceptance of CRM strategies where it is mentioned that the characteristics of society are one of the important factors. In collectivist societies, people subordinate their individual goals to the collective mission; on the other hand, in individualist societies, people are used to placing personal goals above group goals. The character of a society that is closer to collectivity is said to be more accepting of socially grounded strategies such as CRM. Indonesia as a country with a population has a strong religious streak because in Islam, Allah SWT's command to share with others in need is highly recommended. This is reinforced by the character of the Indonesian people who really like to help others, which is reflected in the report of Charities Aid Foundation, (2023) which states that Indonesians are the most generous people in terms of donations.

Interesting findings occur in moderating relationships derived from RG variables where this variable does not provide a moderating influence between the use of CRM strategies and CPI. This means that the higher or lower the RG of a consumer does not strengthen or weaken the relationship between CRM strategies and consumer purchase intention. This result is in line with the results of the research by Memon et al., (2020) and Alzadjal et al., (2022) which states that the level of RG possessed by a person does not have a moderating effect on the variables studied. Consumers tend to have good knowledge and awareness that are more able to provide a view that CRM strategies provide good goals and benefits so that high or low RG will not affect the behaviour of a consumer and the consumer will continue to purchase products that use the CRM strategy. Besides that, RG is also considered an abstract factor. This is conveyed by Alzadjal et al., (2022) which states that abstract factors tend to have no relationship with ease or difficulty or confidence to purchase halal products that use CRM strategies.

5. CONCLUSION

The CRM Strategy is a strategy that offers favorable results and advantages to customers, businesses, and the beneficiaries of donations. According to the findings of the aforementioned research, this tactic has the potential to boost sales, which is a direct result of an increase in the consumers' intents to make purchases, and it also has an effect on the BL over the long term. Marketers, on the other hand, ought to pay attention to the implementation of customer relationship management strategy. It has been discovered by a number of research that this tactic results in unfavorable impacts, such as skepticism and a diminished warm glow effect, among the consumers who participate.

Therefore, the authors suggest that companies using CRM strategy can form a special team to report the number of donations in each period and the purpose of the donation. This strategy aims to maintain the trust that has been given to consumers when participating in social campaigns. In addition, the implementation of the CRM strategy with a short-term duration is still the most widely used by companies. So researchers advise companies that use CRM strategy to design strategies in the long term to maintain the BL of products sold. This strategy aims to maintain consumer purchase intentions, especially for halal food products, so that they continue to increase and increase brand loyalty to the brand (Ali et al., 2018).

This study only uses data from Muslim respondents. In the following study, researchers can also try to take data from respondents who come from non-Muslim consumers. The use of non-Muslim respondents will be exciting because several studies, such as Billah et al (2020), found that more and more non-Muslim consumers consume halal food products. In addition, researchers can also include other variables to test their effect on consumer purchase intentions, such as company image and brand image, in subsequent studies. Researchers can also use other halal products as the primary research object.

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