The Impact of Cause-Related Marketing on purchase decisions in the fashion industry amongst the youth in Ireland

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Abstract

The Impact of Cause-Related Marketing on purchase decisions in the fashion industry amongst the youth in Ireland by Renata

Cause-related marketing (CRM) combines promotion, financing, and publicity; nevertheless, the consumer's attraction factors include the type of issue, its relevance, and information about the cause. These factors may affect consumer purchase decisions (Suter et al., 2015). Consumers will buy brands that consider the environment and society. CRM's importance in strengthening business image to foster long-term consumer attitude and cash flow has been established (Thomas et al., 2020).

The purpose of this dissertation is to go deeper into how CRM helps consumers of the fashion sector. The author has used evidence from the secondary data and a review of the existing literature to identify gaps in knowledge.

The research presented here fills in some of the gaps in the fashion sector's cause-related marketing (CRM). Additionally, shoppers' goals while making a purchase and whether or not this influences actual purchases. What role do consumers' social networks play in their decision-making processes, particularly in purchasing?

This study used a qualitative data gathering methodology and was conducted using a small sample size of semi-structured interviews as the primary data collection technique. Therefore, because of the nature of this technique, an inductive method was used to support this process, allowing the author to create what is relevant to the topic of CRM and extrapolate the data that can cover the research gaps within this study.

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ABBREVIATIONS LIST

CRM – Cause Related Marketing

CSR – Corporate Social Responsibility

TPB - Theory of Planned Behaviour

INTRODUCTION TO THE THESIS AND RESEARCH

1.0 RESEARCH BACKGROUND

1.1.1 Background to the topic of Cause-Related Marketing

Cause-related marketing (CRM) is a promotion tool which supports a cause and fulfils corporations' social responsibilities (Demetriou, Papasolomou and Vrontis, 2010; Myers, Kwon and Forsythe, 2012; Nejati, 2014; Nejati, Amran and Wen, 2015). A growing body of research suggests that CRM is adopted to support a "reason" and boost "sales" by raising funds from revenue (Hemphill, 1996). Furthermore, CRM is proposed as the foundation for a practical path to generate awareness & funds among consumers.(Grau and Folse, 2007; Filipovis and Marinkovis, 2013; Yoon and Kim, 2017).

There is mounting evidence that marketing that supports a cause can help people understand the need for a cause, why to support a cause, and how corporations are implementing the funds (Arora and Henderson, 2007; Langen, Grebitus and Hartmann, 2010; Laksmidewi and Soelasih, 2019). Many literature pieces of evidence support CRM is an effective tool for creating brand awareness (Harben and Forsythe, 2011), increasing loyalty (Mercadé-Melé *et al.*, 2018), and environment protection (Phau and Ong, 2007; Laksmidewi and Soelasih, 2019).

However, numerous academic counterarguments argue that cause-related marketing is not significantly more effective than other marketing tools or that it is merely a phenomenon. CRM Practices can hurt consumers in unavoidable ways and psychological pressure to buy especially when used on targeted, vulnerable audiences (Kim and Kim, 2022). Further (Boenigk & Schuchardt, 2015; Joireman et al., 2015), many academicians show us the positive effect of using CRM on brand image and sales. While numerous academics and studies demonstrate the favourable effects of cause-related marketing, In section 2, the literature review, we will discuss and evaluate the researchers above-mentioned work.

1.1.2 Factors Affecting CRM

Since the 2000s, adopting new marketing strategies has revolutionised the millennial era. Companies are building brand-cause ties in sectors like the environment (nature conservancy) and health (e.g. breast cancer awareness crusade). As alliances grow more significant in a brand's marketing mix, managers seek guidance on optimising their influence (Till and Nowak, 2000). Another major factor is consumers' perspectives on CRM, including demographics, receptivity to peer pressure, the moderating effect of price, and the significance of value for consumers (Galan Ladero, Galera Casquet and Singh, 2015).

How Consumers Define Feeling Connected to the Brand

They trust the brand — 66%
The brand aligns the values — 53%
The brand understands them and their wants — 51%
They depend on that brand's products or services — 50%

tubl
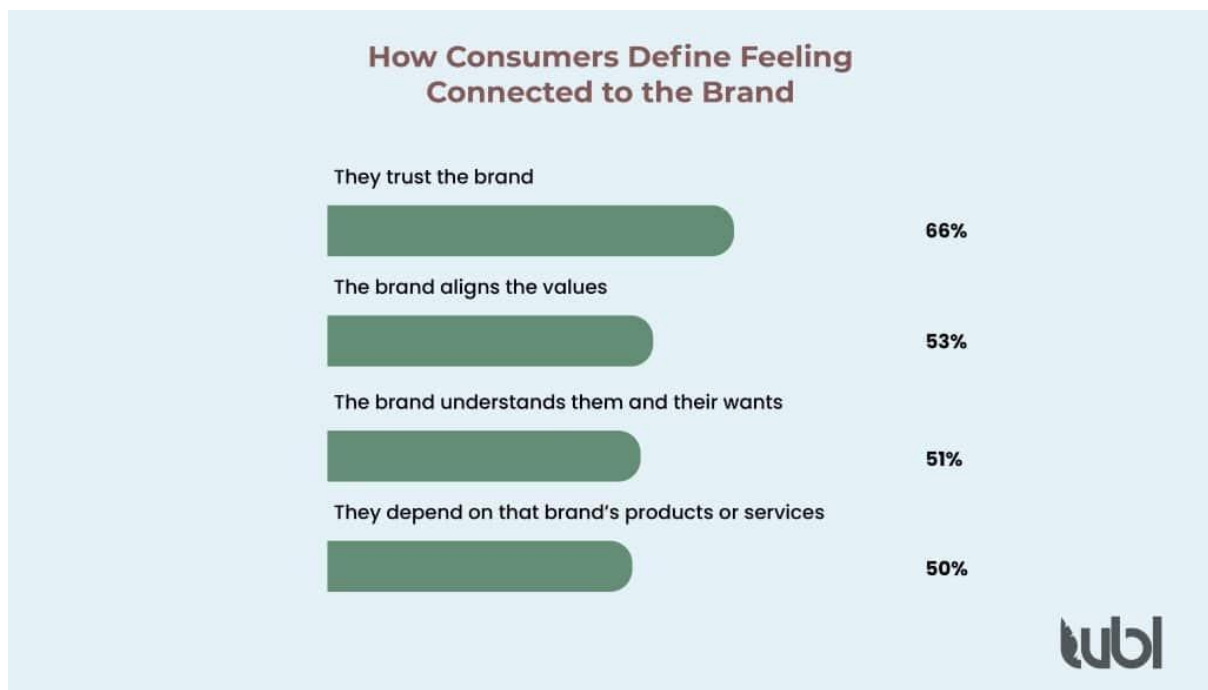
Figure 1 Consumer's perception of CRM and brand (Source: (Pengue Maria, 2022)))

Fig 1 indicates the consumer's feelings connected to a cause brand and how consumers are connected to the brand. Although the fashion industry has seen many cyclical changes, fast fashion is a new term where cheap quality, heavy production of clothes is gaining market share (Bick, Halsey and Ekenga, 2018). This study focuses on Irish youth for purchase decisions for cause-related marketing. In chapters 2 and 4, the author delves deeper into the

research on CRM and its advantages, providing both in-depth examinations and critical critiques.

1.2 GAPS IN THE RESEARCH

1.2.1 Knowledge of Cause-Related Marketing

CRM among consumers is an essential part of today's era, as CRM is the inclusion of marketing principles, philosophies, and practices(Endacott, 2004). Customers are aware of marketing campaigns well. However, corporations try to fulfil social needs through corporate social responsibilities (CSR). Corporates should try to understand the favourable reason that helps to connect reasons in cause-backed products and services. CRM has been shown to offer numerous advantages (Deb, Sharma and Amawate, 2021). Therefore, it begs the issue of why more businesses and people are not using these methods to boost sales and brand image. Since most studies have concentrated on the organisational level, literature on the need to educate consumers about CRM is lacking.

1.2.2 Connection between CRM and Fashion Industry

The fashion industry is notoriously unpredictable. In the fashion industry, word of mouth plays a vital role in boosting sales and gaining brand share in the market (Wiedmann, Hennigs and Langner, 2010). However, fast fashion is one reason for environmental damage (Bick, Halsey and Ekenga, 2018). Consumer's perception of switching fashion brands supporting a cause is a gap in existing literature, where consumers try to support a cause by purchasing their products and contributing funds for the cause. Arguably, little literature supports the fashion industry (Diddi and Niehm, 2017) This means businesses can test the theoretical ideas and presumptions that CRM hinders goal attainment and performance (Han and Stoel, 2016; Lee and Johnson, 2019). Furthermore, it is still unclear how much of a connection there is between the fashion industry and CRM, despite the fact that research suggests such a link.

1.2.3 Cause-Related Marketing and Purchase Decisions

Consumers buy products according to their needs and budget. Several factors affect consumers' purchase decisions like sociodemographic, culture, place, gender, and income. Consumer perception of CRM products and services is still an arguable topic among scholars (Galan-Ladero, 2012; Ndasi and Akcay, 2020). Where literature supports that consumers are connected with CRM products but how much they are connected is undefinable (Bruwer, Fong and Saliba, 2013; Suhaily and Darmoyo, 2017). The target audience is influenced by CRM and makes purchase decisions. As a result, the author finds a gap in the existing literature and explains why more research is necessary to aid businesses. The how and why of bringing consumer perception into research will also be emphasised.

1.3 RESEARCH OBJECTIVES

Clearly stating what it is that the researchers hope to learn and how they hope to learn it is essential for a study's objectives (Wilson, 2014; Saunders, 2019). According to Wilson (2014), the research objectives provide the clarification required to reinforce and underlie the research questions and serve as the study's foundation. The author is interested in hearing new ideas and insights about how CRM might be used in the business world. Chapter 4 discusses how the discovered gaps were included in the development of the objectives and sub-objectives for a more thorough analysis.

Research Objectives

Objective 1: To understand the favourable reasons that help the target customers purchase a product promoting a cause.

Objective 2: To understand the extent to which the CRM leads to the purchase of the product marketed.

Objective 3: To evaluate the effects of external approval that lead to purchasing a product marketed under a cause.

Objective 4: To examine if CRM helps the target audience make purchase decisions easier.

Objective 5: To understand the degree of importance of the type CRM in leading to a purchase decision.

1.4 RESEARCH QUESTIONS

The author's desire to make a meaningful contribution to cause-related marketing (CRM) and the fashion industries inspired the study's central research question. The author is also a long-time user of cause-related marketing; this familiarity with CRM and interest in fashion inspired her to investigate the intersection of the two. The primary goal of this research is to determine the role that CRM plays in consumers' final purchasing decisions. The author analysed the primary studies that formed the basis of the study in order to identify promising avenues for future investigation and advancement.

Main Research Questions

1. What makes the customer purchase a promoted sustainability or conscious fashion product? Do consumers relate to these causes when they purchase company products?

2. Does the customer feel more connected or loyal to brands that support a cause rather than the ones that do not make any such effort?

3. How does CRM enhance sales and brand image relationships? What are the significant factors impacting CRM?

4. Does a product supporting a cause, a sustainable product, or an eco-conscious product help you make your purchase decision easier when compared to a product that does not, in a sense, you do not know about the problems that might be causing to the society's environment and so on?

1.5 RESEARCH AIMS

This article aims to look into how well cause-related marketing works in the fashion business. Since more and more studies have shown CRM's usefulness, it's only natural to wonder how it influences consumers' final judgments. As a tool for boosting sales and social good, CRM also requires an appreciation of the customer's point of view. The purpose of this article is to

review the literature on cause-related marketing's ability to improve an individual's company's brand image.

1. Investigating existing studies on cause-related marketing

2. To verify the research gaps concerning the fashion industry supporting a cause and positive effect on consumer perception.

 3. To examine customer connection with CRM and their buying decisions.

1.6 SCOPE OF METHODOLOGY

In the process of analysing the secondary material for this study, we were able to identify some gaps in the literature on CRM that are necessary for achieving the goals of this research. One can either use a single method or a combination of methodologies in their research. (Saunders, 2019) defines a mixed-methods research design as one that incorporates both qualitative and quantitative techniques. The author decided against using a mixed-methods strategy because the relevant secondary sources provided sufficient evidence to warrant the study. While the mono technique is sometimes described as generating a single data set, the qualitative approach offers a variety of data collection methods that can be combined to generate more comprehensive results, such as individual interviews, group observations, and focus groups (Saunders, 2019). For this study, we used the mono method and supplemented it with a qualitative approach to help us infer the necessary data from the vantage point of a consumer's perceived CRM in the fashion industry.

1.6.1 Primary Research Sample

Six participants with adequate knowledge of CRM or personal practice of CRM participated in this study's qualitative semi-structured interview approach. The interviewees' familiarity with CRM and the respective fashion labels was essential to the success of this study. Below is a table that breaks down respondents by industry, by gender, by age, by level of CRM knowledge, and by whether or not they keep a personal practice.

Table 1 Interviewees Information

Interviewee	Sector	Age	Gender	CRM Knowledge
One	Health care	21	Female	Yes
Two	Retail	21	Female	Yes
Three	Retail	22	Female	Yes- Personal Practice
Four	Designer	28	Male	Yes- Personal Practice
Five	Marketing	27	Female	Yes- Personal Practice
Six	Retail	26	Male	Yes

1.7 CHAPTER SUMMARY

It is described that using sales to raise money for a good social cause is the goal of cause-related marketing (CRM), a form of social marketing. Marketing goals of all kinds can be accomplished with the help of customer relationship management systems (Webb and Mohr, 1998). Therefore it is suggested that more corporations adopt this method of marketing concerning social causes and raise funds to work on that. Reviewing the existing literature, the author recognised that CRM in the fashion industry is at an infant stage. The fashion industry's need for robust scientific proof of CRM has to be addressed. Organisations need to invest in these vital programmes, so research into effective measures and structure is essential. This study addresses the gaps in the literature and the effects of CRM in the fashion industry.

1.8 PREVIEW OF THE OUTLINE OF THE STUDY

Chapter 1 – Background to the topic of Cause-Related Marketing

Chapter 2 – Literature Review

Chapter 3 – Research Design, Process and Methodology

Chapter 4 – Findings and Discussion

Chapter 5 – Conclusions and Recommendations

LITERATURE REVIEW

2.0 INTRODUCTION

This chapter of the research documentation examines the available literature on the influence of cause-related marketing on the purchasing patterns of Irish youth in the fashion industry. The manuscript begins with a comprehensive examination of cause-related marketing, its significance in marketing, and its relationship to corporate social responsibility. It then examines its various applications, its significance in the fast fashion industry, and how it influences consumers' purchasing intentions and decisions. Through this, the author examines the extent to which Cause-Related Marketing influences the purchasing decisions of young consumers and aims to fill in research gaps regarding the relationship between CRM and its impact on purchase decisions.

2.1 CAUSE-RELATED MARKETING

Cause-related marketing (CRM) is a social marketing technique used to generate revenue for a specific cause/welfare of society by selling goods or services. CRM is a flexible marketing tool that can achieve various corporate and marketing goals. (Webb & Mohr, 1998). CRM is a company's promise to donate money out of the company's pocket (Corporate social responsibility CSR) when a customer buys its product/services for a social cause (Xiaoli & Kwangjun, 2007; Yen & Yang, 2018). Cause-related marketing aims to increase customer loyalty and build a reputation. The anticipated change in a company's image due to CRM campaigns depends powerfully on how customers perceive the company's involvement in cause-related programmes and the amount of assistance provided to the cause as a consequence of the company's involvement.(Brønn & Vrioni, 2001; Choi et al., 2016; Park & Jang, 2020). In the last three decades, cause-related marketing has been a desirable area of research for academics (Bhatti et al., 2022; Singh & Dhir, 2019). One of the earliest definitions of CRM by (Varadarajan & Menon, 1988) states that a company's contribution to social responsibility is "voluntarily doing good" for a social cause when a consumer purchases a product with its increased use in product/service. CRM influences numerous business and societal factors, including Influencing consumer's choices (Barone et al., 2000); CRM campaigns affect buying behaviours of consumers (Galan-Ladero et al., 2013; Thomas et al., 2022), a channel of funds from profit to non-profit organisation, (Andreasen, 1996; Gregory et al., 2020), social awareness about health & gender equality (Bloch M., 2000;

JERNIGAN & INDRAN, 1997; Raghubir & Menon, 1998). Prolific research has already been done in CRM, yet our research is on the Theory of Planned Behaviour. More specifically, we have discussed the effect of CRM on the fashion industry of Ireland.

2.1.1 Concepualisation

Cause-related marketing is a matured concept composite of the marketing mix, fundraising and public relations; however, the consumer's attraction factors are the type of cause, the relevance of the cause and knowledge about the cause. These factors will likely influence consumers' buying decisions (Suter et al., 2015). Consumers are willing to buy brands which take into consideration environmental factors & social. CRM's role in enhancing the corporate image to cultivate a long-term favourable consumer attitude and cash flow has been empirically demonstrated (Thomas et al., 2020). Several theories have motivated researchers for the CRM conceptualisation and linkage *Associative learning theory* (Nowak & Clarke, 2003; Till & Nowak, 2000), *Attribution theory* (Ellen, Mohr and Webb, 2000), *Stakeholder theory* (Liston-Heyes & Liu, 2013), *Persuasion theory/model* (Folse et al., 2010; Moosmayer & Fuljahn, 2013) and many more. There is no doubt that CRM has gained an upward trend of publications that work globally, giving a lot of new theories & concepts (Bergkvist & Zhou, 2019). That motivated not only multinational companies to adopt CRM but also small companies. (Agarwal & Tyagi, 2010). Various researchers have to reconnoitre the CRM in a brand image (He et al., 2016; Manimalar & Sudha, 2017), consumer perception (Bae, 2016; Moosmayer & Fuljahn, 2010; Wu et al., 2013), advertising (Bodkin et al., 2015; Filipovis & Marinkovis, 2013; Hall et al., 2011; Ndasi & Akcay, 2020), non-profit (Sasaki, 2013; Serban, 2011), health awareness (Bloch M., 2000; Hall, Jones and Iverson, 2011; Tuan, 2012; Kumar *et al.*, 2020). The cause is an inspiration to improve society. While most researchers and marketers assert that CRM is an effective tool, historical research suggests that it may not be as effective as its proponents claim. Some research contends that CRM decreases purchase intentions and customer satisfaction regardless of the selling price of the product and that it is a selfish rather than selfless act (Krishna and Rajan, 2009). There are also a few arguments and discussions regarding the lack of fully defined CRM applications.

2.1.2 Corporate Social Responsibility and CRM

Corporate social responsibility in business has been the subject of debate for decades. The corporate social action to satisfy 'social needs' is CSR (Angelidis and Ibrahim, 1993). Corporate social responsibility (CSR) is an old practice of donating money out of shareholders' pockets. This practice is done to gain reputation/goodwill in the market. Creating a brand image is the main agenda nowadays, and cause-related marketing is a social tool for promoting CSR. (Brønn and Vrioni, 2015). This will attract customers to purchase goods and services and show concern about a social cause. In a paper by(Webb and Mohr, 1998), modern consumers are sceptical behaviour which raises concern about the truth of facts and cynicism. However, in today's competitive market, giving to charity and spending money on worthy causes cannot be justified by good intentions alone. Customers and stakeholders who know what they are doing are looking at how the company acts. Are they donating to be friendly, or do they care about specific issues? Today, corporations do not think of their donations as gifts but as investments meant to help both the company and the person who receives them(Larson, 2001; Polonsky and Wood, 2001; Husted and Whitehouse F.R., 2002; Dean, 2003). Much research has been done on how cause-related marketing affects how people decide what to buy. This research found that a CRM activity where the cause is directly related to the brand's image produced better sales results. It is easier for customers, especially those who have already bought from the brand, to connect with the cause (Lii, Wu and Ding, 2013; Choi *et al.*, 2016; Mercadé-Melé *et al.*, 2018).

2.1.3 CRM and its Application

Cause-related marketing is a widely accepted advertising tool. It is a beneficial collaboration between corporations and non-profit organisations that help raise funds for a noble cause. CRM is an industry tool for collaborative CSR, legal obligations and tax-saving practices. CRM benefits non-profits, organisations, companies, and consumers(Polonsky and Wood, 2001). First, CRM gives the non-profit's cause a sense of credibility in the market that it might not have had before. Causes are now seen as business partners, not just beggars trying to get money from corporations (Weeden, 1998). Second, CRM can help corporate partners reach both financial and non-financial goals. CRM can help a company make more profit by

making more sales. (Thompson, 2013). Lastly, CRM programmes give customers more information and, depending on the customer, sometimes a higher sense of value (Webb and Mohr, 1998). Many executions of CRM changed the scenario of the world, with wide acceptability likewise women's health issues and the use of tobacco (Bloch M., 2000), donation via mobile (Choi and Kim, 2016), social entrepreneurship (Liu, Ko and Chapleo, 2018). Some more examples are in an article on Cause-Related Marketing: Veganuary, November, Women's March, Everytown for Gun Safety (*6 Powerful Examples of Cause-Related Marketing | WordStream*, no date). CRM is helpful in how product type influences customers (Melero and Montaner, 2016).

2.2 Corporate Social Responsibility and Fashion Industry

Companies are encouraged to think about the impact their operations and interactions with customers, and other stakeholders have on the community and the environment. CSR is often viewed as a way for a company to achieve a delicate balancing act between its economic, environmental, and social objectives. CSR is not the same as charity, sponsorships, or humanitarianism, and distinguishing between the two is essential. Although the former can aid in poverty reduction and enhance a company's brand and reputation, the concept of CSR goes far beyond that. (Pérez and del Bosque, 2013; Hastings, 2016). Through various media outlets, fashion companies are now actively promoting their CSR initiatives. Noting this, major fashion brands have employed various communication strategies to promote their corporate social responsibility campaigns. Adidas is a fashion brand that is committed to corporate social responsibility (CSR). As a result, Adidas has collaborated with other companies and organisations to lessen its environmental impact. Two notable Adidas collaborations are Adidas by Stella McCartney and Adidas by Parley for the Oceans. Reducing waste and reusing fabric were the primary goals of Stella McCartney's collaboration. It is well-known that Stella McCartney's CSR practices are excellent. Adidas and Parley created products from ocean plastics. The shoe made from recycled plastic was the most fantastic product. Both collaborations were well-publicised and boosted brand image. Adidas' CSR Publicity is successful (*Corporate Social Responsibility in the Fashion Industry | PRLab: Student-Staffed Public Relations Agency*, no date; Salman *et al.*, 2016).

2.2.1 CRM in Fast Fashion

The goal of fast fashion is to produce large quantities of clothing in a short period. Cheap, trend-replicating materials (like synthetics) are fast fashion's mainstay in creating affordable styles. This fast fashion harms the environment, animals and humans (Bick, Halsey and Ekenga, 2018; Liao, Kim and Kannan, 2018). The large volume of fashion with speedy change is uncontrollable as consumers rapidly buy products that are of no use. In a survey by yopto research on UK consumers, a sample of 2000 people was taken 46% of the customers bought a fashion product in support of a mission or cause (*Fashion Consumers Switch on to Cause Related Marketing, Yotpo Research Reveals - Premier Construction News*, no date). CRM is an initiative to stop wasting the fashion industry and save this planet; sustainable fashion or eco apparel is a growing industry capturing a share of a 5 billion dollar market in the US. CRM can help online fashion brands in five ways: first *Corporate transparency*; when honest retailers are open about their moral business and sustainability strategies, they win customers' trust and loyalty. Second *Brands with a purpose*; consumers think more about the brands they purchase and prefer brands with a purpose. Third *Sustainability programmes*, Environmentalists have criticised fast fashion recently, so retailers are examining their supply chains and carbon footprint. Fourth *Encouraging customer interaction*, According to the Cause consultant, fundraising for donations is old-fashioned. By changing people's behaviour, they hope to change society. Fifth *Meaningful partnerships*, Brands often work with third parties to tackle causes. NGOs, academics, and media are asked to influence CRM. (*GUEST OPINION 5 ways cause-related-marketing can generate loyalty and sustain customer engagement online - Internet Retailing*, no date).

2.2.2 CRM and Purchase Intentions

(Ferraris *et al.*, 2020) has discussed a cross-country analysis for purchase intentions. CRM is a growing marketing strategy that benefits businesses, non-profits, and society. The mainstream literature analyses two countries, Italy and Brazil; this study reveals the relationship between cause-related marketing and purchase intentions (PI). The goal of this study is to get a better understanding of this phenomenon. Italian respondents were found to have moderator effects on the relationship between CRM goal attainment, brand fit, and gender. The author concluded that brand was a significant but negative moderator for Brazilian respondents. According to the author, achieving CRM goals has no effect on

Brazilians' sentiments toward one another, but Brand Fit and gender have (Ferraris *et al.*, 2020). In a similar paper (Ndasi & Akcay, 2020), in digital CRM display advertising, surveys and models have been found as two aspects of truthfulness that consumers believe in. Integrity in digital CRM display ads is linked to presumed donation amount and commercial consistency. Each of these aspects contributes to the honesty of the ad campaigns. Campaign interrelation is less important than the actual donation amount. Because the integrity of a product influences the likelihood of a customer making a purchase. Digital CRM ad is shown to have a tangible impact on consumer response throughout this editorial, which suggests a model explaining how it works. Donation magnitude is the key to success in Digital CRM advertising, and socioeconomic cause connection is not a major factor in identifying and targeting customers (Gadhavi, Shukla and Patel, 2014; Manimalar and Sudha, 2017; Bautista R., Jeong and Pandey, 2020).

2.2.3 THE THEORY OF PLANNED BEHAVIOUR

Azjen (1985) proposed a cognitive theory called the theory of planned behaviour (TPB), which states an individual's decision to engage in a particular behaviour. When conducting, intentions grasp the underlying factors that motivate individuals ' behaviour. The more determined one is to carry out a particular action, the more likely one will excel. (Ajzen, 2005). TPB assumes rational decision-making. The expectancy-value model is used to assess perceived behaviour control. Individuals multiply each control belief's strength by the perceived control factor's power.TPB predicts behaviours with incomplete voluntary control. TPB expands perceived behavioural control by considering self-esteem and self-efficacy. Impetus factors are related to the perceived difficulty of action and the degree to which a person can carry it out successfully. (Shaw, 2016). In rehabilitation, this theory directly impacts motivation and exercise compliance. A participant's ability to influence positive behaviour is hindered by a lack of perceived control, self-efficacy, or self-esteem. Planned behaviour predicted self-reported exercise and observed fitness levels in a study on cardiovascular disease risk behaviour after diagnosis.

2.3 DEFINING PURCHASE ATTITUDES

The degree to which an individual judge's items and services are referred to as attitude (Ajzen, 1991). The younger generation (Millennials) are advanced shoppers with high spending power. Millennials are protected and indulged. Millennials rely on social networks and are tech-savvy (Wolburg and Pokrywczynski, 2001). Thus Millennials' economic impact, social change influence, and internet technology adoption are essential to marketers. According to previous research by (Eastman et al., 2019), CRM efforts may not work for all products, as laptop attitudes and purchase intentions were unaffected. Positive attitudes created by CRM efforts will not always increase purchase intentions. Similar research by (Duarte and Silva, 2020) examined Portuguese consumers and evaluated their identity and attitude toward the subject. The results also reveal that attitude facilitates cause identification and purchase intention. Another study by (Patel, Gadhavi and Shukla, 2017) shows that CRM improves brand, ad, and purchase intention, a study shows. Involved consumers better explain the effect of CRM on attitude-purchase intention. Scepticism does not affect attitudes and purchases intent. (Terblanche, Boshoff and Human-Van Eck, 2022), also examined the influence of CRM on consumer cognitive and affective attitudes and purchase intentions in South Africa and investigated that education was the beneficiary of a cause-related marketing campaign. According to qualitative research, South African consumers prefer positive, prosocial campaign messaging. The experiment showed that campaign structure influences consumer intentions, attitudes, and perceptions. (Hajjat, 2003) investigated the level of donation amount a consumer is ready to pay if the information of cause is known. More relevant and more critical information on attitudes and purchase intentions of charity. Donation size (high or low) may be regarded as a message element.(Galan-Ladero, 2012),wrote up his thesis on the variables that influence attitude toward CRM and loyalty in solidarity purchase

2.3.1 CRM Influence in Promoting Positive Buying Attitude

Cause Related Marketing (CRM) has become a popular marketing strategy recently. Numerous studies show that consumers favour companies that work to solve societal problems,.CRM programs create consumers' positive attitudes. Consumers know CRM's marketing purposes. CRM products command a premium. Young, educated city dwellers are most optimistic about CRM. Consumers expect cause-related marketing in food and children's products (Witek, 2016). Another study by (Ejaz, Ahmed and Ahmad, 2013) discussed that consumers like to shop more and enjoy brand options. Customer satisfaction can only be achieved by sensing customers' changing needs and preferences and providing them with solutions. A study by (Chang and Cheng, 2015) explored consumer psychology for scepticism toward CRM advertising. The study was conducted on 291 participants and found that individuals react positively toward utilitarian orientation while negatively reacting in a collective mindset under hedonic orientation. Gender differences are also found. (Galan-Ladero *et al.*, 2013) investigated that many variables can affect consumer behaviour regarding purchase attitudes and intentions. They studied a sample of 456 consumers to analyse the relationship between purchase intention and CRM campaigns. Results indicate a strong correlation between CRM attitudes and purchase intention. A large majority of respondents agreed that CRM campaigns were an effective way for consumers to donate money to non-profit organisations. (Barnes and Fitzgibbons, 1992), (Lavack & Kropp, 2003); most Australians prefer to purchase from socially conscious or mission-driven businesses. (Ross, Patterson and Stutts, 1992; Creyer and Ross Jr., 1996) resulting in Consumers viewing CRM companies favourably. In a study by (Smith and Alcorn, 1991), nearly half of the participants said they might swap in order to support NPO-donating corporations. About one-third of consumers are worth purchasing products because their manufacturer supports charity. By (Webb & Mohr, 1998), CRM was viewed favourably by most consumers. (Youn and Kim, 2018) It states that when people liked cause-brand collaborations, they also liked the reason and product. Product type affects the buying decisions on one hand; consumers buy hedonic or spurious products for sensory pleasure, fantasy, and fun (Strahilevitz, 2003; Chang, 2012). Hedonic products offer a more experience-based usage, a visual, auditory, and functional interaction with the styling.

2.3.2 Motivation Factors affecting Purchase through CRM

Purchasing products is a difficult task due to the many market options available. Cause-related marketing has positively impacted consumer psychology and purchase attitudes, motivating consumers to buy those products. These brands' profits are going to benefit society. Green purchases are gaining their market shares nowadays. Consumers are loyal and conscience about the brand, which contributes to society for a noble cause. Consumer environmental concern and product functionality appeared as the two most influential factors of green purchasing (Joshi and Rahman, 2015). Another existing work of literature (Chekima *et al.*, 2016; He *et al.*, 2016; Bae, 2018; Han *et al.*, 2022) investigates why cause-related marketing can be more effective when consumers have a strong moral identity. CRM's strength lies in its ability to simultaneously encourage consumer purchases and benefit society; this study investigates the influence of consumer moral identity on consumer behaviour in response to CRM. Emotional attachment to the sponsor brand and its social responsibility image positively moderated the relationship between moral identity centrality and intention to purchase a CRM sponsor brand. With customer psychology, perceived risk and product involvement are the most influencing constructs for buying decisions (Dholakia, 2001). Consequences of an unpleasant or stochastic nature from a product purchase lead to the perception of risk in consumer psychology. Another study (Chekima et al., 2016) showed that The deterioration of the environment caused by consumers' failure to consume sustainably is causing stress on the environment and is preventing sustainable development. One solution to this problem, which can also help promote a more sustainable economy, is to decrease one's consumption of conventional products and increase one's consumption of environmentally friendly products. The findings show that environmental attitudes, eco-labels, and cultural values (man–nature orientation) considerably impact green purchasing intentions. It also shows that the higher price does not moderate, disputing the function of premium pricing as a significant barrier for customers to walk their words, as previously documented by research and opinion polls.

2.4 DEFINING SUBJECTIVE AND SOCIAL NORMS IN THE FASHION INDUSTRY

The fashion industry is expediently revolutionary, focusing on trendsetter, brand image, and market capitalisation. Knowledge of the elements that influence US consumers' intentions to support retail clothing businesses that practices corporate social responsibility (CSR) is provided by this research. The theory of reasoned action (TRA) and Schwartz's value theory

revealed that American consumers' sentiments about CSR-related retail clothing businesses were influenced by various factors, including moral standards, subjective norms, and attitudes(Diddi and Niehm, 2017). Another study (Han and Stoel, 2016) discussed the effect of social norms on the purchase of organic cotton and fair trade apparel. Regarding improving purchase intentions for organic cotton and fair-trade clothing, injunctive norms were more successful at fostering positive attitudes than descriptive norms. There is a new era in the fashion industry; Sustainable fashion originated because the fashion business produces 10% of world carbon emissions. Sustainable fashion may influence how individuals buy and how the industry manufactures. The perfect balance between the two will have good social and environmental benefits. Sustainable fashion's advantages are known, yet few people buy it—social norms and mindset impact sustainable fashion product purchases. Purchase intention is a mediating variable. It has been discovered that social norms (both descriptive and injunctive norms) and attitudes have significant and positive relationships with the actual acquisition of sustainable fashion products. Even though attitudes were found to have a more significant impact when contrasted with social expectations (Nadira Dewanto, Fajarindra Belgiawan and Author, 2020).

2.4.1 Influence of Subjective Norms towards Purchase Intentions

Consumer buying decisions are changed, also the habits of traditional purchase methods. E-commerce has changed the trend of buying as well as the pattern of consumption. As today's demonstration affects society, the theory of planned behaviour is complicated to digest. However, researchers try to integrate that consumers' attitudes toward online shopping and 'perceived behaviour control beliefs' significantly motivate their shopping decisions (Nadira Dewanto, Fajarindra Belgiawan and Author, 2020). In a similar study by(Jain, 2020), even though consumers of Generation Y(millennials) make a significant contribution to the luxury market, there has been a relatively small amount of research done to explain the behaviours associated with their luxury consumption. This is especially true in the context of developing markets such as India. Using the theory of planned behaviour, this research's primary goal is to understand the key factors. That influences the luxury purchase intentions of Generation Y consumers and investigates the moderating effect of subjective norms on other TPB variables, precisely attitude and perceived behavioural control. Perceived behavioural control and subjective norms were found to be positively associated with

purchasing luxury goods. In addition, it was discovered that a person's subjective norm moderates the relationship between attitude and intentions to purchase luxury goods.

2.4.2 Influence of Social Norm on Purchase intentions

Social norms are the collectively accepted rules and regulations for sustaining cooperative relations (Gross and Vostroknutov, 2022). Norms give us an expected idea of how to behave and function to provide order and predictability in society. Social norms provide us with an expected idea of how to behave. The study by (Varshneya, Pandey and Das, 2017) examined social norms influencing purchasing green or organic clothing. Where data of young adult Indian consumers was collected, there is no indication that social influence affects either attitude or intention to purchase organic clothing. However, results also indicated that organic clothing is at the initial lifecycle stage where social norms do not play a significant role.(Mazursky and Geva, 1989) demonstrated through empirical research that information regarding brand attributes is relevant to the prediction of immediate satisfaction, and these factors significantly impact the intentions formed immediately following product testing. Another study by (Çelik, 2011) stated that subjective norms, online shopping anxiety, and perceived playfulness play a significant role in consumers' adoption of online yielding. It was discovered that perceived playfulness positively affected the perceived ease of use of online shopping and the behavioural intentions to shop online. In addition, it is impossible to directly apply the majority of these findings, which evaluate the regarded behaviour of consumers in Western countries, to a context of a different culture. Social networks and media (SNM) have chipped in. The theory of Reasoned Action (Ajzen, 2005) presumes that intentions can capture the motivational factors that influence behaviour. These factors include attitudes toward the behaviour (the degree to which an individual has a positive or negative evaluation) and subjective norms concerning the behaviour (the perceived social pressure to perform or not perform the behaviour) (Gunawan and Huarng, 2015). Five factors are considered to be precursors: the quality of the argument, social integration, social influence, subjective norms, and perceived risk. Users' purchase intention on SNM sites is impacted by the presence of credible sources and social integration in the form of review transparency regarding new products and services, as well as the influence from friends and relatives as an additional configuration.

2.4.3 Behavioral Control of Subjective and Social Norm on Perceived Behaviour

Subjective norms and perceived behavioural control affect consumer purchase intentions differently when people have different levels of product knowledge (theoretical and practical) and pay attention to issues. Customers' purchase intentions are influenced by their attitudes, peer group pressures and a sense of control. Consumers' purchase intentions are expected to be affected by these three factors in various behaviours and situations. (Chiou, 1998). A person's attitude can be either positive or negative. A person's emotional assessment of the importance of the behaviour to be performed is known as a subjective norm. A person's perspective of obstacles to behaviour is referred to as "behavioural control." (Murtini, 2021). All these indicate a significant positive relationship between the theory of planned behaviour and purchase decisions. In a study of skin care product buying decisions of Malaysian generation Y (millennial(s)) consumers, a person's attitude, experience, and financial value all play a role in their decision to purchase natural skin care products. However, there was no correlation between the intention to purchase natural skin care products and perceived behavioural control or subjective norms (Business and Research, 2020). The house (asset) buying is a mutual decision of the spouse, their children, their elderly and friends. Thailand's citizens have an abundance of disposable income, but the cost of a home is high compared to the amount of money they earn. On the other hand, subjective norms suggest that a person's relationship with their children and spouse has the most significant impact. Elderly relatives and friends are less influential under the subjective norm than younger relatives and friends (Sangkakoon, Ngarmyarn and Panichpathom, no date).

2.5 EFFICACY OF CRM AND PURCHASE DECISION

CRM is a company promise(s) is ethical behaviour to increase the standard of life of the employees, their families, and society. Companies' social commitment is demonstrated through their support of charitable causes. "Cause-related marketing" was the original term for this type of support for a cause as a marketing tool. Globally, companies have achieved their corporate goals over the past decade using CRM as a valuable and profitable tool. In India, "Shiksha Abhiyaan (P&G), Nihar Shanti Amla (Marico) CRM strategy is used, which is very successful in contributing to education in developing countries. In a study efficacy of CRM(Agrawal, of and 2019, no date) in India, it was found that the five independent variables (Corporate Image; Brand Image; Customer's Immersion; Company's Motive

&Socially Motivated Brand) all had a significant effect on the dependent variable (Customer Immersion) (customer awareness and perception). In another study (Hyllegard et al., 2010), Gen Y consumers' attitudes and purchase intentions are more positive when a brand (apparel) supports a charitable cause. Although CRM has proved itself in medical industries like Macy's, Pfizer and other businesses that have adopted CRM practices on behalf of the American Heart Association. Starbucks, Target, and Nike also join with non-profit organisations for CRM campaigns. On the one hand, these campaigns aim to raise awareness and support for social causes like global hunger relief. On the other hand, they aim to improve corporate reputations, customer loyalty, and business financial gains (Berglind and Nakata, 2005).

2.5.1 Influence of CRM on Perceived Behaviour

Experience, modelling, expected support and potential obstacles could influence how easy or difficult it feels to carry out a behaviour successfully, known as "perceived behaviour," which is a form of natural self-efficacy (Thompson *et al.*, 2012; Barlett, 2019). The cause-brand fit is a new outlook in cause-related marketing as a mediator variable to consumer evaluation (attitude and intention). In a sample of Spanish consumers' perception of social cause, brand fit boosts CSR's effect on brand attitude. A high cause–brand perceived fit increases consumer purchase intent and loyalty (Bigné-Alcañiz *et al.*, 2011). Similarly, in a study of German university students, there is a significant gender difference in how consumers view a company's behaviour and CRM campaign. Customers' goodwill toward the CRM campaign and their perception of NPO benefits are greatly influenced by donation size. External perceptions and gender play a role in determining the impact of donation size (Moosmayer and Fuljahn, 2010). In another study (Wiebe et al., 2017), Findings across all four construals (temporal, spatial, hypothetical, and social) types show that when framed mentally close, people are more likely to feel optimistic and more likely to buy. According to a psychological construct known as Perceived Consumer Effectiveness, people are more likely to respond to charitable messages if they are close enough to them. All four types of construal agree that parietal framing of CRM arguments is preferable. CRM appeals reveal a previously unknown interactive relationship between consumer perceptions of effectiveness and psychological distance.

2.5.2 Perceived Behaviour and Purchase Decision

A person's emotional assessment of the importance of the behaviour to be performed is known as a subjective norm. To define perceived behavioural control, we must examine how individuals view the barriers to engaging in a specific behaviour (Murtini, 2021). The high perceived risk consumers are observed as more psychological consumers. Marketers successfully target consumer mindsets to help reduce uncertainties through individualised risk-reduction strategies for purchasing wine (Bruwer, Fong and Saliba, 2013). In Italy, a study was conducted on consumer purchasing decisions of the short food supply chain. In addition to consumer intentions and perceptions of behavioural control, the study found that rural residence and fair-trade purchasing habits influenced behaviour (Giampietri *et al.*, 2018). A gap exists between consumers' beliefs about green products and their actual purchasing habits. Because to compensate for lack of environmental knowledge, willingness to pay for perceived risks, and a positive public perception of the organisation. A green purchase decision model can be developed if these gaps between attitude and actual purchase can be removed (Sharma, 2021). The purchase decision is affected by many factors like cognitive behaviour theory (Creyer and Ross Jr., 1996). In a study in Jakarta (Indonesia), consumers' perception towards buying Japanese electronic items revealed that Customers' trust in a product's quality and perceived price have a significant and positive effect on the purchase decision, as do product quality and brand image, and perceived price. Brand image has no effect on purchase decisions (Suhaily and Darmoyo, 2017).

CHAPTER 3 RESEARCH DESIGN, PROCESS, AND METHODOLOGY

3.0 INTRODUCTION

The research investigates a systematic relationship between facts and conclusions (Marczyk et al., 2005). However, for the process to be considered research, it needs to have specific qualities: it needs to be controlled, rigorous, methodical, valid and verifiable, empirical, and critical as feasible (Kumar and Ranjit, 2011). Research is an endeavour undertaken by individuals to learn more about a specific subject to inform subsequent action better. In order to answer a research topic, Wilson (Wilson, 2014) explains that it is necessary to examine and analyse information systematically and rigorously. Cricitacilly differences in

designing and developing propositions, theories, data collections, and validations are inherent in the research process (Malhotra, Nunan and Birks, 2017). Indeed, the veracity of the results depends on the reliability of the study methodologies and procedures adopted. Research paradigms and methods (positivist, interpretative, action or participatory, feminist, qualitative, quantitative), as well as the academic discipline in which you were educated, can all influence your underlying philosophy (Kumar and Ranjit, 2011).

3.1 ANALYSIS DESIGN AND METHODS TO BE USED

The study's first aim was to explore the relationship between Cause-related marketing and fashion in Irish youth, its applicability, and its usefulness and to investigate the factors that affect the buying decisions of the customer. Throughout the process, the researcher's goal was to maintain their subjectivity while simultaneously recognising and recording intricacies within the data. Critically to the research point that Cause-related marketing benefits society, customers and that issue. This chapter addresses a variety of methodologies and approaches that were taken into account for this research, as well as the abdication of one method in comparison to another.

The author of this study has decided to adopt a qualitative methodology based on the direction Saunders Onion provided. The Research Onion idea (Fig. 1) was developed by Saunders, Lewis, and Thornhill (2009). It has an outer layer, an inner layer, and a core layer, all of which specify specific types of research methodologies. To critically peel the layers of the study, onion approach proposed by (M. N. K. Saunders, Lewis and Thornhill, 2019) is recommended. They stress the importance of starting at the outermost layer and working one's way inward. The Research Onion is a framework for visually representing the steps involved in selecting a particular methodology for doing research and gathering data (M. Saunders, Lewis and Thornhill, 2019b).
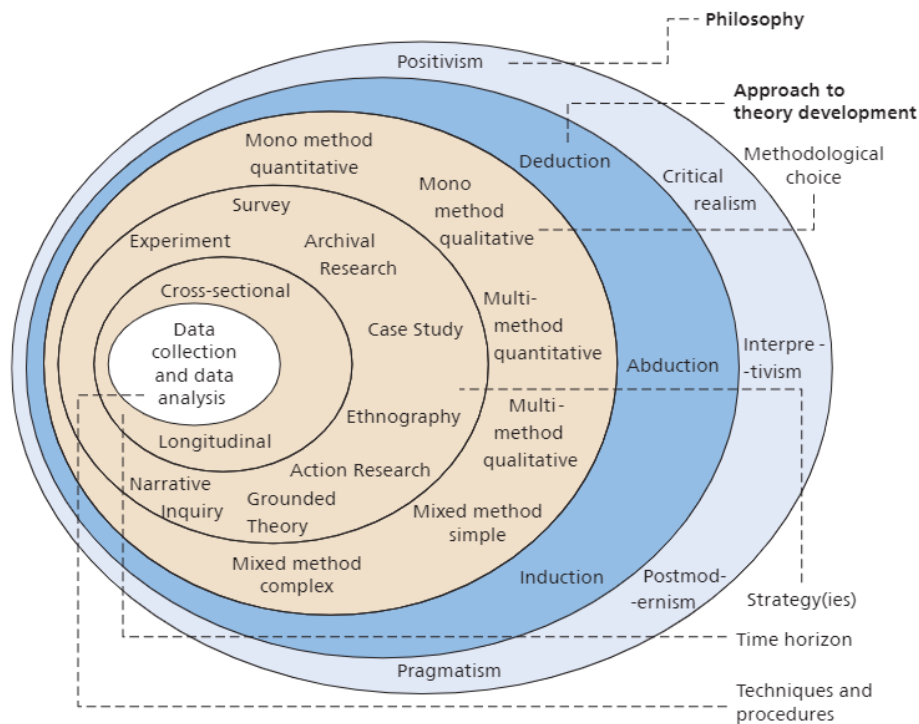
Figure 2 saunder's research onion (M. Saunders et al., 2019a)

The top layer of Saunders' onion represents the philosophies, prepositions, and possible methodologies that should be considered throughout the study's genesis and early design. At the same time, the onion's core represents data collecting and investigation, while its outside layers highlight the importance of thinking about various methods, tactics, and strategies that may be used during the research. Philosophy, methodologies, strategy, design, data collection sample, and data analysis techniques suggested by (M. N. K. Saunders, Lewis and Thornhill, 2019) are covered in this chapter.

3.2 RESEARCH PHILOSOPHY

Any research project needs a background of existing knowledge, beliefs, and assumptions. In research, the development of knowledge for a particular topic results in a new theory, solution to a particular problem and generating some experience base of knowledge for the time ahead. Since the researcher's overarching goal in conducting this study was to eliminate bias and preconceptions, selecting the appropriate philosophical approach was essential. A well-chosen approach to research methodology results in shaping the philosophical approach that a person adopts (M. N. K. Saunders, Lewis and Thornhill, 2019). According to (Wilson, 2014), a researcher's ability to abate acceptable alternative

approaches should be just as decisive as their values when making reasonable decisions. However, (M. N. K. Saunders, Lewis and Thornhill, 2019) defined Ontology, epistemology, and axiology are the three main categories into which philosophy can be categorised. Each of these affects how a researcher goes about his or her study.

3.2.1 Ontology, Axiology and Epistemology Approaches

The philosophical tradition adopted by the researchers is a systematic inquiry into the theoretical foundations of belief and practice. There are three philosophical assumptions that best fit the study are defined as the researcher's perspective on the nature of reality or being (ontology); the researcher's perspective on what counts as valid knowledge (epistemology); and the researcher's perspective on the place of values in the study (axiology).

The term "ontology" describes presumptions about the fabric of reality. Organisations, management, employees' working life, and organisational events and artefacts are all examples of such things in business and management. So, the topic we decide to investigate for our research project depends on our ontology, which defines how we make sense of the research world (M. Saunders, Lewis and Thornhill, 2019a). Applying this philosophical approach might help a researcher accept their level of certainty about the existence of the particular themes they are studying. However, it is crucial to this study because it rejects respondents' perceptions of reality (Aliyu and Adamu, 2015). Therefore, axiology regards the respondent's value and worth as the primary focus of the investigation and lays more significant stress on the study's 'aims. Axiology, on the other hand, focuses on the values held by the researcher during the investigation (Morgan, 2006). Epistemology is the study of how we know what we know, how we know, what we know, and how we can convey that knowledge to other people. Understanding the "what," "how," and "why" of the study's exploratory and open-ended character is required. Thus, the epistemological method was chosen, which might be described as the study of knowing. The following diagram (fig 2) also describes why the author chose epistemology and relevant research questions based on these three theories (M. Saunders, Lewis and Thornhill, 2019a).

Assumption type	Questions	Continua with two sets of extremes		
		Objectivism	⇔	**Subjectivism**
Ontology	• What is the nature of reality?	Real	⇔	Nominal/decided by convention
	• What is the world like?	External	⇔	Socially constructed
	• For example:	One true reality (universalism)	⇔	Multiple realities (relativism)
	– What are organisations like?	Granular (things)	⇔	Flowing (processes)
	– What is it like being in organisations?	Order	⇔	Chaos
	– What is it like being a manager or being managed?			
Epistemology	• How can we know what we know?	Adopt assumptions of the natural scientist	⇔	Adopt the assumptions of the arts and humanities
	• What is considered acceptable knowledge?	Facts	⇔	Opinions
		Numbers	⇔	Written, spoken and visual accounts
	• What constitutes good-quality data?	Observable phenomena	⇔	Attributed meanings
	• What kinds of contribution to knowledge can be made?	Law-like generalisations	⇔	Individuals and contexts, specifics
Axiology	• What is the role of values in research? Should we try to be morally-neutral when we do research, or should we let our values shape research?	Value-free	⇔	Value-bound
	• How should we deal with the values of research participants?	Detachment	⇔	Integral and reflexive

Figure 3 ontology, epistemology and axiology assumptions are multidimensional research questions

3.2.2 Interpretivist, Positivist, Pragmatism, Realism

The next inner layer of Saunder's onion Four unique research viewpoints are identified by (Saunders, 2019), which include positivism, realism, interpretivism, and pragmatists, in terms of ontology, axiology and epistemology. In our study, the area of epistemology known as interpretivism would be the best strategy in this case. Individuals and their organisations are examined and integrated in an interpretive way. As a result of our ability to invent meaning, the interpretivists argue that we are fundamentally distinct from natural things. They were obtaining an understanding of how people see the world (Everest, 2021). Even though the

reliability of data and the measurement of information might be questioned due to the qualitative character of interpretivism (Wilson, 2014). This study's research question and the phenomenologist's attempt to gain insight into the world from the subject's vantage point were both strengthened by interpretivism. The other approach deemed unsuitable, positivism, is a natural scientist's philosophical perspective, which involves working with an observable social reality to develop law-like generalisations. More positivism is further quantitative data based on causal explanations of facts and figures, which demands a scientific approach and requires individuals to be separated from the process (Aliyu and Adamu, 2015). Further approaches rejected were Pragmatism holds that ideas are only useful if they help motivate others to take action. Last Realism, when we talk about the underlying patterns of reality that shape what we can see and feel, we are talking about critical realism

3.3 RESEARCH APPROACH

Empiricism theory refers to events that can be directly viewed or personally experienced. The extent will influence the research project's design to focus on theory testing or theory creation. Theory and research must be linked to determine whether the source and selected theory are inductive or deductive. In Figure 3, these two approaches are associated with research methods (Bell, E., & Bryman, 2007). A crucial part of research is deciding between the two possible rationales for a given situation.

Deduction emphasis	Induction emphasis
▪ Scientific principles ▪ Moving from theory to data ▪ The need to explain causal relationships between variables ▪ The collection of quantitative data ▪ The application of controls to ensure validity of data ▪ The operationalisation of concepts to ensure clarity of definition ▪ A highly structured approach ▪ Researcher independence of what is being researched ▪ The necessity of select samples of sufficient size in order to generalise conclusions	▪ Gaining an understanding of the meanings humans attach to events ▪ A close understanding of the research context ▪ The collection of qualitative data ▪ A more flexible structure to permit changes to research emphasis as the research progresses ▪ A realisation that the researcher is part of the research process ▪ Less concern with the need to generalise

Figure 4 The Distinction Between Deductive and Inductive Research (Saunders, 2015)

3.3.1 Deductive Versus Inductive Research

The deductive theory explains causal relationships between concepts and variables (M. N. K. Saunders, Lewis and Thornhill, 2019). It is based on scientific principles and quantitative data, using an existing notion as a starting point and evaluating its assumptions through an appropriate research plan (Wilson, 2014). Since it emphasises ideas that need to be reduced and enlarged to generate researchable, a hypothesis about what is known is then disclosed for further empirical study (Bell, E., & Bryman, 2007). In contrast to induction, which begins with observations and looks for patterns, deductive reasoning begins with an expected pattern. This approach is "up to the bottom." Many induction-leaning researchers criticise the deduction method for its rigidity and absence of alternative explanations for research findings (M. Saunders et al., 2019a). Initial observations are supplemented by trends and fundamentally theory-based conclusions in the inductive technique or inductive reasoning. It is sometimes referred to as a "bottom-up" technique that begins with observations and then moves up the chain to identify patterns and tentative hypotheses. Criticised an approach of thinking that allowed a causation-effect link to be constructed without knowing how humans see their social surroundings. Using an inductive technique, one can gain a deeper comprehension of the subject matter (Merriam, 1AD).

On the other hand, the inductive theory has been applied to this investigation to develop a framework. This theory gains the understanding of Irish youth purchase decisions affected by cause-related marketing. The interpretivism approach for the interviews can achieve. Qualitative interviews are more effective. When using the deductive technique, a smaller sample size of people is regarded to be more effective than a large sample of individuals, which would be more acceptable (M. Saunders, Lewis and Thornhill, 2019a). Researchers have questioned whether or not it is necessary to have opinions that are so opposed to one another, even though both approaches have been dichotomised (Dudovskiy, 2018). The abduction approach starts with observations and seeks the most probable conclusion. This method yields a likely result but not proof. Abductive findings are expressed as "best available" or "most likely." (M. Saunders, Lewis and Thornhill, 2019a) An Abductive approach is sometimes understood as inference to the best explanation, but not always. However, a rejected approach for this particular research.

3.3.2 Descriptive Versus Exploratory

The primary goal of descriptive research is to provide a detailed description of some aspect of a given market or function. Exploratory research, on the other hand, is characterised by the elaboration of particular research questions and hypotheses before conducting the investigation itself. As a result, the data required is crystal clear. Consequently, the process of descriptive research is pre-structured. Large representative samples are often used in this type of study (Malhotra, Nunan and Birks, 2017). This study will not use descriptive research since it cannot explain a specific occurrence (Wilson, 2014).

Exploratory research designs use a flexible and changing method to try to understand market phenomena that are hard to measure. The main goal of exploratory research is to help people understand and learn more about concepts and theories. It is used when the thing being studied cannot be measured quantitatively or when things are measured cannot show certain qualities. This method gives the author more freedom in the interviewing process. Critically, after analysing the existing literature, it is essential to extrapolate more thoughts and perspectives from the people who took part in the study. However, to understand the respondents' in-depth feel about cause-related campaigns based on some social cause.

Moreover, to explore the opportunities and challenges to Irish youth and cause raising companies to connect with each other in sales and the social cause is an evergreen task. Also, the goal of exploratory research is to look into specific parts of the study. However, the design is not meant to answer the research questions definitively (Wilson, 2014). Within the framework of exploratory research, it gives the researcher the option to go in a different direction with the study, but not ultimately.

3.4 RESEARCH STRATEGY

Two primary data collection methods are qualitative and quantitative (Bell, E., & Bryman, 2007). (M. Saunders, Lewis and Thornhill, 2019a). The researcher's ontological or epistemological expectations can affect whether the study takes a qualitative or quantitative approach.

	Qualitative	Quantitative
Conceptual	Concerned with understanding human behaviour from the informant's perspective	Concerned with discovering facts about social phenomena
	Assumes a dynamic and negotiated reality	Assumes a fixed and measurable reality
Methodological	Data are collected through participant observation and interviews	Data are collected through measuring things
	Data are analysed by themes from descriptions by informants	Data are analysed through numerical comparisons and statistical inferences
	Data are reported in the language of the informant	Data are reported through statistical analyses

Figure 5 Qualitative and Quantitative Data Analyses

3.4.1 Qualitative Versus Quantitative

Qualitative research is the process of gathering, analysing, and making sense of data that is not a number, like a language. Qualitative research can determine how an individual sees and makes sense of their social reality from their own point of view. Qualitative data is information that is not a number, like text, video, photos, or audio recordings. This information can be gathered through diary entries or in-depth interviews and analysed with grounded theory or thematic analysis (Bell, E., & Bryman, 2007; Huotari, Rüland and Schlehe, 2014). At the same time, Quantitative data is information about numbers and amounts. Qualitative data, however, describes things that can be seen but not measured, like language (M. Saunders et al., 2019b). The research in the study has taken consumers' perceptions (Kim, Kim and Park, 2010) for cause-related marketing in buying decisions. Irish youth are attracted to green product marketing (Dangelico & Vocalelli, 2017; Sharma, 2021), which can change society's hindrances. According to Qualitative research, the goal is to understand attitudes, behaviour, words, sounds, feelings, and emotions. Qualitative research tends to use more open-ended questions. According to (Yin, 2016), a qualitative technique using participants, behaviour, silences, and linguistic expressions is an effective strategy for

eliciting information. By allowing respondents to comment on their thoughts and viewpoints, the qualitative technique in this research provides a broadness and depth to the data (Dudovskiy, 2018). This study aims to gain insight into how people perceive and respond to cause-related events (M. Saunders, Lewis and Thornhill, 2019b). The author has chosen Interpretivststs and inductive method using the qualitative approach conducted semi-structured interviews along with exploratory research design as discussed in previous sections.

The qualitative approach taken is in the form of Semi-Structured Interviews outlined below:

(1) The data collection involved six interviews

(2) Each participant took part in a 30-minute interview session

(3) Participants chosen for the study were employees who had some knowledge of cause-related marketing and the fashion industry.

(4) The purpose is to gain participants' perspectives across twenty questions derived and directly- related to the research question.

3.5 DATA COLLECTION

Qualitative or quantitative differences in standards might be used to explain data. As a foundation for our research approach, there are four essential design methods (Yin, 2016)(1) Validity, (2) Trustworthiness, (3) Triangulation and (4) Rival Thinking.

Validity: Accurate data translation and acknowledgement of bias in the sampling process.

Trustworthiness: It is vital to the data collection process that researchers have solid, trustworthy credentials and a sense of authenticity and reliability.

Triangulation: It is possible to strengthen the study's credibility by finding ways to link data, researchers, theories and methodologies in multiple directions.

Rival Thinking: Researchers in a similar field may contest the conclusions of rival ideas, which could lead to the research being rejected.

The design procedures must be carefully considered to ensure that the chosen method yields accurate data collection results. First and foremost, researchers must ensure that all statements made in the study are true and accurate (Bell, E., & Bryman, 2007). The primary

goal of qualitative data collecting was to accurately and reliably extrapolate participants' thoughts and feelings about the advantages and obstacles experienced during CRM practice and participation.

3.5.1 Qualitative Primary Data Collection

The semi-structured interviews, conducted remotely and audio recorded, facilitated participants to part with their views on the research topic. For the sake of reliable data gathering, interviews were recorded. Additional data collection methods include interviewing, watching, gathering, analysing and investigating. Combining all four strategies can gain a wide range of advantages (Yin, 2016). Individual interviews, on the other hand, are a highly effective tool for gaining insights into the beliefs, perspectives, activities, and behaviours of the participants (M. Saunders, Lewis and Thornhill, 2019a). Qualitative interviews are superior to other data gathering methods in terms of obtaining trustworthy explanations of the participant's experiences (Bell, E., & Bryman, 2007).

Interviews can be of two types: structured and unstructured. Structured interviews are quantitative approaches such as surveys or polls and consist of close-ended questions. On the other hand, qualitative interviews are flexible and provide in depth analysis of respondents. While research interviews are prepared in advance, try to capture information, facts, and knowledge.

Chapter four will thoroughly analyse and discuss the data collection's key themes.

3.5.2 Secondary Data Collection

To come up with this research, the author conducted a thorough literature analysis, interviewing leading experts in the field of cause-related marketing and looking at related papers about its benefit in the fashion industry. In order to gain a thorough grasp of the research issue, various books and journal papers were reviewed and critically analysed. However, the study's author has been able to identify existing gaps in the literature that are relevant to this investigation. It took some time to obtain the data. However, it was done over a long period using predominantly scholarly peer-reviewed materials from the Scopus database and various web sources.

3.5.3 Population Sample

The author conducted six semi-structured interviews. Finding a group of people who could contribute to the research topic was essential to the study's success. The interview of Irish youth who know the brands, cause-related marketing, and fashion industry are included. Participants gave permission to record the conversations in the phone interviews, but they refused to allow the interviews to be filmed. As the sample size was small, one of the limitations. Out of 6 people, four were female, and two were male were interviewed.

3.5.4 Analysing Qualitative Data

Qualitative research necessitates that the researcher be able to pay close attention to what participants have to say and then interpret what they have to say (Yin, 2016). Yin suggests five key exercises to ensure accurate data collection and thorough data analysis. *(1) Actively listening (2) Having an inquisitive nature, (3) Sensitive to managing others time (4) Differentiating between traditional, primary, and secondary information, (5) Triangulating information from different sources.*

There are three critical concerns for assuring accuracy when using a qualitative approach: (1) rechecking the data to ensure (2) thorough and (3) full analysis.

3.6 ETHICAL CONSIDERATIONS

When conducting research, there are ethical concerns about how people are treated. When conducting research, further considerations should be provided as to whether or not certain activities should be undertaken. Participant consent is a requirement of most studies under ethical guidelines. (Marczyk, DeMatteo and Festinger, 2005; Bell, E., & Bryman, 2007). According to the Code of Ethical Conduct, it is vital for the study's integrity that the researcher consider the full impact on all participants (Bell, E., & Bryman, 2007). This study's author underwent a thorough ethical review before doing the research, which outlined the procedures the study would take to guarantee participants were provided with the proper care and treated ethically.

3.7 LIMITATIONS TO THE RESEARCH

It is plausible to presume that the results may not be utterly conclusive because of bias and subjectivity in the study's small sample of six interviews. In addition, it may be challenging to relate themes because the numerous views and inconsistencies inside the information collected can be based on the different experiences and exposure interviewees

have to social-cause marketing and their impact on society and the purchase attitude of the customer. If the author had more time, further interviews and investigations would have been undertaken.

CHAPTER 4 RESEARCH FINDINGS AND DISCUSSION

4.0 INTRODUCTION

The literature extensively demonstrates how CRM practice is significantly used in different areas of health, reail, education and fashion (Bloch M., 2000; Ellen, Mohr and Webb, 2000; Wiedmann, Hennigs and Langner, 2010) as highlighted in Chapter 2 literature review. The author was able to develop a more thorough understanding of the study participants' viewpoints and a more robust theory of knowledge about Cause-related marketing (CRM) thanks to the inductive research approach taken. The goals were designed to elicit thoughts from the sample on the research subject "The Impact of Cause-Related Marketing on purchase decisions in the fashion industry." This section aims to draw connections between the data collected for this study and the existing literature. The sample analysis results shed light on the participants' understanding and application of CRM. This study's research set out to investigate those gaps within the framework of the study's research methodology.

4.1 QUALITATIVE RESEARCH FINDINGS

The questions posed a generalised inquiry and laid the groundwork for more specific follow-up inquiries to facilitate data collection. According to the results of this study, half of the respondents regularly engage in CRM. The other half explained what they were doing, Cause-related Marketing and listed the advantages.

4.1.1 OBJECTIVE 1 "To understand the favourable reasons that help the target customers purchase a product promoting a cause".

The author outlines and discusses the data collected in this section, highlighting the CRM benefits from the interviewee's perspectives. Additionally, they pointed out a clear gap in the broader Customer understanding of CRM and the lack of knowledge associated with its cause.

4.1.1.1 Customer Knowledge of CRM

Each person interviewed had a solid understanding of customer relationship management and its advantages. However, as was already said, only half of the people interviewed used CRM regularly. However, the data analysis revealed that there was a lack of knowledge about CRM. In spite of the participants' evident increased interest in CRM, they all agreed that there is a great deal of misunderstanding and confusion about what CRM actually is. The interviewee felt that CRM should be discussed more widely and implemented more thoroughly within corporations." *To purchase clothing that supports a cause is not always the case* "(I). when questioned on what basis you purchase clothes for yourself. There is still ambiguity around CRM in the fashion industry as *" some people think companies charge more price after supporting a cause while others agreed to pay more"*.

4.1.1.2 CRM and Fashion

Cause-related marketing in the fashion industry is not a newbie. Everyone we interviewed agreed that a good relationship between CRM and the fashion industry is essential to its success. Because youth is the reason for revenue in fashion, who accept changes quickly. Promoting a cause with the help of apparel, shoes, jewellery, and many more is the fastest way to raise funds and take action.

4.1.2 OBJECTIVE 2 "To understand the extent to which the CRM led to the purchase of the product marketed."

The data obtained revealed that while many organisations have embraced and implemented CRM techniques, as stated in Chapter 2, increased ubiquity and accessibility are necessary for a more comprehensive application and awareness. Only three people out of the original six were comfortable talking about the purchase of cause-marketed products. The participant who knows clearly about CRMM and the practice of buying cause-concern products are 50% only.

"I like to buy the social-concern products, but not any one brand attains loyalty only because of social concern"(II). Most respondents give the same answer, they are concerned about cause and products, but that does not create loyalty for them to that product.

4.1.2.1 CRM and Consumer Purchase Decisions

The interviewee's opinions on the potential benefits of CRM on purchase decisions and the degree to which customers are influenced were consistent. However, participants must make the campaign available and acknowledged before it can be used in CRM. *"I believe that businesses bear a great responsibility for the cause they are helping to support through their fundraising efforts."* (IV 4)

4.1.2.2 CRM and Donor

Participants who detailed their routine of purchasing CRM products saw themselves as contributors and supporters, as well as people who were better equipped to understand the cause, more resilient in their approach to society, and had a clearer sense of purpose as a result of their behaviour.

The interviewers' perspectives and the secondary data shared many similarities. *" Feels like one's own corporations doing good for the community"* (III). *"I feel that my philanthropic spirit has become stronger as a result"* (IV).

4.1.3 OBJECTIVE 3 "To evaluate the effects of external approval that lead to purchasing a product marketed under a cause."

The peer factors decision is most influential while purchasing, especially in fashion. Word of mouth is a marketing tactic beneficial for prolific customers. A consumer's buying decision is affected by family, friends and relatives. This component aimed to determine whether or not CRM was linked to higher levels of support, involvement, and performance in a purchase decision. 60% of the respondents agree that external approval is a priority for buying a socio-cause product. It is a charity for a cause taken from customers.

4.1.3.1 Link between CRM and Companions

Data in this section supports the idea that having a companion can strengthen consumers' purchase decisions. As a direct result of their positive interactions, the companion also has

sway over the purchase decisions of CRM products. The interviewee had a positive perspective on the increased use of CRM products and the connection to her friends: *"I think it helps to build more comfortable decision, so able to choose products simply, helps bring self-awareness and engage with others"* (V).

4.1.3.2 Cause Marketing and Family Decisions

The data showed that family involvement was crucial and a correlation between using a CRM product and giving to charity. *"There is a strong correlation between cause-oriented goods and charitable giving"* (IV). There are several parallels between the respondents' perspectives and those of the secondary sources in this study's data. Respondent (VI) of the interview believed that how they presented themselves mentally significantly impacted how their family made decisions related to Cause-focused products. Loved ones will be more invested in the cause of companies showcasing CRM merchandise in customers' homes.

4.1.4 OBJECTIVE 4 "To examine if CRM helps the target audience make purchase decisions easier."

Our goal in conducting these interviews was to understand how cause-related marketing (CRM) has affected the fashion industry. Interviewees' perspectives were captured in the study's data to show how a CRM approach might aid the industry's shift toward social responsibility in fashion. Two out of six respondents agree that CRM helps make purchase decisions faster. Participants in the interviews said they reaped several benefits from having a sense of purpose(cause), including more robust relationships with brands and more doing charity.

4.1.4.1 Connection Between CRM products and the Public

CRM activities are linked to bolstering emotional and financial altruism and significance in this context. According to the results of this phase of the research, CRM and audience participation promote a healthy community. As one interviewee put it, *"having a CRM product makes you feel more motivated and interested in cause what you are trying to do"* (VI).

4.1.4.2 Enhanced Public Relations

Similarities between the participants' perspectives and the existing literature were found, for example the belief that CRM enhances social interactions because of a person's intrinsic ability to donate. Throughout the interviews, a common thread emerged: the significance of social relations within a team and a sense of solidarity.

4.1.5 OBJECTIVE 5 "To understand the degree of importance of the type CRM in leading to a purchase decision."

The research results presented here shed insight on the interviewees' perspectives on the potential positive and negative effects of CRM on their interactions with clients and the fashion industry. The opinions of the interviewees were consistent on the topic of how much the CRM market affects purchase decisions. " *I think it has a big impact on customers, but to count in a number is impossible"(IV)*. CRM aware customers and generates funds for a noble cause that differs from other marketing strategies.

4.1.5.1 CRM Impact on Fashion Industry

Interviewee (IV 4) spoke on the need of inclusivity and how (CRM) interactions may have an impact on the fashion business, while Interviewee (IV 1) spoke about the need for everyone to feel like they belong in a community. Effective (CRM) that demonstrates empathy and a strong personal investment in the cause is crucial to the success of any business. Respondents cited the widespread recognition of the good influence of CRM products and fashion as a far-reaching indicator of the appropriate mentality.

4.1.5.2 Link between CRM and Positive Fashion

Similarities between the statements made by the participants in this study and those made in the CRM initiative study can be read as follows: Fashion youth desire to feel trendy and well in the market and their inability to do so can affect their relationships. Six participants were interviewed, and the author found that four of them believe CRM has a favourable effect on buying decisions.

4.2 STUDY LIMITATIONS

Despite the consistent overlap between interviewees and the available literature, it is essential to note that, due to the qualitative character of the study approach and the time limits, the findings may not be conclusive. A more in-depth statistical study of a larger sample size would have been possible if the author had more time to devote to the project. Individuals' prior experience and expertise were crucial to the success of the inductive research strategy and the principal research methodology employed in this investigation. Especially when it comes to Cause-related marketing (CRM) as well as the opinions of customers who may be skewed according to their personal experiences. It is also essential that the researcher be free of preconceived notions or biases about the topic at hand, as this could influence the answers they receive from study participants. The author considered the sample sufficient for this study. Her primary goal in analyzing data was to contribute to the discussion of CRM benefits in the fashion market and inspire further research into making a case for different organisations to bring CRM to various industries.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS
5.0 OVERVIEW

To comprehend the efficiency and influence of CRM on the fashion business, the author analysed the existing research and its limitations. The primary goal was to delve deeper into whether or not CRM programmes boost sales, and other goals included exploring the gaps in the literature that needed further investigation. The primary and secondary aims of the study were to collect data with sufficient precision to answer the research issue. The findings of this research show that there are gaps between how well CRM is thought to work and how well it does. This study's analysis of collected data reveals a significant blind spot: the purchase decisions made concerning cause-related marketing (CRM) products. The data collection revealed difficulties associated with a more general customer comprehension of CRM, the complexity of programmes, and their limitations. As an added bonus, the significance of the lead to customer reaction and the recognition of critical advantages for the Industry of Clothing and Accessories. The findings from this study add credibility to the gaps in the literature highlighted in Chapter 1 and highlight the need for additional, in-depth academic research to back up businesses that have adopted such programmes. The following

suggestions for future research are 1. Education of CRM and the fashion industry, 2. The consumer's attitude and purchase decision, and 3. Practical Implementation of CRM.

5.1 EDUCATION OF CRM AND THE FASHION INDUSTRY

According to everyone who participated in this research, neither customers nor young people talk enough about Cause-related marketing (CRM) for it to be considered the norm. If the literature emphasises the advantages, educating the public should be a top priority; this would give a brand a chance better to use the methods and resources available to them to manage its mission and finances. There has to be more discussion on how to get more people and companies to embrace cause-related marketing (CRM) strategy since it is in the long-term interest of all businesses to maintain positive relationships with their clientele. There is a need to adapt and provide youngsters with more practical answers to the problem, even though internet information hubs have many advantages and can inform the reader.

5.2 THE CONSUMER'S ATTITUDE AND PURCHASE DECISION

When the price of the CRM brand is comparable to, or lower than, the price of the competitive products, and when the cause is one with which the donor is already aware, contributors are much more inclined to participate in the CRM promotion. Participants in customer relationship management campaigns tended to be younger, better educated, and more likely to be female. Targeting these population subsets with customer relationship management initiatives may positively affect businesses. Organisations stand to gain a lot and enrich their culture if they make CRM training and support a regular part of their operations. Research shows that businesses with the highest levels of CRM adoption see the most considerable benefits. The public can be encouraged to be more cause-focused through CRM-created opportunities.

5.3 PRACTICAL IMPLEMENTATION OF CRM

CRM's origins and intended purposes are often misunderstood, contributing to the industry's mixed stance on whether or not to adopt it. Companies are still sceptical of CRM implementation since there is so little data on which technique is most effective. There is also the misconception that cause-related marketing (CRM) promotes ignoring customers when, in reality, it has increased revenue and productivity. This study's rigorous examination of primary and secondary sources reveals how cause-related marketing (CRM) can boost productivity, customer loyalty, and sales in the fashion business. However, as shown by the difficulties, there are a number of essential factors that must be considered before organisations adopt such programmes. More in-depth case studies are needed to effectively show businesses the financial, moral, and ethical benefits of a CRM strategy.

5.4 SUMMARY

According to the literature review, cause-related marketing is a well-developed concept that integrates advertising mix, financing, and publicity elements to attract donors and consumers. Experts in marketing and academia have produced a wealth of literature and studies on customer relationship management (CRM), but the fashion industry has contributed relatively little to the conversation. As discussed in this chapter's conclusion, more research is needed to fill in the gaps in the data. There may not be the development that is necessary to enhance the brands and eliminate societal problems unless more thorough studies and research show organisations the "what," "why," and most importantly ", how" of CRM working effectively in the Fashion industry. More investigation into the identified knowledge gaps would be a desirable result of this study.

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APPENDIX : INTERVIEW QUESTIONS

Part 1. Understanding Cause Related Marketing

Q.1 Are you aware of Cause related marketing?

Q.2 What are you specifically aware of?

Q.3 'Green' and 'Conscious Fashion' are pretty common in the fashion industry, are you aware of the same?

Part 2. Engagement in CRM

Q.1 Would you engage in purchasing a product that supports a cause or follows 'Green' or 'Conscious Fashion'?

Q.2 What makes you purchase a product that promotes sustainability or conscious fashion ?

Q.4 Are you a person who regularly consumes products that support a cause?

Q.3 Do you relate to these causes when you purchase your product.?

Part 3. Interaction between customer and CRM

Q.1 Was a certain cause ever a reason for you to choose a product or did you just consider that as an added benefit.?

Q.2 Have you ever felt obliged to shop from a brand that sells products that sell for a cause or do you do it so as to feel content for yourself?

Q3. Do you feel more connected or loyal to brands that support a cause rather than the ones that don't make any such effort?

Part 4: CRM and Societal Norms

Q1. Does a product supporting a cause or a sustainable product or a eco- conscious product help you make your purchase design easier when compared to a product that does not?

Q2. Do you purchase a product promoting a cause because of the social or ecological benefits that you gain from it or because it helps you feel good about your purchase?

Part 5: CRM and Social Obligations

Q1. In a situation where you like the design and quality of a product but it is sold for a higher price compared to a product from a brand that does not support any causes but sells with similar quality at a lower rate, which one will you prefer as a purchase?

Q2. Do you think the relation to a cause would let you pay a higher price, why or why not?