

Model of Marketing for Cause Related Marketing, Value Creation and Consumer Decision on Natural Cosmetic Products

Received: 31 March 2023

Revised: 12 July 2023

Accepted: 3 August 2023

Boosayamas Chuenyen^{1*} and Prin Laksitamas²

Abstract

The aims to: 1) study on consumers personal factors affecting purchase decision of natural cosmetic products. 2) study the level of consent according to cause related marketing, marketing value creation, purchasing decisions 3) study a model of marketing for cause related marketing that affecting marketing value creation and purchasing decisions. The research conducted by utilizing questionnaires for data collection from consumers that experiences in purchasing products. A total sample group of 400 people. Factors and influences between variables were analyzed by inferential analysis and evaluated by Z-test statistic to justify a hypothesis at a confidence level of 95% The study showed that: 1) 387 participants are female (79.0%), 371 participants aged between 18-38 years (75.7%), 275 people had bachelor's degree (56.1%), 261 people had monthly income less than 10,000 THB (53.3%), 253 people were students (51.6%), 314 people had experienced according to environmental products between 1-3 years (64.1%). 2) the cause related marketing aspect on decent environmental products had the highest level in the importance of similarities and differences between environmental products and problems (\bar{X} = 4.09) the model of cause related marketing affecting value creation showed χ^2/df = 1.746, df = 20, P = 0.021, GFI = 0.984, RMR = 0.007, $RMSEA$ = 0.039. The illustrated of the model consisted with the empirical data and general merchandises could be apply this study to define the strategies in cause related marketing for natural cosmetic products.

Keywords: Cause Related Marketing, Marketing Value Creation, Natural Cosmetic products

*Corresponding author e-mail: boosayamas.c@ubru.ac.th

¹ Ph.D. student, Doctor of Business Administration Program in Marketing, Siam University. e-mail: boosayamas.c@ubru.ac.th.

² Assistant Prof., Doctor of Business Administration Program in Marketing, Siam University. e-mail: prinsiam@gmail.com.



Introduction

Extreme weather change, global warming, degradation of natural resources, pollutions, and imbalance ecosystem are dreadfully affecting every country in the world (Sangon, 2022, pp.134-146). Environmental issues could contain impact and chance to occur higher than average and become the third highest risk in major risks which oppress businesses in many dimensions (Pollution Control Department, 2021, pp. 123-124). Climate change has caused hot weather, droughts, and floods which reduced agricultural productivity and conducted a shortage of production factors. It directly affected businesses in the agricultural industry and food industry. Thailand Pollution Management Plan of the year 2017-2021 has always been utilized during that period and focusing on both central and provincial government agencies, local government organizations, state enterprises, universities, autonomous agencies, and public organizations to help reducing global warming and creating guidelines that can efficiently and sustainably benefit operations of business sectors (Taufique, 2022, pp. 279-290). Trend in environmental protection encourages many products that are environmentally friendly. Their selling points are including organic products, chemical free, biodiversity protection, environmentally friendly production, and green containers. These products may have similar characteristics but slightly different in details though. Even they use different raw materials and containers, they can be benefited from using domestic material and acquire certification that encourage their public relation and promotion to earn reputation and loyalty from customers. Especially natural cosmetic markets in Thailand during 2020 before the COVID-19 crisis, the total market capital had reached 300,000 million THB which it could be separated to 180,000 million THB in domestic consumption and 120,000 million THB for exportation. Data from the Department of Trade Negotiations had also showed that the exportation to 18 countries that are FTA trading partners had been decreasing 10 percent in 2019 for the market worth 2,445 million US dollars because the COVID-19 pandemic had slowed down the global economy (Thai Cosmetic Manufacturers Association, 2022). Since the eco-friendly trends become more popular, most of eco-friendly products have been referred to in many aspects including natural extraction, chemical free, biodiversity protection, production processes do not affect the environment, and eco-friendly packaging. Green merchandise, also known as eco-products, is designed and manufactured to minimize its detrimental impact on the environment (Mo & Van Hue, 2021; Paulraj et al., 2022, p. 8438462; Wojnarowska, Sołtysik & Prusak, 2021, pp. 118-119). They utilize eco-friendly resources, have a reduced carbon footprint, and often offer reusability or disability features. In the cosmetics sector, "eco-products" primarily refer to cosmetics and skin care products that concentrate on organic components while avoiding possibly hazardous synthetic substances. In recent years the beauty industry has witnessed the growing popularity of sustainable products (Valentinovna 2020; Keränen 2020). Customers are becoming more conscious of the possible health hazards

associated with specific pharmaceuticals and synthetic materials, as well as their impact on the ecosystem. Consequently, consumers consciously seek out products made with organic, renewable, and ecologically sourced materials. Numerous cosmetic companies have reformulated their goods to include plant-based extracts, aromatic oils, and other all-natural ingredients to meet this customer demand. Consumers are attracted to eco-friendly cosmetics because of the perceived advantages they provide gentle formulations, reduced allergenic risks, and a sense of contributing to environmental protection. The market for environmentally friendly cosmetics has risen as a result of this trend, and businesses that follow it frequently report higher sales and more consumer loyalty. Though these references may contain some similarity, these products may vary from raw material, packaging, and certified standard. They could be benefited by utilizing raw materials from domestic natural sources to create a price advantage. The intensive public relation and sales promotion could construct positive attitude and brand loyalty toward customers. On the other hand, though many eco-friendly products are available in market, but the consumption is still not much. Consumers are still considering that the price of eco-friendly products are too high. Study showed that although consumers already have a positive attitude about environmental conservation, their purchasing behaviors are still relying heavily on the role models and advertisements in various kinds of media. Only the sufficient information that could convince consumers to purchase the products (Phiothongon, 2019, pp. 121-128).

Cause-related marketing (CRM) is a valuable strategy for the natural cosmetics industry, as it establishes a meaningful connection between products or services and relevant societal issues (Mazur-Wierzbicka, 2021). As a marketing tactic, cause-related marketing (CRM) simultaneously appeals to customers, promotes acts of kindness, and enhances awareness. CRM highlight a brand's dedication to sustainability, and environmental preservation, including ethical procurement in the international marketplace that produces organic cosmetics. Companies that promote issues related to natural beauty products, such as promoting sustainable agriculture, encouraging equitable trade, or aiding in environmental protection, attract buyers who appreciate these principles (Kabi, 2021). Customer relationship management (CRM) campaigns demonstrating a brand's efforts in these areas can develop a psychological connection with purchasers while strengthening their perception of the brand's sincerity and trustworthiness. CRM could raise public awareness of possible damage that traditional cosmetics may do to the natural world and the well-being of individuals. Firms may educate clients and provide them with alternatives via CRM programs, enabling individuals to make more educated and deliberate purchases. Branding eco-product value generation and consumer decision-making are interrelated in various manners. (Maciaszczyk, Kwasek, Kocot & Kocot, 2022. pp. 2343-2348). Marketing is essential in exhibiting the beneficial propositions that encourage customers and influence their purchasing choices. A significant component of creating commercial advantages for green goods is emphasizing the sustainability of the

environment. Brands might accentuate the benefits of their environmentally friendly goods, such as lower carbon dioxide emissions, ethical production, or involvement with green initiatives. It instils an awareness of social obligation in customers and resonates with that high priority on responsible purchasing. Corporate Social Responsibility (CSR) had been widely recognized in Thailand since 2006. Businesses in Thailand, international businesses, and state enterprises are considering CSR as a way to create image of the organizations which encouraging the businesses to operate more conveniently and smoothly. Consumers always appreciate on CSR that supporting image and brand of businesses. This leads businesses to gain more support from consumers target and related stakeholders. CSR becomes the vital part in marketing tools of this decade. Kotler & Lee (2005, pp. 156-169) have compiled 6 forms of continuous CSR activities. Cause-Related Marketing (CRM) is the form of CSR that can evaluate the return of money in the most concreted manner since CRM subsidize or donate a part of sales to help or solve any specific social problems. Business can create marketing value in terms of emotional value, social value, price, and quality that would genuinely benefit consumers from purchasing cosmetic products that made from domestic natural ingredients in Thailand. A research study of consumer perceptions and factors affecting a purchase decision of consumer products that are designed for the environment in the lower northeastern region (South Isan) (Chuenyen, 2019, pp. 121-135) showed that consumers had been aware and interested in natural cosmetic products. Therefore, researchers intended to study in lower region of Northeastern Thailand (Nakorn Ratchasima, Buriram, Surin, Sisaket, and Ubon Ratchathani provinces). Additionally, marketing can emphasize the biodegradable and organic components that compose green products, underscoring their probable advantages for people's physical and mental wellness. Consumer choices are evolving towards healthier and more secure options, resulting in an increasing desire for products that enhance their organic and eco-friendly characteristics (Hojnik, Ruzzier, Konečnik & Ruzzier, 2019, pp. 4308-4312). To effectively advertise eco-products, storytelling and openness are essential. Brands that are transparent and up-front about their production methods, component sourcing, and conservation efforts are appreciated by consumers (Altintzoglou, Honkanen & Whitaker, 2021, pp. 125487). By transparently sharing this information, companies enhance their credibility, dependability, and genuineness, positively influencing customers' buying decisions.

Many businesses are using CRM without legitimate realization in its intention, especially with eco-friendly products. This can vary the purchase decision making of consumers to their products. Therefore, researchers intended to study the marketing model of CRM, marketing value, and purchase decision making in cosmetic products made from natural materials.



Research Objective

1. To study on consumers personal factors that affecting purchase decision of natural cosmetic products.
2. To study a level of consent according to cause related marketing, marketing value creation, purchasing decisions on natural cosmetic products.
3. To study a model of marketing for cause related marketing that affecting marketing value creation and purchasing decisions on natural cosmetic products.

Scope of the Research

Researchers had determined the scope of this research as follow:

Population of this research was consumers who experienced in purchasing cosmetic products made from natural ingredients within a lower region of Northeastern, Thailand. A total population for this research were 8,992,510 people (Office of Registration Administration, Department of Provincial Administration, Ministry of Interior, 2022)

A sample group of this research were located on higher education institutions, shopping malls, and provincial government centers in 5 provinces since the aforementioned locations were areas that contained target group which had knowledge and understanding on eco-friendly products and could provide necessary information for researchers. A sample group was determined using the Structural Equation Modeling (SEM) with required sample size 20 times of the variables that will use in AMOS program (Diammantopoulos & Siguaw, 2000, p. 95). This research was conducted with 9 variables, therefore the sample size would be $20 \times 9 = 180$ by Maximum Likelihood method. For more accurate result, researchers had collected data from 400 samples with Simple Random Sampling to collect data from customers who had experience in purchasing natural cosmetic products from January to December 2022

Conceptual Framework

A study of marketing model for cause related marketing, marketing value creation, and purchasing decisions on natural cosmetic products with literature reviews including Concepts of Cause Related Marketing to topic social issues related to environment and eco-friendly products and social issues (Polsrilert, 2009, pp. 84-93; Chanasit, 2014, pp. 134-148; Aaker, 2014, pp. 235-254), Marketing Value Creation with topic emotional value social value value of price and value of quality (Injaeng, 2017, pp. 64-75; Nuambang, 2019, pp. 56-65; Wituranich, 2020, pp. 145-155), Purchasing Decisions on eco-friendly products with topic purchasing decisions on eco-friendly products repurchasing decisions on eco-friendly products and Word-of-Mouth (Chinsethaphong, 2018, pp. 64-78; Ekvanich, 2019, pp. 15-25.; Pinturong, 2020, pp. 61-78) could determine conceptual framework as per below:

Independent variables

Passing variables

Dependent variables

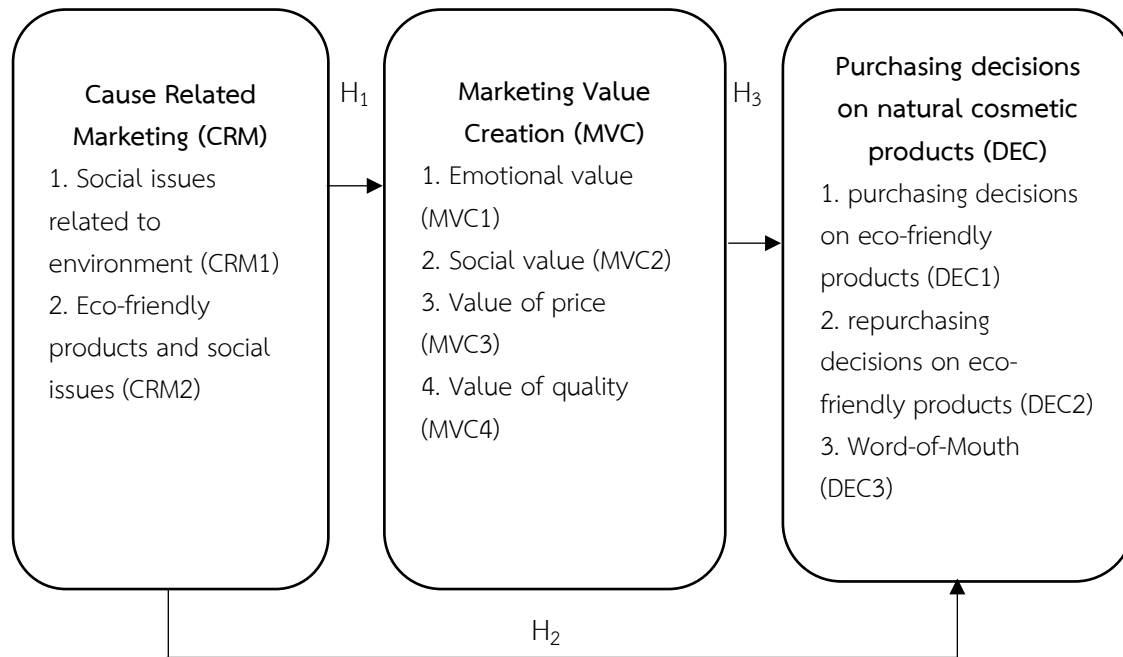


Figure 1 Conceptual Framework

This study consists of 3 the hypotheses, such as:

H₁: Cause related marketing directly and Indirectly marketing value creation

H₂: Cause related marketing positively and directly purchasing decisions on natural cosmetic products

H₃: Marketing value creation positively and directly purchasing decisions on natural cosmetic products

Literature Review

Cause Related Marketing in Thailand

To conduct a new concept of marketing, creativity is required. Many creative marketing strategies have been used to impress customers and to create differentiation since manufactures have been focusing on cost-effective production that making products to have a shorter lifespan. Macro-level marketing including global market, ASEAN market, and EU market could use modern technology to disseminate information faster and to spread to more target groups. Because of these factors, Panjaroj (2013, pp. 43-44) stated that creative marketing is playing important role in communication and becoming crucial marketing tools that can respond to any circumstances and create innovations. In Thailand, other interesting cases are as follows. Distributor of Chicken Essence Organized important charitable marketing activities such as branded lids for the prosthetic leg project. And part of the proceeds from the sale of the kra-Kao brand to the Medical Volunteer Foundation (PASV) and to the

Foundation for prosthetic legs during the New Year's gift festival since 2005, continuing to the present and has organized an activity for the 180-year-old brand project, taking care of each other, sharing happiness, by organizing the Hope in the Bottle series of products to donate part of the proceeds to help poor children in 46 provinces across

Cause Related Marketing

Marketing team must consider which components of CRM can be used to create most appropriated marketing activities. For example, products that are labeled Global Warming Reduction can represent the importance of social issue, relation between a brand and social issue, and supporting guideline. Polsrilert (2009, pp. 91-93) Corresponding to Chanasit (2014, p. 134-148) research; The difference between motivation and content affecting marketing based on the marketing of the hotel industry from a consumer perspective, that showed relation between CRM marketing factors and personal factors including age, religious, public relation, and donating form. And corresponding to Sindhu (2022, pp. 102-128) research; The impact of suitable products in cause related marketing on purchase intention, showed that choosing suitable products can influence cause related marketing since purchase intention of customers depends on marketing strategies of environmental products.

Terblanche, Boshoff & Eck (2022, pp. 32-33) concluded that the attitude of consumers to support social problems is familiar to them. Similarly, the research by Bhatti, Galan-Ladero & Galera-Casquet (2023, pp. 35-36) concluded that 83% felt that emotional involvement influenced decision-making to support activities and outcomes from the Polsrilert study (2009, pp. 112-113), adding that Thai consumers are of the view that the problems used in charity marketing activities should be generally perceived social problems. Moreover, Proximity to the problem (Cause Proximity) considers social problems as directly affected. Such as community problems or local problems at a regional, national or global level; community problems will take precedence over distant ones. While national problems take precedence over community-level problems, however, Galán-Ladero & Sánchez-Hernández (2022, pp.118-119) add that if social problems are of great importance, the level of Proximity to the issue does not affect the willingness to support consumer activities. However, if social problems are at least important, Proximity to community-level problems will have a greater effect on supporting activities.

Marketing Value Creation

Studies showed that relation between value of a brand and CRM influenced purchase decision. Corresponding to definition stated that value of a brand is added value that a brand created in perspective of Firm, Trade, and Consumer. Chalatharn (2021, pp. 16-29) stated that factors of value are brand recognition, quality perception, brand reputation, and brand loyalty. These factors affect the purchase decision of UNIQLO's customers via online shopping in Thailand and become behaviors that can encourage retail industries and decent services.



Changchenkit (2021, pp. 1-11) study showed that positive thinking of a business can make customers stay longer in a shop. Consumers' perception impacts value of Café Amazon brand. To increase the value of Café Amazon brand by sustainability marketing is to increase participation of consumers in production and waste management and to increase interaction between staffs and customers.

A study by Chen & Chang (2012, pp. 502-504) shows the perception of value. It is an important factor in maintaining customer relations. It also has an impact on customer trust. In addition, Laukkanen, Hallikainen, Ruusunen & Hamari (2022, pp. 1-5) suggest that value perceived value is integrated with the theories of 5 values, namely the value of work, the value of social values, emotional value, knowledge value and the value of the main condition of value perception exists not only in the product itself. Moreover, product ownership also must come from the consumers themselves. According to the study of past research by Chang, Xing, Wang, Yang & Gong (2022, pp. 109-110), it is added that the perceived value of real estate applications. Consisting of emotional value, social value, value for money, and quality value, which are consistent with Oneiam (2022, pp. 89-90) added the concept that emotional value arising from the service provider. The real estate transaction application does not disclose the user's information. Including providing accurate service every time. It causes the user's information to be wrong, so the real estate transaction service user does not have anxiety or fear. Confidence in the safety of using the application in real estate transactions Social value arises from the friends and family of the service users seeing the value of using the application service in real estate transactions in real estate transactions. Makes foreseen that using such applications is modern and gives users a professional image. The value for money (Value for Money) arises from users having more time when using real estate services through real estate applications. Resulting in a better and faster real estate search process and allowing users to improve their efficiency in finding a property better and more accurately. (Kiattanongsak, 2020, pp. 25-27)

Decision Making of Natural Cosmetics Products

Study about decision making of environmental products showed that customers notice and concern about their behaviors that affecting environment and decide to purchase more environmental products. Customers who are aware about environmental issues called Green Customers. Green customers normally discourage any manufacturers or distributors that are a threat to environment. They willingly support any campaign that help protecting our earth. Consumers will consider environmental products that suit their needs in terms of work, quality, convenience, acceptable price, and recognition in environmental solution even though the products are not perfect (Zeithaml, Berry & Parasuraman, 1996, pp. 31-46). Kotler et al (2020, pp. 148-188) stated that problem or need recognition was the first step of problem when any person realized the difference between one's ideal state and one's reality and want to fulfill that difference depending on one's capability. Chalatharn (2021, p. 27) stated that decision

making was behavior or potential from customers that had significant part in researching and marketing strategic development. Normally researchers will collect data about decision making with questionnaire since acquiring data about behaviors is much more difficult. Solomon (2015, p. 65) stated that decision making of environmental products was to choose the most favorable choice that leading to purchase intention. Decision making of environmental products can be defined when customers have realized about environmental brand (Huang, Yang & Wang, 2014, p. 250).

Methodology

Population of this research are experienced consumers who choose to buy cosmetic products made from natural ingredients In the lower Northeastern region, namely Nakhon Ratchasima, Buriram, Surin, Sisaket and Ubon Ratchathani provinces. Due to the fact that, the researcher has researched environmental products in Ubon Ratchathani province. Moreover, they would like to know consumers behavior and consumer purchasing that in the lower northeastern region, With a total population of 8,992,510 people (Office of Education 13, 2022) as a study group

The sampling group used in this study is a group of consumers who have experience choosing to buy cosmetic products made from natural ingredients, such as higher education institutions, shopping centers, and provincial government centers in 5 provinces because such places are the target groups for providing research information and are a group with knowledge and understanding about environmental products. The researcher has defined a sample group. According to the statistical analysis of structural equation modelling (SEM – Structural Equation Modeling), the criterion for determining the sample size is 20 times the number of variables used for sampling in the AMOS program (Diammantopoulos & Siguaw, 2000). Therefore, this research has nine variables, so the sample size is $20 \times 9 = 180$ samples by the Maximum Likelihood method. Therefore, collecting additional data from 400 samples and choosing a simple random sampling method (Sample Random Sampling) is a random sampling of experienced consumers buying cosmetic products made from natural ingredients. Research collection period January - December 2022

This research is survey research (Survey Research) with the study of a random population sample using a probability method (Random Sampling) to obtain a population sample with equal chances of being selected and a sufficiently large number. The statistics used in the research are divided into two parts:

1. Descriptive Statistics with the statistical values used are per cent (Percentage), mean (Mean), and standard deviation (Standard Deviation).
2. Inferential Statistics to analyze factors (Factor Analysis), analyze the influence between variables (Path Analysis), and evaluate the results using statistics.

Z – Test to prove the hypothesis at a 95% confidence level with SPSS/PC AMOS Version 23.0 program to analyze project-oriented equations (Structural Equation Modeling: SEM) and to test the consistency of the research model. with empirical data according to standard criteria

Tool quality assessment is conducted in 2 manners. The first is index of item objective congruence (IOC). The second is reliability testing. For IOC, the tool (the questionnaire) is verified by 9 business experts on the validity, the scope of the content. The result shows that the IOC has value 0.67-1.00 for cause related marketing topic, 0.67- 1.00 for marketing value creation topic, 0.67-1.00 for purchasing decisions on natural cosmetic products topic, 0.78-1.00. All the topic has the IOC value 0.5 or higher, Which implies that the tool's content is valid. The reliability testing is conducted by taking 30 firms in a sample and testing for reliability value. The result shows that Cronbach's Alpha Coefficient on cause related marketing is 0.918, marketing value creation is 0.921, and purchasing decisions on natural cosmetic products 0.952. All the value are higher than 0.70, which implies that the tool is reliable. (Cronbach, 2003, pp. 151-152)

Results

On general information of participants showed that most of participants were female (380 people, 78.2%), aged 18-38 years (365 people, 74.5%), had bachelor's degree (270 people, 53.2%), had monthly income less than 10,000 THB (258 people, 52.4%), were student (250 people, 50.8%), had experienced 1-3 years on consuming eco-friendly products (312 people, 63.8%).

Analysis on Cause related marketing, marketing value creation, and purchasing decisions on natural cosmetic products It is found that the opinion of the majority of the Cause Related Marketing topic eco-friendly products and social issues agree (\bar{X} =4.09, SD=0.58) to Marketing Value Creation topic value of quality agree (\bar{X} =4.09, SD=0.64), and to purchasing decisions on natural cosmetic products topic Purchasing decisions agree (\bar{X} =4.16, SD=0.65).

Cause related marketing (CRM) contained social issue factor (CRM1) with Factor Loading=0.580 correlating to CRM of cosmetical products made from natural ingredients at 76.0 percent. Following by indicator of similarity between eco-friendly products and social issue (CRM2) with Factor Loading=0.760 correlating to CRM of organic and natural cosmetic products was at 87.0%. Component 2: Marketing value creation contained social value factor (MVC2) with Factor Loading=0.790 correlating to indication of marketing value creation in consumers at 89.0%. Following by emotional value factor (MVC1) with Factor Loading =0.680 correlating to indication of marketing value creation in consumers at 82.0 % and value of quality factor (MVC4) with Factor Loading=0.600 correlating to indication of marketing value creation in consumers at 78.0 %. Component 3: Purchasing decisions on natural cosmetic products (DEC) contained repurchasing decisions factor (DEC2) with Factor Loading=0.660 correlating to indication of purchasing decisions on natural cosmetic products at 81.0 %.



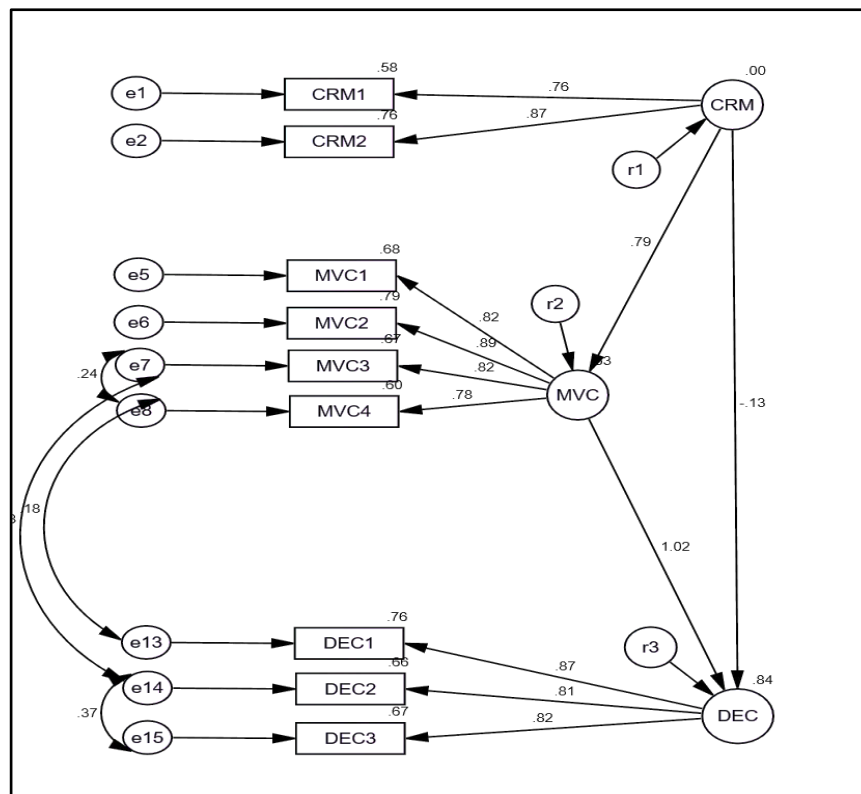
Following by Word-of-Month (DEC3) with Factor Loading=0.670 correlating to indication of purchasing decisions on natural cosmetic products at 82.0 % and purchasing decision factor (DEC1) with Factor Loading=0.760 correlating to indication of purchasing decisions on natural cosmetic products at 87.0 %. The developed model could be illustrated as conceptual framework, which is show in the table 1 and figure 2

Table 1 Correlation Coefficient of observe variables from cause related marketing, marketing value creation, and purchasing decisions on natural cosmetic products

Observe Variable	CRM1	CRM2	CRM3	CRM4				
CRM1	1.000							
CRM2	0.675*	1.000						
Observe Variable	MVC1	MVC2	MVC3	MVC4	MVC5	MVC6	MVC7	MVC8
MVC1	1.000							
MVC2	0.751**	1.000						
MVC3	0.645**	0.610**	1.000					
MVC4	0.643**	0.596**	0.625**	1.000				
Observe Variable	DEC1	DEC2	DEC3	DEC4	DEC5	DEC6		
DEC1	1.000							
DEC2	0.705**	1.000						
DEC3	0.716**	0.767**	1.000					

Statistical significance is 0.01

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) = 0.902 Bartlett's Test of Sphericity Approx. Chi-Square = 4,966.361, df = 153, Sig.= 0.000 The diagonal value in the matrix is from The Measures of Sampling Adequacy (MSA) for each variable.



$$\chi^2/df = 1.746, df = 20, P = .021, GFI = .984, RMR = .007, RMSEA = .039, *P < .05$$

Figure 2 Structural Equation Model of Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Product

The result of the first order Confirmatory Factor Analysis (CFA), it is found that First Order CFA on 3 variables, which are model analysis of cause related marketing, marketing value creation, and purchasing decisions on natural cosmetic products with Secondary Order Confirmatory Factor Analysis technique was corresponding with practical data, then the hypothesis was considered as acceptable. The Overall Model Fit Measure showed the value of χ^2/df at 1.746 which less than criteria value at 3, Goodness of Fit Index (GFI) at 0.984 which more than criteria value at 0.90, Adjust Goodness of Fit Index (AGFI) at 0.965 which more than criteria value at 0.90, Normal Fit Index (NFI) at 0.989 which more than criteria value at 0.90, Increment Fit Index (IFI) at 0.995 which more than criteria value at 0.90, Comparative Fit Index (CFI) at 0.995 which more than criteria value at 0.90, Root Mean Square Residual (RMR) at 0.007 which less than criteria value at 0.05, Root Mean Square Error of Approximation (RMSEA) at 0.039 which less than criteria value at 0.05. Since R^2 was at 0.824 then the model would be used to predict the purchasing decisions on natural cosmetic products at 84.20 percent which more than the standard value at 40 percent, this model was considered exceptionally. That means all the variables could be used for component analysis

Table 2 Comparison of evaluation index criteria between the degrees of freedom of the two models.

index	the value	Model testing	acceptance	Data Hypothesis
χ^2/df	<3	consistent	<3	1.746
GFI	0 -1	consistent	≥ 0.90	0.984
AGFI	0 -1	consistent	≥ 0.90	0.965
NFI	0 -1	consistent	≥ 0.90	0.989
RFI	0 - 1	consistent	≥ 0.90	0.981
IFI	0 - 1	consistent	≥ 0.90	0.995
RMR	0 - 1	consistent	<0.05	0.007
RMSEA	0 -1	consistent	<0.05	0.039

The numerical results from Table 2, the summary statistical index passed the model criteria, are harmonious with the empirical data. The results were confirmed by structural equation model analysis (SEM), which found that the value of χ^2/df was 1.746, less than 3, which was considered to pass the criteria. The goodness of Fit Index (GFI) equals 0.984, more significant than 0.90, and is considered past the criteria. The Adjusted Goodness of Fit Index (AGFI) was 0.965. Values greater than 0.90 were considered passable. The Adjusted Goodness of Fit Index (AGFI) was 0.965. values greater than 0.90 were considered passable. Average Fit Index: NFI equal to 0.989, more significant than 0.90, Comparative Increment Fit Index: IFI equal to 0.995, more significant than 0.90, considered pass the criteria. The comparative fit index (CFI) was 0.995, with a value greater than 0.90 considered to pass the criteria. The Root Mean Square Residual (RMR) is 0.007; less than 0.05 is considered to pass the criteria. Moreover, the root mean square error of approximation (RMSEA) is 0.039; less than 0.05 is considered to pass the criteria.

The result of the First Order Confirmatory Factor Analysis (CFA), it is found that First Order CFA on 3 variables, which are cause related marketing, marketing value creation, and purchasing decisions on natural cosmetic products. Component, referred to figure 2,

Table 3 Summarizes the results of the hypothesis testing in the research.

Hypothesis	Test results research hypothesis	
	Influence	Accept/Reject
Hypothesis 1: Cause related marketing with marketing value creation	0.793*	Accept
Hypothesis 2: Cause related marketing with decision to buy cosmetic products made from natural ingredients.	0.132	Reject
Hypothesis 3: Creation of marketing value in relation to decision to buy cosmetic products made from natural ingredients.	1.019*	Accept

*significance level 0.01

Table 3, research hypothesis testing. It found that cause related marketing was associated with value-creation marketing. Moreover, the creation of marketing value is related to the Decision to buy cosmetic products made from natural ingredients at the statistical significance level of 0.05 ($P < 0.05$), which were positively correlated, and cause related marketing is related to decision-making. Buying cosmetic products made from natural ingredients was not accepted at the statistical significance level of 0.05 ($P < 0.05$).

Analysis result on influence of causal variables that affect decision to buy cosmetic products made from natural ingredients

Path Analysis, consisting of Direct Effect (DE), Indirect Effect (IE), and Total Effect (TE), shows that cause related marketing positively and directly influences marketing value creation at factor loading value of 0.793, with statistical significance at 0.01. cause related marketing positively and Indirectly decision on natural cosmetic products at factor loading value of 0.544, with statistical significance value at 0.01. For Influence path of marketing value creation, it positively and directly influences Consumer Decision on Natural Cosmetic Products with factor loading value at 1.019, statistical significance value at 0.01. As show in table 4

Table 4 Path analysis result

Path analysis	influence	CRM	MVC	DEC
MVC	DE	0.793*	-	-
	IE	-	-	-
	TE	0.793*	-	-
DEC	DE	0.132	1.019*	-
	IE	0.544*	-	-
	TE	0.676*	1.019*	-

* $P < 0.05$

The results of the causal influence analysis within the structural equation model of the cause related marketing model create marketing value, and purchase decisions for cosmetic products made from natural ingredients found that cause related marketing affects the creation of marketing value of cosmetic products which made from natural raw materials. Moreover, the creation of market value affects the decision to purchase cosmetic products made from natural ingredients. Furthermore, cause related marketing indirectly affects buying cosmetic products made from natural ingredients. The analysis results from the preliminary data can be used to write the structural equation as follows.

Marketing Value Creation = 0.739 (Cause related marketing)

Decisions to purchase cosmetic products made from natural ingredients = 0.676 (Cause related marketing) + 1.019 (marketing value creation); $R^2 = 0.842$

Conclusion

The correlation between Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Products upon practical data could delineated as follow:

1) On Natural Cosmetic Product aspect, most of participants were female (380 people, 78.2%), aged 18-38 years (365 people, 74.5%), had bachelor's degree (270 people, 53.2%), had monthly income less than 10,000 THB (258 people, 52.4%), were student (250 people, 50.8%), had experienced 1-3 years on consuming eco-friendly products (312 people, 63.8 %).

2) A level of consent in Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Products, in order to find the most suitable indicator of cause related marketing for natural cosmetic products. Researchers had utilized advanced statistical methods to extract the variables. Social issue factor had the most influence to cause related marketing for natural cosmetic products. Consumers consider choosing natural cosmetic products based on cause related marketing is concerning to natural environment (animal, flood, storm, earthquake/landslide, drought, cold).

3) Cause Related Marketing, which affect the creation of marketing value for cosmetic products made from natural ingredients. Social values influence product purchase decisions because consumers consider the issue of income from the purchase of environmentally friendly products can be returned to society and communities, charity-based marketing indirectly affects the decision to buy cosmetic products made from natural ingredients.

Discussion

The correlation between Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Products upon practical data could delineated as follow:

1) On Natural Cosmetic Product aspect, most of participants were female (380 people, 78.2%), aged 18-38 years (365 people, 74.5%), had bachelor's degree (270 people, 53.2%), had monthly income less than 10,000 THB (258 people, 52.4%), were student (250 people, 50.8%), had experienced 1-3 years on consuming eco-friendly products (312 people, 63.8 %). It was consistent with the study of Jaiphakdee & Tantivejkul (2019, pp. 107-109) caring for the environment and consumer behavior towards the brand for the environment of Generation Y, showed that most participants were 341 females, aged 25-31 years, studying in Bachelor's degree, had monthly income less than 10,000 THB, and 172 people were students. Which is considered basic information that has similar characteristics, resulting in the behavior of buying environmentally friendly products

2) A level of consent in Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Products, in order to find the most suitable indicator of cause related marketing for natural cosmetic products. Researchers had utilized advanced statistical methods to extract the variables. Social issue factor had the most influence to cause related marketing for natural cosmetic products. Consumers consider choosing natural cosmetic products based on cause related marketing is concerning to natural environment (animal, flood, storm, earthquake/landslide, drought, cold). It was consistent with the study of Terblanche, Boshoff & Eck (2022, pp. 1-31) about CRM, attitude, and purchasing decision. Study showed that consumers' behaviors will depend on attitude. With positive attitude, consumers will perceive that purchasing products based on CRM is a way of social responsibility. Though it contrasted with study of Andini, Sosrohadi, Fairuz, Dalyan, Rahman & Hasnia (2022, pp. 337-347) about SKII cosmetic product in advertising that customers tend to focus on product quality from presenter rather than CRM because SKII products in Japan have slogan "Experience the power of crystal-clear skin". Social value factor had the most influence on marketing value creation for natural cosmetic products. The producer of products help stimulating consumers' consciousness about environmental contribution and protection had the highest positive influence. It was similar with the study of Haddock, de Latour, Siau, Hayee & Gayam (2022, pp. 394-400) showed that climate change is the global issue. The cause of it may be industrial emissions that has not been seriously resolved. All business and sectors must imply awareness among their personnel or strictly regulate to achieve the same direction in understanding. On the other hand, the study of Rusyani, Ratnengsih, Putra, Maryanti, Husaeni & Ragadhita (2022, pp. 1-10) on product quality, service quality, and price per satisfaction of consumer of Naavagreen via promotional channels. It showed that quality of product and service had positive influence to promotion and price had positive influence to customers' satisfaction. Customers will consider quality and service of sale person for their repurchase decisions. However Kaur, Gangwar & Dash (2022, pp. 6107) study of eco-friendly marketing strategy, MVC for environment, and green purchase intention. It showed that customers had positive attitude toward eco-friendly products and were willing to purchase products with higher price.

3) A correlation between Cause Related Marketing, Marketing Value Creation, and Consumer Decision on Natural Cosmetic Products showed that CRM had influenced MVC, MVC had influenced consumer decision on natural cosmetic products, and CRM had indirectly influenced on consumer decision on natural cosmetic products. Corresponding to Mogaji, Adeola, Adisa, Hinson, Mukonza & Kirgiz (2022, pp. 1-16) on green marketing in emerging economies, brand communication and perspectives. Eco-friendly marketing contained branding, packaging, and communication about benefits of eco-friendly products to attract and retain eco-friendly consumers in addition to product development. Shereen (2022, p. 104) suggested that eco-friendly products would affect the customers' behavior without a doubt,

especially when image of a brand was well established. At statistically significant 0.05, there was positive correlation. CRM correlated with consumer decision on natural cosmetic products would not accept at statistically significant 0.05 as per figure 3.

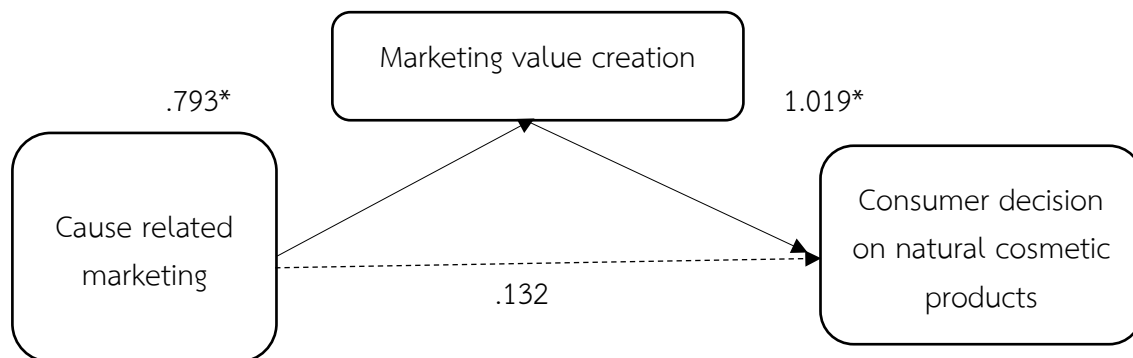


Figure 3 showed that CRM had influenced MVC, MVC had influenced consumer decision on natural cosmetic products, and CRM had indirectly influenced on consumer decision on natural cosmetic products.

Recommendations

For future work, study for applying the research results as follow:

1. Marketing based on charity, consumers are most interested in social issues because consumers view selecting eco-products that support charity-based marketing about the natural environment (animals, floods, storms, earthquakes/landslides, drought and cold). Businesses should conduct campaigns and public relations on environmental charitable marketing activities they undertake. for consumers to see the care and conservation of the organization's environment. It also builds consumer confidence in business organizations. It affects the decision of consumers to buy products.

2. Marketing Value Creation, business organizations should focus on the product's value because even using quality raw materials and through a process developed to preserve the environment setting, the price should be suitable for quality and quantity. Because it affects the decision of consumers

3. Purchasing decisions, consumers are interested in issues that businesses should choose from raw materials and packaging that can reuse or recycle, starting from the upstream to midstream processes, and environmentally friendly downstream will result in consumers being confident that the products they buy are save the environment In this case, it is about delivering the environmental value of products to consumers. When consumers are confident and get this value will be satisfied and repeat purchases and recommend to others



References

- Aaker, D. A. (2014). *Aaker on Branding 20: Principles that Drive Success*. New York: Morgan James Publishing.
- Altintozoglou, T., Honkanen, P., & Whitaker, R. D. (2021). Influence of the involvement in food waste reduction on attitudes towards sustainable products containing seafood by-products. *Journal of cleaner production*, 285(2021), 125487. <https://doi:10.1016/j.jclepro.2020.125487>.
- Andini, C., Sosrohadi, S., Fairuz, F., Dalyan, M., Rahman, F. F., & Hasnia, H. (2022). The Study of Japanese Women in the Facial Treatment Advertisement: A Semiotics Perspective of Pierce's Theory. *ELS Journal on Interdisciplinary Studies in Humanities*, 5(2), 337-347.
- Bhatti, H. Y., Galan-Ladero, M. M., & Galera-Casquet, C. (2023). Cause-Related Marketing: a Systematic Review of the Literature. *International Review on Public and Nonprofit Marketing*, 20(1), 25-64.
- Chalatharn, I. (2021). The Influence of Marketing Mix and Brand Equity on Purchasing Decisions of Uniqlo Casual Wears Through Online Channels Among Consumers in Thailand. *Journal of the Association of Researchers*, 26(1), 16-29.
- Chanasit, U. (2014). *Charitable Social Marketing Activities Model in Thai Consumer Dimension*. Doctoral thesis, Doctor of Business Administration Program in Marketing, Siam University.
- Chang, X., Xing, Y., Wang, J., Yang, H., & Gong, W. (2022). Effects of Land use and Cover Change (LUCC) on Terrestrial Carbon Stocks in China between 2000 and 2018. *Conservation and Recycling*, 22(1), 106-123.
- Changchenkit, C. (2021). Relationship between Consumer Perception Process and Brand Equity: A Case Study of Sustainability Marketing of Café Amazon Coffee Stores. *The Journal of Faculty of Applied Arts*, 14(1), 1-11.
- Chen, Y. S., & Chang, C. H. (2012). Enhance Green Purchase Intentions: The Roles of Green Perceived Value, Green Perceived Risk, and Green Trust. *Management Decision*, 50(3), 502-520.
- Chinsethaphong, S. (2018). *Factors Affecting Consumers' Decision to Buy Environmentally Friendly Products*. Master of Business Administration. Faculty of Commerce and Accountancy, Thammasat University.
- Chuenyen, B. (2019). A Study of Consumer Perceptions and Factors Affecting Decisions to Buy Consumer Goods Designed for the Environment in the Region in the Lower Northeastern Region (South Isaan). *Journal of Srivanalai Vijai*, 10(1), 121-135.
- Cronbach, L. J. (2003). *Essential of Psychology Testing*. New York: Harper.



- Diamantopoulos, A. & Siguaw, J. A. (2000). *Introduction to LISREL: A Guide for the Uninitiated*. London: SAGE Publications.
- Ekvanich, A. (2019). *Factors Affecting Purchase Intention of Environmentally Friendly Products*. Master of Arts, Program in Social Development Administration, National Institute of Development Administration.
- Galan-Ladero, M. M., & Sánchez-Hernández, M. I. (2022). Corporate Donation Behavior During the Covid-19 Pandemic. A case-Study Approach in the Multinational Inditex. *Heliyon*, 8(12), 118-138.
- Haddock, R., de Latour, R., Siau, K., Hayee, B. H., & Gayam, S. (2022). Climate Change and Gastroenterology: Planetary Primum non Nocere and How Industry Must Help. *The American Journal of Gastroenterology*, 117(3), 394-400.
- Hojnik, J., Ruzzier, M., & Konečnik Ruzzier, M. (2019). Transition towards sustainability: Adoption of eco-products among consumers. *Sustainability*, 11(16), 4308-4323.
- Huang, Y., Yang, M., & Wang, Y. (2014). Effects of Green Brand on Green Purchase Intention. *Marketing Intelligence & Planning*, 32(3), 250-268. <https://doi:10.1108/MIP-10-2012-0105>.
- Injaeng, A. (2017). *Influence of Perceived Value on Price. Emotionally Perceived Value and service quality on satisfaction, engagement and customer loyalty of Amity coffee shop in Bangkok*. Independent Studies of Business Administration, Graduate School, Bangkok University.
- Jaiphakdee, P. & Tantivejkul, N. (2019). Environmental Care and Consumer Behavior Toward Brands. for the Environment of Generation Y. *Humanities Journal and social sciences. Burapha University*, 27(55), 83-109.
- Kabi, T. (2021). *Sustainability in consumer marketing. Marketing to South African Consumers; UCT Liberty Institute of Strategic Marketing & UCT Libraries: Cape Town, South Africa*. Retrieved June 17, 2022, from <https://openbooks.uct.ac.za/uct/catalog/download/29/52/1573-1?inline=1>.
- Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green Marketing Strategies, Environmental Attitude, and Green Buying Intention: A Multi-Group Analysis in an Emerging Economy Context. *Sustainability*, 14(10), 6107. <https://doi:10.3390/su14106107>.
- Keränen, E. (2020). *Effect of Eco-friendliness on Purchase Decision of Cosmetic Products*. Retrieved July 23, 2023, from https://www.theseus.fi/bitstream/handle/10024/353023/Thesis_Ker%C3%A4nen_Emmi_PDFA.pdf?sequence=2.
- Kotler P. & Lee. (2005). *Corporate Social Responsibility*. New Jersey: John Wiley & Sons, Inc.



- Kotler, P., Armstrong, G., Saunders, J., Wong, V., Miquel, S., Bigné, E., & Cámara, D. (2000). *Introduction of Marketing*. New Jersey: Pearson Prentice Hall.
- Laukkanen, T., Xi, N., Hallikainen, H., Ruusunen, N., & Hamari, J. (2022). Virtual Technologies in Supporting Sustainable Consumption: From a single-sensory stimulus to a Multi-Sensory Experience. *International Journal of Information Management*, 63(2), 1-5.
- Maciaszczyk, M., Kwasek, A., Kocot, M., & Kocot, D. (2022). Determinants of Purchase Behavior of Young E-Consumers of Eco-Friendly Products to Further Sustainable Consumption Based on Evidence from Poland. *Sustainability*, 14(4), 2343-2356.
- Mazur-Wierzbicka, E. (2021). *Communicating socially responsible actions by means of social media in the process of building the image of an organization, as seen in the case of start-ups from the cosmetics industry*. *Procedia Computer Science*, 192, 4279-4289. Retrieved March, 12, 2023, from <https://www.sciencedirect.com/science/article/pii/S1877050921019438>.
- Mo, N. T., & Van Hue, H. (2021). *Factors Affecting the Consumption of Eco-Fashion Products of Vietnamese Consumers*. Retrieved June 15, 2023, from <https://ijmra.in/v4i12/Doc/16.pdf>.
- Mogaji, E., Adeola, O., Adisa, I., Hinson, R. E., Mukonza, C., & Kirgiz, A. C. (2022). *Brand management*. Palgrave: Macmillan.
- Nuambang, K. (2019). *Creation of New Brand Awareness for Consumer Brand Loyalty*. Doctor of Philosophy, Faculty of Management Science, Silpakorn University.
- Office of Education Region 13. (2022). *Places and Government Centers*. Retrieved 9, October 2022, from <https://reo13.moe.go.th/2020-01-14-09-18-34/13-13/53> office.
- Office of Registration Administration, Department of Provincial Administration, Ministry of Interior. (2022). *Demographic Statistics*. Retrieved August 9, 2022 from <https://www.bora.dopa.go.th/>.
- Oneiam, S. (2019). *Project Title the Effect of Perceive Value Towards Food with Organic Label on Purchasing of Thai Consumers*. Master of Management Degree College of Management, Business Management, Mahidol University.
- Panjaroj, S. (2013). Creative Marketing. *Journal TPA News*, 119(7), 43-58.
- Paulraj, P., Ilangoan, P., Subramanian, K., Nagarajan, M. R., Suthan, R., Sakthimurugan, V., & Lenin, H. (2022). Environmentally conscious manufacturing and life cycle analysis: A state-of-the-art survey. *Journal of Nanomaterials*, 2022, 8438462. <https://doi:10.1155/2022/8438462>.
- Phiothongon, N. (2019). Behavioral Model of Environmentally Friendly Consumption. *Kasem Bundit Journal*, 20(special), 121-128.



- Pinturong, S. (2020). *Attitudes and Behaviors Towards Environmental Marketing of Consumers in Thailand*. Master of Management. College of management Mahidol University.
- Pollution Control Department. (2021). *Summary of Thailand's Pollution Situation in 2021*. Bangkok: Mongkhon Phim.
- Polsriler, P. (2009). *Charitable Marketing Components Affecting Thai Consumers' Support Intentions*. Doctoral thesis, Doctor of Business Administration Marketing, Siam University.
- Rusyani, E., Ratnengsih, E., Putra, A. S., Maryanti, R., Al Husaeni, D. F., & Ragadhita, R. (2022). The Drilling Method Application Using Abacus to Arithmetic Operations Skills in Student with Hearing Impairment at Special School. *Indonesian Journal of Community and Special Needs Education*, 2(1), 1-10.
- Sangon, A. (2022). Air Pollution and Mortality from Covid -19 in Thailand. *Journal Valaya Alongkorn Rajabhat University under royal patronage*, 12(3), 134-146.
- Shereen A. H. (2022). The Relationship Between Green Marketing and Consumers' Buying Behavior Towards Green Products. A Field Study on Organic Food Industries in Egypt. *European Journal of Economic & Political Studies*, 36(2), 57-107.
- Sindhu, S. (2022). Cause Related Marketing an Interpretive Structural Model Approach. *Journal of Nonprofit & Public Sector Marketing*, 34(1), 102-128.
- Solomon, M.R. (2015). *Consumer Behavior: Buying, Having, and Being*. (11th ed.). Edinburgh Gate: Pearson Education.
- Taufique, K. M. R. (2022). Integrating Environmental Values and Emotion in Green Marketing Communications Inducing Sustainable Consumer Behaviour. *Journal of Marketing Communications*, 28(3), 272-290.
- Terblanche, N. S., Boshoff, C., & Eck, H. V. (2022). The Influence of Cause-Related Marketing Campaign Structural Elements on Consumers' Cognitive and Affective Attitudes and Purchase Intention. *International Review on Public and Nonprofit Marketing*, 7(5), 1-31.
- Thai Cosmetic Manufacturers Association. (2022). *Thai Cosmetics*. Retrieved December 19, 2022, from <https://www.thaicosmetic.org/index.php/tcmanews/news-from-media/89-3-3>.
- Valentinovna, T. A. (2020). *Investigating the Determinants in Consumer Choice for Eco-Products*. Retrieved January 12, 2023, from https://dspace.spbu.ru/bitstream/11701/27383/1/MASTER_THESIS.pdf.
- Wituranich, H. (2020). *The Influence of Perceived Value on Consumer Satisfaction and Engagement via Facebook Fan Page of Fashion Brands*. Master of Management, College of Management, Mahidol University.



Wojnarowska, M., Sołtysik, M., & Prusak, A. (2021). Impact of eco-labelling on the implementation of sustainable production and consumption. *Environmental Impact Assessment Review*, 86(1), 117-137. <https://www.sciencedirect.com/science/article/abs/pii/S0195925520307836>.

Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of marketing*, 60(2), 31-46.