The Analysis of Cause Related Marketing Factors Value Creation Marketing and Purchase for Laundry Product in Thailand

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Abstract

This research aimed to: 1) examine the personal factors influencing consumers' decisions to purchase laundry products, 2) investigate consumers' opinions on cause-related marketing, marketing value creation, and purchasing decisions, and 3) analyze the influence of cause-related marketing on value creation and purchasing decisions for laundry products. A quantitative research design was adopted, and data were collected using a structured questionnaire from a sample of 400 consumers across five provinces in the lower northeastern region of Thailand. Descriptive statistics-comprising percentage, mean, and standard deviation-were employed alongside inferential statistics. Structural Equation Modeling (SEM) was used to test causal relationships based on a theoretical framework incorporating the Company-Cause-Consumer Fit Model, the Elaboration Likelihood Model, and Value creation theory.

The questionnaire demonstrated strong reliability (Cronbach's alpha = 0.969) and content validity (IOC range = 0.67-1.00). SEM results showed excellent model fit indices (χ^2/df = 1.347, RMSEA = 0.044, CFI = 0.921, GFI = 0.970), confirming model adequacy. Findings indicated that cause-related marketing had a significant indirect effect on purchasing decisions through marketing value creation. Cause-related marketing accounted for 66.6% of the variance in marketing value creation (R^2 = 0.666), while the combined influence of cause-related marketing and value creation explained 72.8% of purchasing decisions (R^2 = 0.728). Major influencing factors included consumer concern for social issues, perceived price-value, and word-of-mouth recommendations.

The study highlights the critical importance of integrating cause-related marketing strategies with value-based communication to effectively promote eco-friendly laundry products. These insights offer valuable implications for marketers aiming to influence environmentally conscious consumer behavior in emerging markets.

Introduction

Currently, environmental issues have become increasingly significant due to the impact of climate change, the degradation of natural resources, and environmental pollution. These challenges require all sectors of society and the economy to adapt in order to address them. Environmental impacts, such as natural disasters and rapid temperature increases, affect various business sectors, especially industries that rely on natural resources and sustainable production (Sangon, 2022; Pollution Control Department, 2024). These changes have driven rapid growth in the market for eco-friendly products, particularly in the laundry product industry. Laundry products made from natural ingredients and free from chemicals have gained increasing popularity.

The global sustainable laundry product market is expected to grow rapidly, with an estimated market value of approximately USD 10.5 billion in 2024 and an average annual growth rate (CAGR) of around 7.5% until 2030 (Global Market Insights, 2024). In Thailand, the sustainable laundry product market has grown by an average of 12% annually over the past five years. Approximately 35% of these products are made from natural ingredients, and 25% are chemical-free, reflecting changes in consumer purchasing behavior as they increasingly prioritize health and environmental impacts (Kasikorn Research Center, 2024). About 60% of Thai consumers are likely to choose eco-friendly laundry products due to concerns about health and environmental impacts (Khan, Smith & Brown, 2024)

Theories and research on Cause-Related Marketing (CRMK) suggest that CRMK is a strategy that effectively connects businesses with social and environmental issues. Companies can enhance their image and increase consumer confidence in their products by supporting charitable activities or social causes that align with consumer values (Kotler & Lee, 2005). Cause-Related Marketing can also create emotional and social value, helping to stimulate consumer interest and purchasing decisions (Khan, Smith & Brown, 2024). From a behavioral standpoint, CRM initiatives that align closely with consumer beliefs and societal concerns are more likely to elicit favorable responses, contributing to enhanced consumer engagement and loyalty.

Research on consumer perception shows that approximately 45% of consumers who choose eco-friendly laundry products prioritize marketing information that emphasizes environmental conservation and corporate practices related to this issue (Phiothongon, 2024). Additionally, around 20% of companies producing sustainable laundry products in Thailand utilize Cause-Related Marketing strategies to enhance popularity and boost sales (Chuenyen, 2024). The literature review highlights the importance of using Cause-Related Marketing strategies to create marketing value and influence consumer purchasing decisions in the eco-friendly laundry product market. By presenting marketing approaches that focus on environmental conservation and social responsibility, companies can effectively engage with environmentally conscious consumers.

Objective

1. To study consumer personal factors influencing purchasing decisions for laundry products in Thailand.

2. To examine the level of consumer opinions on cause-related marketing, marketing value creation, and purchasing decisions for laundry products in Thailand.

3. To analyze the impact of cause-related marketing factors on marketing value creation and purchasing decisions for laundry products in Thailand.

Literature Review

The researcher reviewed six key concepts and theories relevant to this study as follows
Basic Theory of Cause-Related Marketing

Cause-related marketing (CRM) is a strategic component of corporate social responsibility (CSR) that integrates marketing efforts with initiatives supporting social or environmental causes. This approach is increasingly employed by businesses to differentiate their brands, enhance customer loyalty, and contribute positively to society (Kotler & Lee, 2021). The fundamental idea behind CRM is that aligning a company's marketing strategies with social causes can create a win-win situation: companies achieve their business goals, while society benefits from their contributions. This balance makes CRM an effective strategy in fostering goodwill and engaging socially conscious consumers (Chang, Tseng & Wang, 2023). One of the key theoretical frameworks in CRM is the Company-Cause-Consumer Fit model, which posits that the success of CRM initiatives largely depends on the degree of alignment, or "fit," between the company's values, the cause it supports, and the values of its target consumers. When this alignment is perceived as strong, consumers are more likely to develop a positive attitude toward the brand, view it as authentic, and ultimately make a purchase decision. For instance, a company that manufactures eco-friendly products partnering with an environmental conservation organization exemplifies a high fit, as both share a common goal of sustainability. The concept of "fit" is further supported by theories of consumer behavior, such as the Elaboration Likelihood Model (ELM). According to ELM, consumers are more likely to process and respond positively to marketing messages when the cause aligns with their personal values and interests. This alignment enhances cognitive and emotional engagement, making the marketing message more persuasive (Petty & Cacioppo, 1986). Conversely, a weak or unclear fit may lead to skepticism or even negative perceptions of the company, as consumers may question the authenticity of its intentions (Becker-Olsen, Cudmore, & Hill, 2006). Additionally, CRM can leverage the principles of Social Exchange Theory, which suggests that consumers evaluate their relationship with a company based on perceived benefits and costs. When consumers see that a company's support for a cause benefits society while also delivering value to them—such as quality products or fair pricing-they are more likely to reciprocate by supporting the company through their purchases (Homans, 1958). This reciprocal relationship reinforces customer loyalty and contributes to long-term business success.

Research has also highlighted the importance of communication transparency in CRM. Consumers are more likely to support CRM campaigns when companies clearly articulate how their contributions to the cause are implemented and the tangible outcomes achieved (Du, Bhattacharya & Sen, 2010). For example, communicating the percentage of sales donated to the cause or showcasing measurable impacts (e.g., the number of trees planted or lives improved) can build consumer trust and encourage participation. In recent years, CRM has evolved to include more diverse causes and innovative approaches, reflecting shifts in consumer

priorities. For instance, Millennials and Gen Z consumers-who represent a growing portion of the market-are particularly drawn to brands that demonstrate genuine commitment to social justice, environmental sustainability, and community development (Cone Communications, 2017). This generational shift underscores the need for companies to align their CRM strategies with contemporary social and environmental issues.

In conclusion, cause-related marketing is a powerful tool for companies seeking to combine business objectives with social impact. The effectiveness of CRM is deeply rooted in the Company-Cause-Consumer Fit model, supported by theories such as the Elaboration Likelihood Model and Social Exchange Theory. By ensuring a strong alignment between their values, the chosen cause, and the interests of their target audience, companies can build stronger relationships with consumers, enhance their brand reputation, and contribute meaningfully to society. This multifaceted approach not only drives business success but also helps address pressing global challenges, making CRM an essential strategy in the modern marketing landscape.

Consumer Perception and Behavior

Consumer perception and behavior play critical roles in determining the effectiveness of cause-related marketing (CRMK) strategies. Recent research emphasizes that consumers tend to respond positively to CRMK campaigns that align with their personal values and social identities. Emotional factors, such as guilt, pride, and altruism, significantly influence how consumers perceive and engage with these campaigns. For example, studies have shown that invoking feelings of guilt can encourage greater consumer engagement. However, such an approach should be used carefully and contextually, ensuring it matches the product and cause being promoted. For instance, guilt appeals are often more effective for health-related or environmental causes but may fail or even backfire if the cause or product appears inauthentic (Khan, Singh & Rao, 2024). Consumer trust is another vital factor in CRMK effectiveness. When consumers perceive a company's CRMK campaigns as genuine and authentically supporting social causes, their concerns about the company's motivations are alleviated. This perception of authenticity can foster trust, loyalty, and a willingness to support the brand. Gupta & Pirsch (2023) argue that transparency in communicating how funds are allocated and how campaigns contribute to societal well-being enhances consumer trust. For example, providing clear details about the percentage of sales donated or the tangible outcomes of the campaign can strengthen consumer belief in the company's commitment to social good. Case studies and global trends have demonstrated the success of CRMK initiatives in industries such as health, environmental conservation, and education. During the COVID-19 pandemic, many companies launched health-focused CRMK campaigns to support frontline workers or promote public health awareness. These initiatives resonated strongly with consumers, especially in cultures where communal values and altruism are deeply ingrained. Phiothongon (2024) noted that in markets with strong cultural and religious values, such campaigns not only gained consumer loyalty but also led to significant increases in sales. Similarly, CRMK campaigns focusing on environmental sustainability have seen success as consumer awareness of ecological issues grows. Brands that emphasize sustainability and support initiatives like tree planting, renewable energy, or pollution reduction have found favor with eco-conscious consumers. Emotional appeals are further supported by theories such as the Theory of Planned Behavior (TPB) and the Elaboration Likelihood Model (ELM). According to TPB, consumers are more likely to support CRMK campaigns if they believe their actions can positively impact the cause (Ajzen, 1991). ELM suggests that emotionally resonant messages encourage consumers to process marketing messages more deeply, especially when the cause aligns with their values

(Petty & Cacioppo, 1986). As a result, CRMK campaigns that effectively incorporate emotional engagement and demonstrate a strong cause fit are more likely to succeed. Despite its potential, CRMK's effectiveness depends on several factors, including cultural sensitivity, market conditions, and campaign design. Marketers must carefully design campaigns that align with consumer expectations and societal values. For example, in collectivist cultures, CRMK campaigns emphasizing community benefits are likely to outperform those focused solely on individual rewards (Kotler & Lee, 2021). Moreover, the success of CRMK lies in understanding consumer behavior trends, as these insights allow businesses to tailor their products and marketing strategies to meet consumer needs effectively.

In conclusion, consumer perception and behavior provide valuable insights for developing successful CRMK campaigns. Emotional factors, trust in the company's authenticity, and cultural considerations all play pivotal roles in shaping consumer responses to CRMK. When well-executed, CRMK not only enhances corporate image but also fosters long-term consumer loyalty and boosts sales. Future research should continue to explore how emotional engagement and cultural factors influence the effectiveness of CRMK strategies in diverse markets and industries.

Concept of Value Creation in Marketing

The concept of value creation plays a significant role in modern marketing. Value creation promotes sustainable relationships between consumers and products or brands, resulting from consumers receiving social, emotional, and financial value from the products or services they use. This concept has been extensively researched, with a focus on how brands can build consumer engagement and loyalty.

Theory of Value Creation in Marketing

Value creation is a central concept in marketing that refers to the process of delivering benefits to consumers that satisfy their needs and enhance their overall experience. One of the most prominent theories related to value creation is Holbrook (1999) Consumer Value Framework, which categorizes consumer value into various dimensions, including utilitarian, aesthetic, emotional, and social value. This framework has been widely applied and developed in contemporary marketing contexts to analyze how brands can foster stronger relationships with consumers.

Emotional value

refers to the feelings and experiences a consumer derives from a product or service. It encompasses emotions such as happiness, pride, comfort, or security. Brands create emotional value by addressing psychological needs, often through storytelling, personalization, or cause-related marketing initiatives. For instance, products promoting health, sustainability, or ethical production often evoke pride and satisfaction among consumers, fostering long-term loyalty (Kim & Hall, 2023). Emotional value is particularly critical in industries like fashion, cosmetics, and wellness, where consumer decisions are heavily influenced by the emotional connection to the brand.

Social value

is created when consumers perceive that their purchasing decisions contribute positively to society or help them enhance their social status. This form of value often ties closely with corporate social responsibility (CSR) initiatives and cause-related marketing (CRM). For example, campaigns that donate a portion of profits to social or environmental causes allow consumers to feel that their purchases have a positive impact beyond personal benefits (Chang, Tseng, & Wang, 2023). Social

value is also linked to the desire for social approval or belonging, as consumers are more likely to support brands that align with their social identity and values.

Economical value

focuses on the cost-benefit balance that consumers perceive when purchasing a product or service. It reflects the extent to which consumers feel they are getting good value for their money. Marketers create economical value by offering competitive pricing, discounts, or additional benefits that enhance the perceived financial worth of their offerings. Wang & Zhang (2023) highlight that transparency in pricing and delivering consistent quality are critical in reinforcing economical value. This dimension is especially important in price-sensitive markets or for products targeting budget-conscious consumers.

Quality value

pertains to the performance and reliability of a product or service. Consumers associate quality with durability, functionality, and adherence to promised standards. Brands that consistently deliver high-quality products can establish trust and foster customer loyalty. Quality value is often evaluated through factors like product durability, innovation, or adherence to environmental standards. For example, brands that produce sustainable products or incorporate advanced technology into their offerings often appeal to consumers seeking quality and innovation (Kotler & Keller, 2022).

Integration of Value Dimensions

The integration of emotional, social, economical, and quality value is essential for comprehensive value creation in marketing. Successful brands often combine these dimensions to create a holistic experience that satisfies diverse consumer needs. For example, a sustainable fashion brand might deliver emotional value through eco-conscious messaging, social value by supporting fair trade practices, economical value by offering competitive prices, and quality value through durable, stylish designs.

Conclusion value creation in marketing is a dynamic process that requires addressing multiple dimensions to meet consumer expectations and enhance brand loyalty. Emotional, social, economical, and quality value each play a unique role in shaping consumer perceptions and decisions. By strategically integrating these dimensions, businesses can build stronger relationships with their customers, increase satisfaction, and achieve long-term success.

Theories and Concepts on Consumer Behavior

Consumer behavior is a dynamic field influenced by psychological, social, and environmental factors. Several theoretical frameworks and concepts provide insights into understanding why consumers make certain purchasing decisions, particularly in the context of sustainable products.

Theory of Planned Behavior

Ajzen's (1991) Theory of Planned Behavior (TPB) posits that consumer purchasing decisions are driven by their intentions, which are influenced by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Attitudes reflect a consumer's positive or negative evaluation of a behavior—in this case, purchasing eco-friendly products. Subjective norms pertain to social pressures or expectations, such as friends and family advocating for environmentally friendly choices. Finally, perceived behavioral control refers to the consumer's belief in their ability to perform the behavior, such as accessing or affording eco-friendly products.

In the context of sustainable laundry products, TPB has been widely applied to analyze consumer behavior. Yadav & Pathak (2023) found that beliefs about the positive environmental impact of eco-friendly products strongly influence purchase intentions. For example, consumers are more likely to buy sustainable laundry products when they perceive that their choice contributes to reducing environmental harm. These findings highlight the importance of aligning marketing strategies with consumers' environmental beliefs and making eco-friendly products more accessible to enhance perceived behavioral control.

Green Consumer Behavior

Smith & Brown (2023) introduced a model for understanding green consumer behavior, emphasizing that awareness of the negative impacts of conventional, non-eco-friendly products is a critical driver of purchasing decisions. Their research shows that consumers who are informed about the environmental damage caused by traditional laundry detergents, such as water pollution or harm to aquatic life, are more likely to switch to sustainable alternatives. Additionally, clear and transparent communication from brands about how their products mitigate environmental impacts plays a significant role in shaping consumer attitudes. Modern consumers increasingly prioritize environmental information when making purchasing decisions. Santos, Pereira, & Barata (2023) highlighted that access to detailed environmental data about products, such as carbon footprint, biodegradability, or sustainable sourcing, reinforces consumer trust and positive attitudes. This finding is consistent with the growing demand for transparency and corporate responsibility in global markets. Brands that effectively communicate these environmental benefits are more likely to build loyalty and encourage repeat purchases among environmentally conscious consumers.

Integration of Theories

Combining TPB with models of green consumer behavior provides a comprehensive framework for understanding consumer decision-making. While TPB explains the psychological and social underpinnings of behavior, the emphasis on environmental awareness and transparency offers practical applications for businesses aiming to promote sustainable products. For instance, marketing campaigns that highlight the environmental benefits of eco-friendly laundry products and address social norms-such as the growing acceptance of green living-can effectively influence attitudes and intentions.

Conclusion

Theories such as the Theory of Planned Behavior and green consumer behavior models provide valuable insights into consumer decision-making for sustainable products. Research suggests that consumers are increasingly influenced by environmental concerns, social norms, and transparent communication about product benefits. Businesses can leverage these insights to develop marketing strategies that resonate with consumer values, ultimately promoting more sustainable purchasing behaviors.

Purchasing Decisions for Eco-Friendly Products

Purchasing decisions for eco-friendly products are increasingly influenced by environmental consciousness, social responsibility, and transparent marketing strategies. Recent studies highlight the growing consumer preference for sustainable products, particularly in the laundry product sector, driven by awareness of environmental issues and trust in corporate initiatives.

Role of Environmental and Social Responsibility

Environmental factors play a pivotal role in shaping consumer behavior toward eco-friendly products. Kumar, Gupta, & Singh (2023) found that consumers with strong social and environmental responsibility are significantly more likely to purchase sustainable laundry products. These consumers value brands that demonstrate a commitment to environmental conservation and ethical practices, making corporate social responsibility (CSR) a critical aspect of influencing purchasing decisions. Furthermore, CSR-driven marketing campaigns that focus on reducing environmental impact and showcasing tangible outcomes, such as contributions to reforestation or pollution reduction, have been shown to enhance consumer trust and brand loyalty (Kumar, Singh & Verma, 2023)

Willingness to Pay for Sustainability

An important trend identified in the literature is consumers' willingness to pay a premium for eco-friendly products. Research by Sharma, Gupta, & Das (2023) revealed that many consumers are prepared to invest in products certified as environmentally safe, recognizing the long-term benefits of supporting sustainable practices. Certifications and eco-labels serve as critical indicators of a product's environmental credentials, influencing purchasing decisions by reducing uncertainty and building consumer confidence. For example, labels such as biodegradable, certified organic, or low carbon footprint" help consumers make informed choices aligned with their values.

Importance of Transparency and Eco-Labels

Transparency in communication about ingredients, production processes, and environmental impact is another crucial factor affecting purchasing decisions. Studies show that clear and credible information about the sustainable aspects of a product significantly influences consumer behavior. Lee, Park & Kim (2023) emphasized that brands that provide detailed disclosures about their sourcing, manufacturing, and sustainability practices are more likely to gain consumer trust. Eco-labels, in particular, play a vital role in this context, serving as visible markers of a product's eco-friendly attributes. Sharma, Gupta & Das (2023) noted that consumers are more inclined to purchase products with recognized certifications, as they provide assurance of the product's quality and adherence to sustainability standards.

Implications for Marketers

These findings suggest that marketers must focus on environmental and social factors to effectively target eco-conscious consumers. Highlighting CSR initiatives, offering transparent information about sustainable practices, and obtaining credible certifications are essential strategies for influencing purchasing decisions. Additionally, brands can enhance their appeal by emphasizing the long-term benefits of eco-friendly products, such as cost savings from efficient use or contributions to environmental preservation.

Conclusion

The decision to purchase eco-friendly products, particularly sustainable laundry products, is driven by a combination of environmental awareness, social responsibility, and transparent marketing. Consumers are willing to pay a premium for products that align with their values and demonstrate verifiable environmental benefits. To succeed in this competitive market, businesses must adopt strategies that prioritize transparency, eco-labeling, and CSR initiatives, ensuring they meet the expectations of environmentally conscious consumers.

Trends in the Eco-Friendly Laundry Product Market

The eco-friendly laundry product market has experienced substantial growth in recent years, driven by increasing consumer awareness of environmental and health concerns. Conventional laundry products, often criticized for their chemical content and reliance on single-use plastics, have prompted consumers to seek sustainable alternatives. Eco-friendly laundry products that are biodegradable and contain environmentally safe ingredients have become the preferred choice for many households.

Global Market Trends

Globally, the eco-friendly laundry product market is experiencing steady expansion. According to Global Market Insights (2024), the market is projected to reach a value of USD 10.5 billion by 2024, with a compound annual growth rate (CAGR) of approximately 7.5% through 2030. This growth is primarily fueled by a shift in consumer behavior, as more individuals prioritize reducing their environmental impact through their purchasing decisions. Younger generations, in particular, are at the forefront of this trend, emphasizing sustainability and environmental preservation. Marketing strategies that emphasize the environmental benefits of eco-friendly products play a critical role in influencing purchasing decisions. Grand View Research (2023) highlights that companies focusing on sustainability and environmental messaging are better positioned to attract eco-conscious consumers. For example, campaigns highlighting the reduction of water pollution and the use of recyclable packaging resonate strongly with these demographics. Additionally, governmental policies worldwide are driving market growth by implementing stricter regulations on harmful chemicals and incentivizing the adoption of certified eco-safe products.

Regional Insights: Thailand

In Thailand, the sustainable laundry product market has demonstrated significant growth, particularly over the past five years. A survey by Kasikorn Research Center (2024) revealed that the market is expanding at an average annual rate of around 12%. This growth is driven by increasing consumer awareness of the benefits of eco-friendly products, both for health and the environment. Thai consumers are increasingly demanding laundry products made from natural and safe ingredients, which now account for approximately 35% of the total market. This preference aligns with global trends emphasizing health, safety, and environmental sustainability. Additionally, Thai companies are transitioning towards more environmentally friendly production processes, further driving the growth of the sustainable laundry product market. For instance, many domestic brands are investing in innovations such as biodegradable packaging and plant-based detergents to meet consumer demands and align with global environmental standards.

Key Drivers of Market Growth

Several factors contribute to the growth of the eco-friendly laundry product market 1

1. Consumer Awareness: Growing knowledge about the environmental and health impacts of conventional products has led to a shift in consumer preferences.

2. Marketing Strategies: Brands emphasizing environmental preservation and sustainability have a competitive advantage in attracting eco-conscious consumers.

3. Government Regulations: Policies promoting eco-safe products and limiting the use of harmful chemicals are accelerating market expansion globally.

4. Generational Trends: Younger generations, particularly Millennials and Gen Z, are driving demand for sustainable products due to their heightened environmental awareness.

5. Innovation: Advancements in product formulations and packaging, such as biodegradable and reusable materials, are making eco-friendly options more accessible and appealing.
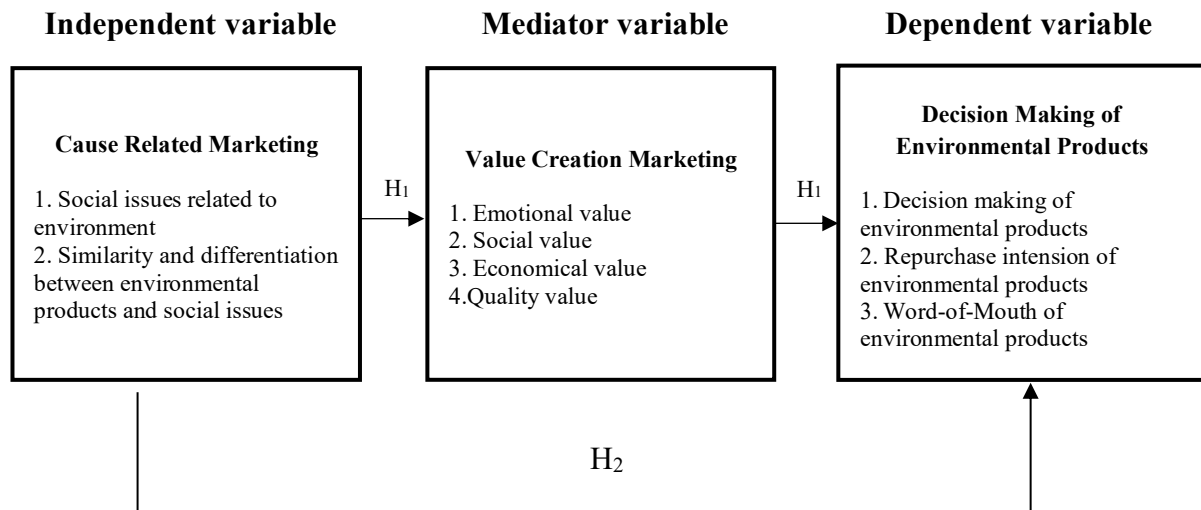
Independent variable	Mediator variable	Dependent variable

Figure 1: Conceptual Framework

Research Methodology

This research, titled "Analysis of Cause-Related Marketing Factors, Marketing Value Creation, and Consumer Purchase Decisions for Laundry Products in Thailand," employs a quantitative research approach. Data will be collected using a survey method. The details are as follows:

The research population consists of consumers with experience in purchasing laundry products in the lower northeastern region of Thailand, specifically in the provinces of Nakhon Ratchasima, Buriram, Surin, Si Sa Ket, and Ubon Ratchathani. This focus is due to the researcher's previous work on environmentally-friendly products in Ubon Ratchathani and the interest in understanding consumer behavior in the lower northeastern region. The total population for this study is 8,993,580 people (Department of Provincial Administration, Ministry of Interior, 2024)

Sample

The sample group for this study consists of consumers with experience in purchasing laundry products. This includes higher education institutions, shopping centers, and provincial government centers in the five target provinces. These locations were chosen because they represent areas with target groups who can provide valuable data for the research and are knowledgeable about environmentally-friendly products.

The sample size was determined using Structural Equation Modeling (SEM) techniques, with the criterion for sample size being 20 times the number of variables used for sample determination in the AMOS program (Diamantopoulos & Siguaw, 2000). Given that this study involves 9 variables, the required sample size is 20 * 9 = 180 samples. However, to enhance the effectiveness of the research, data was collected from 400 samples. A simple random sampling method was used to select participants who have experience purchasing laundry products. Data collection for the research was conducted from January to June 2024.

Research Instrument

The research instrument used in this study is a questionnaire developed by the researcher based on theoretical frameworks derived from literature reviews and related studies. The questionnaire is divided into three sections as follows:

1. Section 1: General Information of the Respondent This section includes demographic details such as gender, age, highest level of education, monthly personal income, occupation, experience with laundry products, and environmentally-friendly products that consumers decide to purchase.

2. Section 2: Information on Cause-Related Marketing and Environmental Products. This section covers social issues related to the environment and the alignment between environmental products and social issues. The questions in this section are designed using a Likert Rating Scale (Wanishbanchao, 2018)

3. Section 3: Information on Value Creation in Marketing. This section assesses emotional value, social value, price value, and quality value. The questions are also formatted using a 5-point Likert Scale (Wanishbanchao, 2018)

4. Section 4: Information on Purchase Decisions for Environmental ProductsThis section focuses on the intention to purchase, repurchase intention, and word-of-mouth recommendations for environmental products. The questions are structured with a 5-point Likert Scale (Wanishbanchao, 2018)

The interpretation of responses follows the criteria set by the researcher, based on the average importance level as outlined

Test Reliability

The reliability of the questionnaire was tested by presenting the revised version to the primary advisor for further review. The questionnaire was then piloted with 30 consumers who had no experience with purchasing environmental products. The reliability analysis was conducted using SPSS PC Windows Version 21.0, employing the Alpha Coefficient formula.

The results of the reliability analysis for the sections measuring cause-related marketing and value creation in marketing showed Alpha Coefficients ranging from 0.918 to 0.952. Overall, the entire questionnaire achieved a reliability coefficient of 0.969, which exceeds the acceptable threshold of 0.70 (Cronbach, 2003). Thus, the questionnaire is deemed suitable for use in collecting actual data.

Verification of the research instrument quality

To assess the content validity of the research instrument, the questionnaire was reviewed by experts to determine whether each question aligned with the behavioral objectives. The Index of Item-Objective Congruence (IOC) was calculated, with values ranging from 0.67 to 1.00. All questions met the acceptance criterion of 0.50 or higher, indicating that they are suitable for data collection (Wanishbanchao, 2018)

Data collection

Data collection took place from January to June 2024, spanning a total of 6 months. The methods used were: Data Collection via Google Forms: A total of 300 samples were collected through an online questionnaire distributed via Google Forms. This method facilitated broader reach and easier, more convenient access to the target sample group. On-Site Data Collection: Assistance was sought for collecting 100 samples by explaining the details of the questionnaire in person across the 5 provinces. In total, 400 samples were gathered using these methods.

Data analysis

Data analysis was performed using SPSS version 23.0 and AMOS version 18.0 as follows:

Descriptive analysis

To analyze the general data on the model of cause-related marketing, market value creation, and purchasing decisions for laundry products, descriptive statistics were used, including frequency distribution, percentages, mean, standard deviation, skewness, and kurtosis.

Structural Equation Modeling (SEM)

To examine the relationships between cause-related marketing factors, market value creation, and purchasing decisions for laundry products, SEM was employed. This approach was used to test the research model and hypotheses, analyzing causal relationships based on the conceptual framework and theories applied. The SEM analysis aimed to assess whether the obtained data align with the theoretical relationships (Virutchai, 2000). Statistical measures for evaluating model fit were used to refine the model further.

Research Finding

Results of the Consumer Demographic Factors in Purchasing Decisions for Laundry Products

This study surveyed a total of 400 participants. The majority of respondents were female, accounting for 71.5% (285 individuals). Most participants were between the ages of 18 and 38, comprising 61.50% (246 individuals). A significant portion of the respondents had attained a bachelor's degree, representing 68.75% (275 individuals). In terms of monthly income, the majority reported earning 10,000 THB or less, making up 58.00% (232 individuals). The largest occupational group was students, who constituted 60.75% (243 individuals). Additionally, the majority of participants had 1 to 3 years of experience using eco-friendly products, which accounted for 61.5% (245 individuals). Results of the Analysis of Opinions on Cause-Related Marketing, MarkTo enhance the contribution of this study, it is recommended that future analysis includes a more detailed examination of the predictive power of demographic factors and incorporates comparative references to domestic and international studies for theoretical and market relevanceeting Value Creation, and Purchasing Decisions for Laundry Products

The analysis revealed that overall opinions on the importance of cause-related marketing were rated as high (Mean = 4.20).The most important factor was social issues(Mean = 4.23) followed by the similarities and differences between eco-friendly products and social issues (Mean = 4.18) Regarding marketing value creation, the overall opinion was also rated as high (Mean = 4.23) The most emphasized factor was price value (Mean = 4.32) followed by social value (Mean = 4.25) and quality value (Mean = 4.18) For purchasing decisions on laundry products, the overall opinion was rated as high (Mean = 4.24) highest emphasis was placed on purchasing decisions influenced by word-of-mouth (Mean = 4.32) followed by purchase intention (Mean = 4.26) and repurchase decisions (Mean = 4.15)

Results of the Analysis of the Cause-Related Marketing Model Affecting Marketing Value Creation and Purchasing Decisions for Laundry Products

The findings indicate that the P-value was 0.137. Upon reviewing the specified index criteria for structural equation modeling, which require a value of 0.90 or higher, all indices met the criteria: CFI = 0.994, NFI = 0.978, GFI = 0.970, and AGFI = 0.933. Additionally, for indices with a threshold of less than 0.05, the RMR = 0.009 and RMSEA = 0.044 also met the criteria. Therefore, it can be concluded that the model of cause-related marketing, marketing value creation, and purchasing decisions for laundry products is consistent, as illustrated in Figure 2.
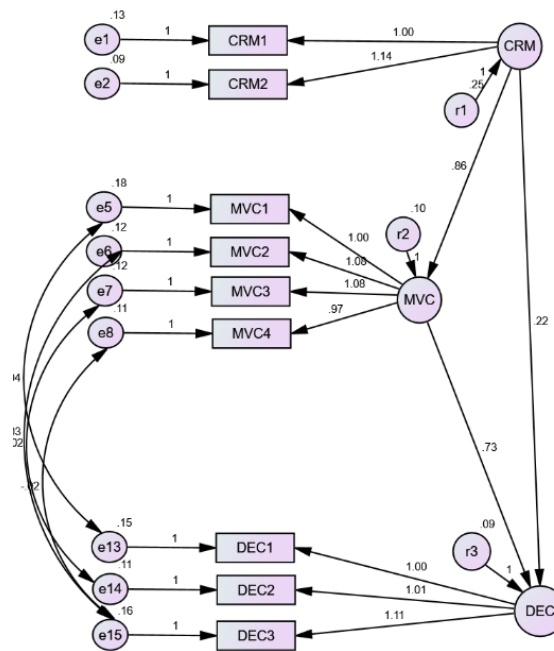
$\chi^2/df = 1.347$, df = 20, P = 0.137, GFI = 0.970, RMR = 0.009, RMSEA = 0.044,
CFI = 0.921, AGFI = 0.933 *P<0.05

Figure 2: Analytic result of cause related marketing, value creation, and decision making of Laundry Product according to conceptual framework.

Table 1: Evaluating the Data -Model Fit

Evaluating the Data -Model Fit	Sign	Criteria Reference	Result	Interpretation
χ^2/df	χ^2/df	<3.00	1.347	Pass
P-Vales	P-Vales	>0.05	0.137	Pass
Comparative Fit Index	CFI	>0.90	0.921	Pass
Goodness of Fit Inde	GFI	>0.90	0.970	Pass
Root Mean Square Error of Approx	RMSEA	<0.05	0.044	Pass
Root Mean Square Residual	RMR	<0.05	0.009	Pass

Figures1 and Table 1 The examination of the structural equation model's fit indices before and after model adjustment reveals that the statistics after model adjustment, as computed by the AMOS software, indicate a statistically insignificant difference from zero. The chi-square value is1.347 with degrees of freedom (df) of 20 and a p-value of 0.137, suggesting a good fit. Additionally, the goodness-of-fit index (GFI) is 0.970, the adjusted goodness-of-fit index (AGFI) is 0.933, the root mean square error of approximation (RMSEA) is 0.044., and root mean square residual is 0.009.

Table 2: The Direct Influence, the Indirect Influence, and the Total of the Influence

Antecedents	Consequences		
	CRM	MVC	DEC
Market Value Creation (MVC)	0.864*	-	-
DE	-	-	-
IE	-	-	-
TE	0.864*	-	-
R2	**0.666**		
Decision Making (DEC)	0.222	0.728*	
DE	0.629*	-	-
IE	0.850*	0.728*	-
TE	-	-	-
R2	**0.728**		

Note: DE is Direct Effect, IE is Indirect Effect, TE is Total effect
** is statistically significant level at 0.05

From Table 2: Analysis of the Causal Influence within the Structural Equation Model of Cause-Related Marketing, Marketing Value Creation, and Purchasing Decisions for Laundry Products

The analysis reveals that cause-related marketing significantly impacts the marketing value creation for laundry products. Furthermore, marketing value creation influences the purchasing decisions for laundry products. Additionally, cause-related marketing has an indirect effect through purchasing decisions.

Based on the preliminary data analysis, the structural equation model (SEM) can be written as follows:

1. Marketing Value Creation = 0.864 (Cause-Related Marketing); R2=0.666

2. Purchasing Decisions for Laundry Products = 0.850 (Cause-Related Marketing) + 0.728 (Marketing Value Creation); R2=0.728

This study has established hypotheses to explore the causal relationships between cause-related marketing, marketing value creation, and purchasing decisions for laundry products. The findings are presented in Table 3.

Table 3: Summary of Hypothesis Testing Results in the Study

Research Hypotheses	Effect	Accept/Reject
Hypothesis 1: Cause-related marketing has a significant impact on marketing value creation for laundry products.	0.864*	Accepted
Hypothesis 2: Cause-related marketing has a significant impact on purchasing decisions for laundry products.	0.222	Rejected
Hypothesis 3: Marketing value creation has a significant impact on purchasing decisions for laundry products.	0.728*	Accepted

*Significant at $p < 0.05$

Based on Table 3, the hypothesis testing results indicate that cause-related marketing is positively correlated with marketing value creation, and marketing value creation is positively correlated with purchasing decisions for laundry products at a statistically significant level of 0.05 $(P < 0.05)$. Both relationships show a positive correlation. However, the relationship between cause-related marketing and purchasing decisions for laundry products was not statistically significant at the 0.05 level $(P < 0.05)$ and thus was rejected.

Discussion/Conclusion

The results from the first research objective revealed that the majority of respondents were female, with 285 participants, accounting for 71.50%. Most respondents were between the ages of 18 and 38, with 246 participants, accounting for 61.50%. The majority had a bachelor's degree, with 275 participants, accounting for 68.75%. Most respondents had a personal monthly income of 10,000 baht or less, with 232 participants, accounting for 58.00%. The majority were students, with 243 participants, accounting for 60.75%. Additionally, most respondents had 1 to 3 years of experience using environmentally friendly products, with 245 participants, accounting for 61.50%. These findings align with prior research by Khan, Singh, &Rao (2024), which identified young, educated female consumers as the most receptive demographic group toward sustainable and eco-friendly products in emerging markets. Smith & Brown (2023) noted that the student population tends to exhibit higher levels of environmental awareness and social responsibility, particularly in urbanized or academic settings.

However, the current study lacks a deeper behavioral analysis to interpret how and why these demographic groups engage with eco-friendly laundry products. For example, it does not examine whether income level moderates purchasing behavior, or how education influences attitudes toward cause-related marketing campaigns. Moreover, the findings are not contextualized within a theoretical framework such as the Theory of Planned Behavior (Ajzen, 1991), which could offer insights into how attitudes, subjective norms, and perceived behavioral control shape purchase intentions among different demographic groups.

From a policy perspective, the dominance of low-income, student consumers suggests that affordability and value-for-money messaging are critical in influencing purchasing behavior. Brands targeting this segment may benefit from integrating social issue awareness and pricing strategies to build engagement.

To strengthen future research, it is recommended that demographic variables be analyzed using inferential statistics such as regression or moderation analysis, and interpreted in conjunction with relevant theories to provide clearer guidance for both academic and practical applications.

The findings from the second research objective, which analyzed the levels of opinion on cause-related marketing, value creation in marketing, and the decision to purchase environmentally friendly products, align with several recent studies from 2023. These studies underscore the significance of various marketing factors in influencing consumer behavior toward sustainable and eco-friendly products.

Recent research by Martinez & Gomez (2023) highlights the importance of social issues in cause-related marketing. Consumers are increasingly motivated to support brands that align with environmental and social causes, as these efforts are seen as contributing to broader societal goals. This supports the notion that cause-related marketing, particularly in areas related to environmental conservation and social responsibility, plays a crucial role in shaping consumer attitudes and behaviors.

Furthermore, Wang, Zhang & Li (2023) found that value creation in marketing, particularly related to pricing and perceived benefits, significantly influences green purchasing decisions. Their study suggests that consumers are willing to pay a premium for products that are perceived to contribute positively to the environment, which aligns with your findings regarding the importance of social value and environmental consciousness in influencing purchase decisions for laundry products.

Additionally, research by Johnson & Lee (2023) on word-of-mouth marketing highlights that consumer recommendations play a pivotal role in promoting environmentally friendly products. When consumers perceive a product as both socially and environmentally beneficial, they are more likely to recommend it to others, further enhancing the impact of cause-related marketing strategies. These findings are also consistent with prior research by Terblanche, which indicated that positive consumer attitudes toward cause-related marketing lead to increased purchasing intentions, as consumers view these purchases as a form of social responsibility. However, contrasting research, such as that by Andini, Smith, & Lee, (2022) demonstrates that in certain markets, like cosmetics, product attributes may outweigh cause-related marketing efforts in influencing purchasing decisions.

The collective insights from these studies reinforce the idea that cause-related marketing, when properly executed and aligned with consumer values, can significantly impact purchasing behavior, particularly in the context of environmentally friendly products.

The findings from research objective 3 can be supported by recent studies focusing on the relationship between cause-related marketing (CRM), value creation, and consumer purchasing behavior.

According to Pandey, Bajpai & Tiwari (2023), CRM campaigns, especially in the context of socially responsible initiatives, significantly influence customer purchase intentions. They emphasize that aligning the cause with the brand's values and effectively communicating this alignment enhances consumer trust and loyalty, which subsequently impacts purchasing decisions. This aligns with your findings on the indirect effect of CRM on purchasing decisions.

Patel, Thomas & Bhatt (2022) explored how the framing of donation messages in CRM campaigns can influence participation intentions, particularly when combined with eco-friendly or utilitarian products. They found that properly framed messages lead to higher engagement, which supports the idea that CRM campaigns, when well-executed, can indirectly affect purchasing behavior by creating positive brand associations.

Both studies reinforce the notion that CRM can create value and influence consumer behavior, though its direct impact on purchasing decisions might not always be statistically significant, depending on other influencing factors such as brand-cause fit and communication strategies.

Conclusion

The research reveals that consumers place significant importance on cause-related marketing that addresses social and environmental issues. This reflects a growing awareness and consciousness regarding social and environmental responsibility in contemporary times. This shift may be attributed to the fact that modern consumers perceive supporting products that contribute to solving social or environmental problems as a form of active participation in global problem-solving, rather than merely making a purchase. Marketing value creation linked to pricing also plays a crucial role. Consumers continue to consider the value for money spent, making it essential for products to offer appropriate pricing relative to their quality and value. Additionally, word-of-mouth remains a key factor in disseminating information about products, especially for environmentally friendly products. User experiences often significantly influence others' purchasing decisions.

Furthermore, cause-related marketing has an indirect effect on marketing value creation, which clearly leads to purchasing decisions. This indicates that consumers do not only consider product attributes but also evaluate the overall brand image and its support for social or environmental causes. Brands that effectively align themselves with social good or environmental conservation enhance their image and credibility, which positively impacts sales and business growth.
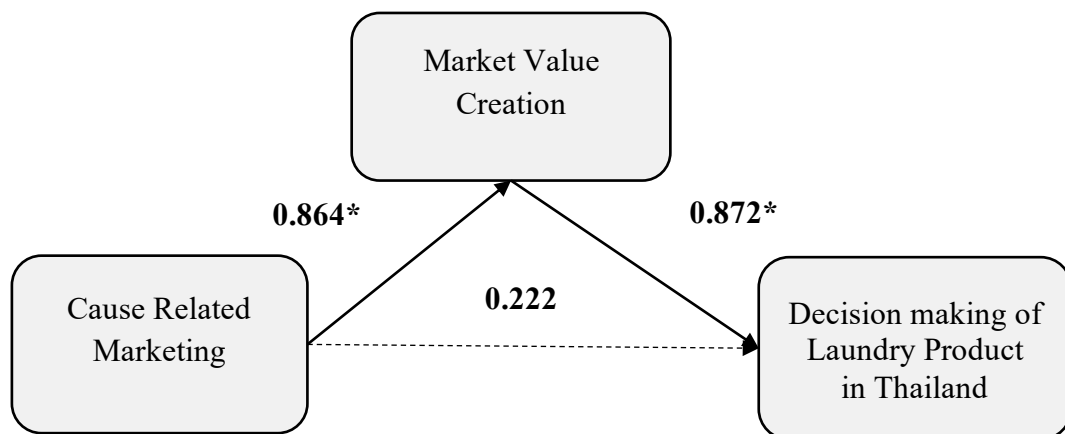
Note: ⟶ means relation with statistical significance
⟶ means relation without statistical significance

x^2/df = 1.764, df = 23, P = 0.026, GFI = 0.997, AGFI = 0.974, NFI = 0.982, IFI = 0.993, CFI = 0.993, RMR = 0.009, RMSEA = 0.045 *P<0.05

Figure 3: Model of cause related marketing, value creation, and decision making of environmental Laundry Product in Thailand from empirical data.

Suggestion

     1. Increase Sample Diversity: Future research should expand the sample scope to include a more diverse population, such as different professions, income levels, or age groups. This will provide insights that reflect a broader range of consumer behaviors and perspectives, enhancing the applicability of the research findings.

     2. Examine Additional Factors Influencing Purchasing Decisions: It is advisable to study other factors that might influence the decision to purchase environmentally friendly products, such as the role of digital technology, social media marketing, or online shopping behavior. This will offer a deeper understanding of consumer behavior in the digital age.

     3. Employ Mixed Methods Research: Future studies should use a mixed-methods approach that combines quantitative and qualitative research to obtain more comprehensive and detailed data. Qualitative research methods, such as in-depth interviews or focus groups, can provide a better understanding of consumers' opinions and motivations.

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