Driving Global Apparel Consumption: The Impact of Cause Marketing on Indonesian Fashion Purchases

Santi Rimadias[1], Marissa Grace Haque[2]*

[1,2]*Faculty of Economics, STIE Indonesia Banking School, Indonesia*

This study employs a quantitative approach to investigate the role of cause-related marketing (Cr-M) in enhancing purchase intention for Chikigo, a local fashion brand in Indonesia. Utilizing Partial Least Squares (PLS) analysis via Smartpls 3.0 software, data from 64 respondents gathered through online questionnaires were analyzed. The findings reveal a positive impact of attitudes toward cause-related marketing on brand attractiveness, brand image, and purchase intention. Moreover, brand credibility significantly influences attitudes toward cause-related marketing. While brand image positively affects purchase intention, brand attractiveness and credibility do not significantly influence purchase intention for Chikigo's local fashion brand. These results contribute to understanding consumer behavior in the context of cause-related marketing and have implications for marketers seeking to promote local fashion brands in Indonesia.

Keywords: *Brand Attractiveness, Brand Credibility, Consumer Behaviour, Cause-related Marketing; Purchase Intention.*

1. INTRODUCTION

Due to high competition, the creative industry faces many challenges for the sustainability of life in today's market, characterized by several products of the same quality and service. In Indonesia, the creative industry also faces various challenges to the sustainability of its companies. In the creative industry, there are 17 sub-sectors, including game application and development, architecture and interior design, visual communication design, product design, fashion, film, video animation, photography, crafts, culinary, music, publishing, advertising, performing arts, fine arts, TV and radio (Silvita 2021). The Minister of Tourism and Creative Economy, Sandiaga Uno, explained that from 2018 to 2020, the creative industry subsectors that were the largest contributors to the GDP of the creative economy were culinary, fashion, and crafts became the subsector (Kemenko Perekonomian 2022). Local fashion brands are growing in popularity in Indonesia right now. In Indonesia, there are about 1.2 million indigenous fashion companies (Silvita 2021). Because their value is adapted to the specific demands and preferences of the local market, local brands think they can compete with global brands.

One marketing approach that the fashion industry in Indonesia can use is cause-related marketing (Cr-M). Customers have a paradigm shift in their perception and recognition of the products they are increasingly looking for that have a positive value in their environment, or what is known as the concept of social marketing. As a result, cause-related marketing (Cr-M), a form of creative partnership in which businesses, nonprofit organizations, and customers create charities for collective benefit, is thought to be the most effective marketing strategy for companies than other strategies (Maharani Feminingtyas and Mayangsari 2020). Most research indicates that cause-related marketing (Cr-M) can impact consumer buying habits (Partouche et al. 2020).

American Express first presented the Cr-M idea in the 1980s, and since then, several organizations worldwide have embraced it. Promotion, fundraising, corporate philanthropy, strategic philanthropy, public relations, and social responsibility are all incorporated into this marketing activity. Due to a movement in organizational policy toward sustainability, Cr-M tactics are now generally recognized in developed and developing nations. According to Nielsen's sustainability report, sixty-eight percent of consumers are willing to pay more for sustainable brands that contribute to social progress (Natarajan, Balasubramaniam, and Jublee 2016).

Cause-related marketing (Cr-M) is a potent instrument for value creation for all businesses since it can benefit all parties involved, including nonprofit organizations, profitable organizations, and consumers (e Silva et al. 2020). By doing cause-related marketing (Cr-M), socially responsible companies differentiate themselves from other companies. Consumers' behavior is positively evaluated by purchasing decisions, giving them a competitive edge (e Silva et al. 2020).

Micro, small, and medium enterprises have distinct potential characteristics that differentiate them from larger companies, affecting the nature and level of Cr-M activity (Maharani Feminingtyas and Mayangsari 2020). The nature of Cr-M is transactional as it involves consumers purchasing products which trigger donations, and the donated amount is determined by the product's sales (Thomas and Jadeja, 2021). The previous research indicates that consumers prefer to select a brand that endorses a positive social cause or consider switching to a brand that supports a beneficial social initiative (Lerro et al. 2019).

The impact of culture and customary elements specific to a given geographic area greatly impacts the Cr-M phenomena. Since it is impossible to generalize the results to all nations, more research, particularly in emerging nations, is necessary to comprehend Cr-M and its influence there. Up to this point, most research has been conducted in industrialized nations like the United States and the United Kingdom. As a result, the study ought to be expanded to other emerging nations (Natarajan et al. 2016). This study seeks to conduct cause-related marketing (Cr-M) research in the context of local fashion brands in developing countries that are suspected of influencing the intention to buy local fashion brands. The intention to buy a local fashion brand is also allegedly influenced by brand credibility, brand attractiveness, and brand image.

This study examines one of *the local fashion* brands that is starting to rise in Indonesia, namely "Chikigo." Chikigo is a *local fashion brand* pioneered by Chiki Fawzi. Chiki Fawzi is: (1) a songwriter; (2) a multi-talented singer who can play many musical instruments such as guitars, accordions, pianos, and drums and is also known as an illustrator and mural painter. As one

of *the local fashion brands,* Chikigo has a unique concept that makes its products different. An exclusive and meaningful design is poured by Chikigo on each of its products in limited quantities. From the proceeds of its sale, Chikigo guarantees that part of its profits is given as humanitarian donations to those in need. The target consumers of Chikigo are teenagers to young adults (18 to 40 years old) who like *fashion* products with exclusive, meaningful, and limited designs.

This study aims to determine whether attitudes toward cause-related marketing (Cr-M) favorably impact local fashion brand attractiveness, brand image, and purchase intent. In addition, this study explores whether views toward cause-related marketing (Cr-M) and purchase intentions in local fashion brands are positively influenced by brand reputation. Finally, this study investigates the relationship between brand attractiveness, brand image, and buying intention for local fashion firms. These findings can help local fashion firms identify the tactics used to attract consumers. Sustainability policies can be developed by policymakers who work with micro, small, and medium-sized businesses, particularly in the fashion sector.

2. LITERATURE REVIEW

Cause-related Marketing (Cr-M)

Cause-related Marketing or Cr-M, is a marketing program that seeks to improve the company's performance and help raise funds to benefit the cause of purchasing the company's products/services. Cr-M is also defined as formulating and carrying out marketing activities that are followed up by the company's offering to contribute a certain amount to be connected with a specific cause when a customer is involved in an exchange that provides income that meets organizational and individual goals as a win-win situation (Maharani Feminingtyas and Mayangsari, 2020).

Cr-M campaigns contribute a portion of the revenue from sales for various positive purposes, using sales promotion concepts such as coupons, rebates, or purchase-based donations (Tammelin et al. 2017). For example, in India, the Indian Tobacco Company's (ITC) social initiative is carried out by donating one Rupee for educational purposes for every four books sold (Shetty, Chaudhuri, and Shetty 2021). Cause-related marketing (Cr-M) is emerging as a beneficial strategy for brands and nonprofit organizations in developing countries, emphasizing the nature of corporate involvement in social causes (Thamaraiselvan, Arasu, and Inbaraj 2017).

The concept of cause-related marketing (Cr-M) is present due to several issues, including the rise in income disparity, the extinction of animal species, the rapid depletion of natural resources worldwide, and climate change, making living harder as time goes on. These things and the reality that big businesses are becoming richer and more powerful contribute to the idea that business should work to improve society (e Silva et al., 2020).

Brand Credibility

From the perspective of cause-related marketing, brand credibility is the degree to which consumers perceive that the brand expresses the sincerity, trust, skills, and experience necessary to associate with a defined social cause (Thamaraiselvan et al. 2017). Brand credibility can be defined as the level of trust consumers have in the information a brand provides regarding its products. This trust is built on three key elements: trustworthiness, expertise, and appeal. When a brand consistently delivers on its promises in these areas, it strengthens its credibility with consumers (An et al. 2019).

Brand credibility is also explained as trust in the information possessed by a brand; that is, consumers tend to pay attention that the brand has expertise or ability, and also has the will and trust to provide what has been promised (Shindy and Hariandja, 2021).

Brand Attractiveness

Brand attractiveness is the extent to which consumers perceive a brand's identity positively and evaluate it based on how well it satisfies their self-definition requirements. It involves assessing how the brand's image and messaging align with the consumer's values and aspirations (Elbedweihy et al. 2016). In particular, the overall evaluation of the brand is expected to be

positive because the concepts of attractiveness, excellence, and consistency, which are aesthetic brand styles, are responsible for stimulating the sense organs of consumers. The concept of attractiveness to this brand is referred to as brand attractiveness (Lee, Author, and Author 2020).

Furthermore, brand attractiveness is considered a powerful and intangible force that goes far beyond a brand's physical aesthetics. This invisible, extraordinary, and irresistible pull can attract consumers' attention (Kakati and Deorah, 2019).

Brand Image

When consumers think of a brand, the mental connections they have with it are known as brand images. These associations' strength, favorability, and uniqueness contribute to the overall brand image. By linking product information to the brand associations already stored in consumers' minds, marketers can highlight the product's benefits and evaluate the effectiveness of the brand's messaging (Loh et al. 2021). The brand image is a symbolic representation formed in the consumer's mind, comprising all the knowledge, perceptions, and anticipations associated with the product or service (Azizan and Yusr, 2019).

Brand image is said to be a reasoned or emotional perception attached to the consumer of a particular brand to reduce consumer uncertainty because consumers trust reputable brands. Customers prefer to buy brands with a good image, so businesses need to identify, build, and manage their brands efficiently and effectively because it is the basis of competition in the market (Islam and Hussain, 2022).

Purchase Intention

Purchase intention, which is the propensity to purchase a good or service following evaluation, influences how customers behave when they make a purchase. When clients plan to buy a product, they make pertinent observations, gather data based on their experiences with the product and the environment, and then compare, assess, and rate the product (Maharani Feminingtyas and Mayangsari, 2020). Purchase intentions are consumer tendencies toward a particular product; therefore, predicting consumer behavior can create biases (Islam and Hussain, 2022).

Purchase intention describes the inclination of consumers to continue buying a particular brand and resist switching to a different one. Consumers are more likely to choose a brand when they perceive it as having the appropriate level of quality or desirable product features. If consumers perceive a brand as having high quality, they may recognize its unique benefits and advantages, leading them to choose it over others (Fu et al. 2020).

Hypothesis Development

The influence of attitude towards cause is related to marketing (Cr-M) on brand attractiveness. Consumers' favorable attitude toward cause-related marketing enhances their trust in the brand and makes it more appealing (Lerro et al. 2019). CrM has a positive impact on the appeal of a brand among consumers. By utilizing CrM campaigns, businesses can effectively build customer trust, leading to increased brand attractiveness. Furthermore, these campaigns appeal to consumers and enhance the company's appeal to its employees by sponsoring philanthropic endeavors (Eker Iscioglu and Borak, 2020).

H1: Attitude toward cause-related marketing (Cr-M) positively influences brand attractiveness.

This hypothesis tests the effect of attitude towards goal-related marketing (Cr-M) on brand image. The level of charitable support a company provides affects how customers perceive the company's social motives and commitments, which can result in either a positive or negative image of the brand (Jin and He, 2018). Cause-related marketing (Cr-M) enables brands to establish a favorable image and mitigate negative publicity. The Cr-M campaign played a vital role in resolving the boycott and promoting a positive image. Ultimately, Cause-related marketing (Cr-M) campaigns help alleviate customer dissatisfaction (Vyravene and Rabbanee, 2016).

H2: Attitude toward cause-related marketing (Cr-M) has a positive influence on brand image

This hypothesis examines the effect of attitude towards cause related marketing (Cr-M) on purchase intention. Attitude toward Cr-M affects consumers' purchase intentions. The favorable orientation of consumers toward brands that support social goals rose due to the good attitude established toward Cr-M campaigns. The Cr-M campaign's overarching objective is to maximize revenue and boost profits for all stakeholders. Compared to males, women have a more favorable opinion toward businesses that engage in cause-related marketing (Cr-M). One's attitude toward cause-related marketing influences purchase intentions (Thamaraiselvan et al. 2017).

Consumers perform transactional acts after evaluating products that form perceptions related to the brand. Cr-M stimulates customer purchase intentions positively. Consumers who engage more in social activities tend to have more positive attitudes toward brands and stronger purchase intentions (Patel, Gadhavi, and Shukla 2017).

H3: Attitude towards cause-related marketing (Cr-M) positively influences purchase intention.

This hypothesis tests the effect of brand credibility on attitudes toward goal-related marketing (Cr-M). Brand Credibility affects perceptions toward Cr-M favorably and encourages consumers to attribute altruistic motives to Cr-M initiatives, acting as a promotional message to target consumers. Increasing brand credibility will trigger a positive customer attitude toward cause-related marketing (Thamaraiselvan et al. 2017). Furthermore, brand credibility is important in influencing consumers' buying intentions for fashion products (Chin, Isa, and Alodin 2020).

H4: Brand credibility positively influences attitude toward cause-related marketing (Cr-M).

This hypothesis tests the effect of brand credibility on purchase intention. Brand Credibility can positively influence attitudes, affecting consumers' intention to buy (Thamaraiselvan et al. 2017). Previous research conducted by Erdem and Swait (2004) showed that brand credibility plays an important role in influencing consumers in brand choice and consideration (Thamaraiselvan et al. 2017).

H5: Brand credibility has a positive influence on purchase intention.

This hypothesis tests the effect of brand attractiveness on purchase intention. Marketers will find it encouraging that an increase in brand attractiveness can motivate consumers to make purchase decisions (Zarei, Feiz, and Moradi 2020). Brand attractiveness is affiliated with brand awareness. The brand appeal that can come from a brand name or design that attracts customers affects their purchasing behavior. So that it can be concluded that brand attractiveness affects consumers' purchasing decisions (Fu et al. 2020).

H6: Brand attractiveness has a positive influence on purchase intention.

This hypothesis tests the effect of brand image on purchase intention. A positive brand image instills consumer confidence in the promises made by the brand, which can ultimately fuel their desire to purchase (Azizan and Yusr, 2019). The study's findings strongly support the notion that cause-related marketing (Cr-M) affects consumers' purchase decisions, offering a robust basis for initiating cause-related marketing campaigns in developing countries (Shetty et al. 2021). The more the brand image of a product or service increases, the more it will increase the intention to buy it (Purwanto et al. 2021).

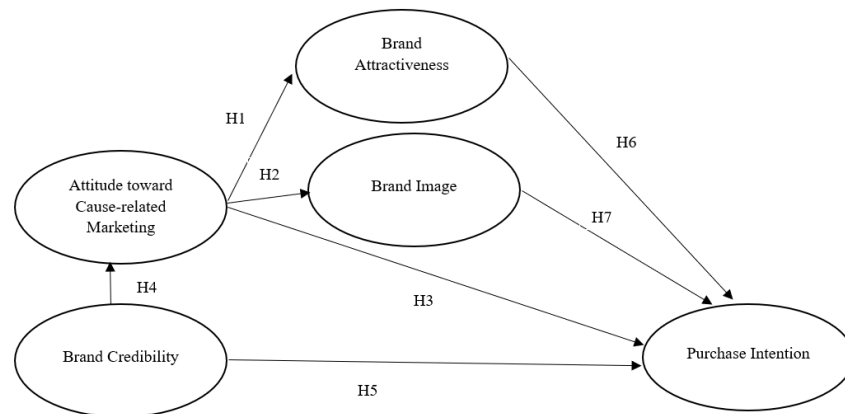**H7: Brand image has a positive influence on purchase intention.**

Figure 1. Research Framework

3. RESEARCH METHOD

The research methodology employed in this study is quantitative, focusing on a group of individuals who have bought products from the local fashion brand, Chikigo. The study is designed to be descriptive in nature, presenting an accurate portrayal of the characteristics and behaviors of the individuals or groups being studied, including any correlations between different variables. The study also seeks to make predictions based on the observed data (Sekaran, U., and Bougie, 2016).

A survey was used in this investigation. A survey is a research method that uses a questionnaire to gather data from a sample of people in a population (Sekaran, U., and Bougie, 2016). The implementation of the survey aims to obtain primary data. The survey's implementation attempts to gather first-hand information. Due to geographic distance, it was not feasible to disseminate the survey physically (offline). Instead, it was conducted online. People who have purchased products from the local fashion label Chikigo are the target audience for the survey, which was conducted using a Google Forms questionnaire and distributed to respondents. The interval scale, which ranges from 1 (Strongly Disagree) to 6 (Strongly Agree), was used in this study to assess how strongly the subjects agreed or disagreed with the statements provided in the Google form questionnaire (Strongly Agreed).

In research, the population refers to the group of individuals who are being studied (Ragab and Arisha, 2017). In this study, the population was everyone who bought a local fashion brand, Chikigo. The sample is a subset, or part, of a larger population. The study sample was partly from people who had bought local fashion brand products, Chikigo. The sample rate is at least 30 subjects (Sekaran, U., and Bougie, 2016). The number of samples in this study was 64. This study applied non-probability purposive sampling. The operationalization of variables can be seen in Table 1.

TABLE 1 / Variable Operationalization

No.	Variables	Indicators	Scale
1.	Attitude toward Cr, M	1. I like to buy products that donate a portion of their profits to charitable causes. 2. I will overpay for a product if the manufacturer donates part of the profits to charity. 3. If a company donates a portion of its profits to charity, I am more likely to buy its products. 4. Companies that advertise donating part of their profits to charity are good. 5. I made a special effort to buy from a company that supports charitable causes. (Thamaraiselvan *et al.*, 2017)	Interval 1 to 6
2	Brand Credibility	1. Chikigo can deliver what he promises. 2. Chikigo gave what it promised. 3. Chikigo product claims are credible. 4. Chikigo does not pretend to communicate its products. (Thamaraiselvan, *et al.*, 2017)	Interval 1 to 6

No.	Variables	Indicators	Scale
3.	Brand Attractiveness	1. I like the unique design offered by Chikigo. 2. I think Chikigo is an interesting brand. 3. I love what Chikigo communicates regarding its brand. (Elbedweihy *et al.*, 2016)	Interval 1 to 6
4.	Brand Image	1. Chikigo is a fashionable and trendy brand. 2. Chikigo puts quality first 3. Chikigo is an elegant brand 4. Chikigo is a well-known and prestigious brand (Rageh Ismail and Spinelli, 2012) 5. Chikigo is a brand that has a social responsibility (Martín-Consuegra *et al.*, 2018)	Interval 1 to 6
5.	Purchase Intention	1. I am willing to buy Chikigo products because part of the profits is donated to charitable purposes. 2. I pay attention to Chikigo products because they are related to social action. 3. I tend to participate in social action for a purpose by purchasing Chikigo products. 4. I am willing to influence others to buy Chikigo products because their products are related to social action. (Thamaraiselvan *et al.*, 2017) 5. I am willing to buy Chikigo products because they have a unique design (Martín-Consuegra *et al.*, 2018)	Interval 1 to 6

Source: Adapted from various sources (2022)

Data Analysis Methods

In this research, the data analysis technique utilized was Partial Least Squares (PLS), originally known as NIPALS (nonlinear iterative partial least squares). PLS aims to maximize the variance of the dependent variables that can be explained by the independent variables (Mehmood and Ahmed, 2016). Smartpls 3.0 software allows for applying Partial Least Squares (PLS) as an analytical tool. PLS is a robust and effective analysis method as it is not dependent on numerous assumptions (Hair et al. 2018).

The inner model explains the relationship between latent variables based on substantive theory. The evaluation of the inner model, also known as the structural model, involves examining the R-value percentage variance of the dependent latent construct using the Stone-Geisser Q squares test and the coefficient magnitude of its structural path. To assess the stability of the estimates, T-statistical tests are conducted through bootstrapping procedures (Lin et al. 2020).

The Outer Model outlines the relationship between each block of indicators and its corresponding latent variables. In the case of measurement models or outer models with reflexive indicators, assessment involves evaluating convergent and discriminant validity (Lin et al. 2020).

The convergent validity of the measurement model with reflexive indicators is assessed based on the correlation between the item /component score and the construct score calculated with PLS. An individual reflexive measure is considered high if it correlates more than 0.70 with the construct to be measured. However, for research in the early stages of developing a scale measuring the value of loading factors 0.500 to 0.600 is considered sufficient.

The discriminant validity of the measurement model with reflexive indicators is assessed based on cross-loading measurements with constructs. If the correlation of the construct with the measurement item is greater than the size of other constructs. The square root of average variance extracted (AVE) value. The recommended AVE value should be greater than 0.500. In the construct reliability test, the construct is declared reliable if the composite reliability or Cronbach alpha value is above 0.700.

4. RESULTS AND DISCUSSION

4. 1 RESULTS

The main data collection is carried out by distributing an online questionnaire using Google Forms. The data collection period was from April to June 2022, with respondents of people who had purchased local fashion brand products, Chikigo as

many as 64 respondents. Respondents came from different backgrounds, age groups, occupations, and genders as presented in Table 2.

TABLE 2 / Characteristics of Respondents

Characteristic	Items	Total	Percent
Gender	Women	59	92.188
	Men	5	7.813
Age	17 to 25 years old	21	32.813
	26 to 35 years old	17	26.563
	36 to 45 years old	14	21.875
	Above five years old	12	18.750
Marital Status	Unmarried	33	51.563
	Married	28	43.750
	Others	3	4.688
Area of Residence	Tangerang	20	31.250
	Bogor	8	12.500
	Jakarta Selatan	7	10.938
	Depok	6	9,375
	Jakarta Barat	4	6.250
	Yogyakarta	3	4.688
	Jakarta Timur	3	4.688
	Tangerang Selatan	2	3.125
	Bekasi	2	3.125
	Doha, Qatar	2	3.125
	Kuningan	1	1.563
	Solo	1	1.563
	Serang	1	1.563
	Kalimantan Barat	1	1.563
	Subang	1	1.563
	Bandung	1	1.563
	Karawang	1	1.563
Recent Education	S1	29	45.313
	S2	12	18,750
	S3	3	4.688
	Students	11	17.188
	D3	8	12.500
	Doctoral Education	1	1.563

Source: Data Proceed (2022)

Pretest Validity and Reliability Test

Pretest Validity and Reliability testing was conducted on 30 respondents using an outer model evaluation.

Convergent validity with reflective indicators using SMART PLS 3.0 software can be seen from the load factor meaning of each construction indicator. For factor loading, it must be equal to or greater than 0.700, then the assumption of convergent validity can be met. However, it is considered sufficient for research in the early stages of developing a scale measuring the value of loading factors 0.500 to 0.600 (Lin et al. 2020). All outer loading values show results greater than 0.700 so that they meet the convergent validity criteria.

Discriminant validity of the measurement model with reflexive indicators is assessed based on cross-loading measurements with constructs if the correlation of the construct with the measurement item is greater than the size of other constructs. The square root of average variance extracted (AVE) value. The recommended AVE value should be greater than 0.500. The entire AVE value is identified as greater than 0.500, thus meeting the discriminant validity criteria.

In the construct reliability test, the construct is declared reliable if the composite reliability or Cronbach alpha value is above 0.700. In the pretest, all composite reliability and Cronbach alpha values were identified above 0.700, so all constructs were declared reliable.

Evaluation of the Measurement Model (Outer Model)

Convergent validity with reflective indicators using SMART PLS 2.0 M3 software can be seen from the load factor meaning of each construction indicator. For factor loading, it must be equal to or greater than 0.700, then the assumption of convergent validity can be met. However, it is considered sufficient for research in the early stages of developing a scale

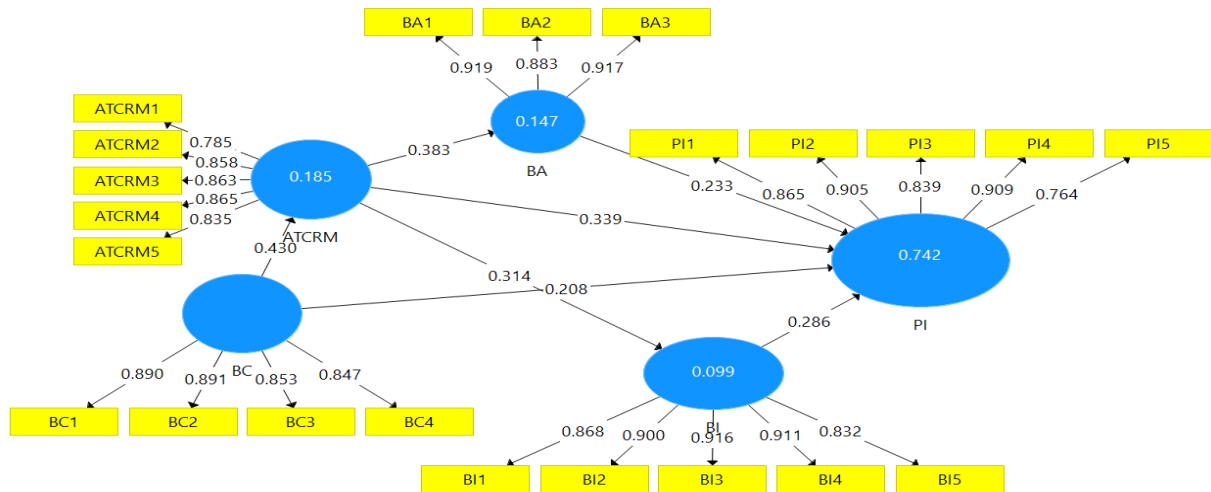measuring the value of loading factors 0.500 to 0.600 (Lin et al. 2020).

FIGURE 2/ Outer Loadings Value

In Figure 2, the outer loading value of each construction indicator on the variable attitude toward CrM, brand credibility, brand attractiveness, brand image, and purchase intention shows a value greater than 0.700 so the assumption of convergent validity is met.

The discriminant validity of the measurement model with reflexive indicators is assessed based on cross-loading measurements with constructs if the correlation of the construct with the measurement item is greater than the size of other constructs. The square root of average variance extracted (AVE) value. The recommended AVE value should be greater than 0.5.

TABLE 3/ Cross Loadings Value

	ATCRM	BA	BC	BI	PI
ATCRM1	**0.785**	0.405	0.364	0.257	0.483
ATCRM2	**0.858**	0.353	0.323	0.228	0.547
ATCRM3	**0.863**	0.280	0.425	0.295	0.538
ATCRM4	**0.865**	0.242	0.345	0.182	0.469
ATCRM5	**0.835**	0.321	0.355	0.344	0.508
BA1	0.324	**0.919**	0.677	0.708	0.666
BA2	0.261	**0.883**	0.520	0.778	0.659
BA3	0.441	**0.917**	0.796	0.762	0.720
BC1	0.491	0.585	**0.890**	0.586	0.661
BC2	0.441	0.519	**0.891**	0.540	0.608
BC3	0.266	0.706	**0.853**	0.613	0.585
BC4	0.269	0.796	**0.847**	0.699	0.671
BI1	0.112	0.805	0.556	**0.868**	0.546
BI2	0.277	0.824	0.631	**0.900**	0.667
BI3	0.269	0.711	0.561	**0.916**	0.623
BI4	0.297	0.659	0.622	**0.911**	0.664
BI5	0.383	0.680	0.689	**0.832**	0.700
PI1	0.656	0.666	0.570	0.576	**0.865**
PI2	0.596	0.702	0.700	0.613	**0.905**
PI3	0.489	0.585	0.566	0.549	**0.839**
PI4	0.500	0.664	0.731	0.730	**0.909**
PI5	0.337	0.611	0.528	0.669	**0.764**

Source: Data Processing with SmartPLS 3.0 (2022)

Table 3 describes a measurement model with reflexive indicators assessed based on cross-loading measurements with constructs. It can be concluded that all construct correlation values with measurement items are greater than other construct measures to meet the discriminant validity assumptions.

Another method used to test discriminant validity is to look at the average variance extracted (AVE) value. The recommended AVE value is above 0.500.

TABLE 4/ Average Variance Extracted (AVE) Score

	Average Variance Extracted (AVE) above 0.5
ATCRM	0.708
BA	0.821
BC	0.758
BI	0.785
PI	0.736

Source: Data Processing with SmartPLS 3.0 (2022)

Table 4 shows that all Average Variance Extracted (AVE) values are above 0.500, which fulfills the assumption of discriminant validity.

In the construct reliability test, the construct is declared reliable if the composite reliability or Cronbach alpha value is above 0.700. The following is the construct reliability test in this study. In Table 6 all constructs meet the assumption of reliability.

TABLE 5/ Construct Reliability Test Result

	Composite Reliability above 0.7	Cronbach Alpha above 0.7	Conclusion
ATCRM	0.924	0.897	Reliabel
BA	0.932	0.891	Reliable
BC	0.926	0.894	Reliable
BI	0.948	0.931	Reliable
PI	0.933	0.909	Reliable

Source: Data Processing with SmartPLS 3.0 (2022)

Table 5 shows all composite reliability values and Cronbach alpha above 0.700, so all constructs meet the reliability assumptions.

Structural Model Evaluation (Inner Model)

To assess a structural model with PLS, begin by looking at the R-squared value for each endogenous latent variable as the predictive force of the structural model (Lin et al. 2020).

TABLE 6/ Value of R^2

	R-Square (R^2)
ATCRM	0.185
BA	0.147
BI	0.099
PI	0.742

Source: Data Processing with SmartPLS 3.0 (2022)

The total variant of PI (purchase intention) is 74.2 percent, explained by BA (brand attractiveness), BI (brand image), ATCRM (attitude toward Cr-M), and BC (brand credibility). In comparison, other variables explain the remaining 25.8 percent. The total ATCRM variant is 18.5 percent, described by BC, while other variables explain the remaining 81.5 percent. The total BA variant is 14.7 percent described by ATCRM, while other variables explain the remaining 85.3 percent. Meanwhile, the total variance of BI is 9.9 percent, as explained by ATCRM, while other variables explain the remaining 90.1 percent.

Hypothesis Testing

Another model in the PLS dynamic is a path coefficient that can be represented as a uniform beta coefficient of the smallest regression of the usual squares. Just like with the weight and loading of markers, the importance of increasing the path coefficient can be measured using the bootstrapping method.

TABLE 7/ Hypothesis Testing Results

	Original sample (O)	P-Values	Conclusion
ATCRM → BA	0.383	0.004	H1 is supported by data
ATCRM → BI	0.314	0.017	H2 is supported by data
ATCRM → PI	0.339	0.001	H3 is supported by data
BA → PI	0.233	0.109	H6 is not supported by data
BC → ATCRM	0.430	0.000	H4 is supported by data
BC → PI	0.208	0.112	H5 is not supported by data
BI → PI	0.286	0.036	H7 is supported by data

Source: Data Processing with SmartPLS 3.0 (2022)
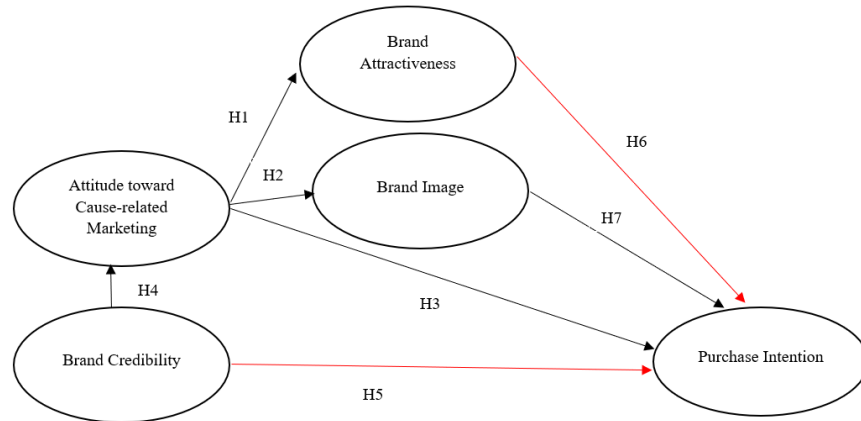
FIGURE 3/ Hypothesis Testing Results

The results of hypothesis testing can be seen in Table 7 and Figure 3 using *Bootstrapping*. The value of the P-value is the basis for interpreting the hypothesis. If the P-Value value is below 0.05, then H0 is rejected, and if the value of the P-value is above 0.05, then H0 is not rejected. In interpreting the hypothesis further, to simplify the discussion, only the P-value will be used as a reference.

The results of hypothesis testing show that attitude toward cause-related marketing (Cr-M) positively affects brand attractiveness. The P-value is identified as 0.004 below 0.005. This explains that an increase in attitude toward cause-related marketing (Cr-M) will increase brand attractiveness. The results of this study are in line with previous research, a positive attitude toward cause-related marketing (Cr-M) affects customer trust and increases brand attractiveness to consumers (Lerro et al. 2019). That is, an increased positive attitude toward Chikigo customers will increase the attractiveness of the Chikigo brand.

The results of hypothesis testing show that attitude toward cause-related marketing (Cr-M) positively influences brand image. The value value is identified as 0.017 below 0.005. This reveals that an increase in attitude toward cause-related marketing (Cr-M) will increase brand image. This study's results follow previous research, which explains that cause-related marketing (Cr-M) helps brands have a positive image and eliminate negative publicity. Cause-related marketing (Cr-M) campaigns help to calm customer dissatisfaction (Vyravene and Rabbanee, 2016). This result can be interpreted as the cause-related marketing (Cr-M) campaign that Chikigo always carries out, which can improve the Chikigo brand's positive image.

The results of hypothesis testing explain that attitude toward cause-related marketing (Cr-M) positively influences purchase intention. The P Values are identified as 0.001 below 0.005. This explains that an increased attitude toward cause-related marketing (Cr-M) will increase purchase intention. This study's results follow previous studies, which explained that consumers perform transactional actions after evaluating products that form perceptions related to the brand. Cr-M stimulates customer purchase intentions positively. Consumers more engaged in social activities tend to have more positive attitudes toward brands and stronger purchase intentions (Patel et al. 2017). This result can be interpreted as the cause-related marketing (Cr-M) campaign that Chikigo always carries out, which can encourage buying intentions for the local fashion brand, Chikigo.

The results of hypothesis testing show that brand credibility positively influences attitudes toward cause-related marketing

(Cr-M). The P Values value is identified as 0.000 below 0.005. This reveals that an increase in brand credibility will lead to an increase in brand credibility. The results of this study follow previous research, which explained that increasing brand credibility will trigger a positive attitude of customers toward cause-related marketing (Thamaraiselvan et al. 2017). This result can be interpreted to mean that the credibility of the Chikigo brand can increase a positive attitude toward the cause-related marketing (Cr-M) of the Chikigo brand.

Furthermore, the hypothesis testing results show that brand image positively influences purchasing Intentions. The P Values value is identified as 0.036 below 0.005. This explains that an increase in Chikigo's brand image will lead to an increase in the intention to buy the products offered by the Chikigo brand. This study's results align with previous research, which explained that if the brand has a good image, consumers will have more confidence in what is promised in the brand, which can ultimately drive consumers' purchase desires (Shetty et al. 2021).

Finally, the results of hypothesis testing explain that brand attractiveness and brand credibility do not affect purchase intention. P Values are identified as 0.109 above 0.005 and 0.112 above 0.005. These findings suggest that brand attractiveness and credibility are attached to Chikigo owners, who are influencers, but further research is needed to confirm this. An influencer is someone who uses a personal brand to build and maintain relationships with a large number of his followers on social media and has the ability to inform, entertain, and possibly influence the thoughts, attitudes, and behaviors of followers (Rimadias, Werdiningsih, and Baqi 2022).

TABLE 8/ Indirect Effect Results

	Original sample (O)	P-Values	Conclusion
ATCRM → BA → PI	0.089	0.207	Not supported by data
BC → ATCRM → PI	0.146	0.013	Supported by data.
BC → ATCRM → BI	0.135	0.143	Not supported by data
BC → ATCRM → BI → PI	0.039	0.226	Not supported by data
BC → ATCRM → BA → PI	0.038	0.317	Not supported by data
ATCRM → BI → PI	0.090	0.098	Not supported by data
BC → ATCRM → BA	0.165	0.083	Not supported by data

Source: Data Processing with SmartPLS 3.0 (2022)

When the indirect effect on the structural model was analyzed, it was found that only one indirect line of influence was proven to drive buying intentions at the local fashion brand, Chikigo. The path is BC → ATCRM → PI, meaning that brand credibility has a positive influence on attitude toward cause-related marketing (Cr-M), then attitude toward cause-related marketing (Cr-M) has a positive influence on the intention to buy a local fashion brand, Chikigo. In other words, brand credibility influences purchase intention through attitude toward cause-related marketing (Cr-M).

4.2 DISCUSSION

The study's results explained that the intention to buy at a local fashion brand, Chikigo is influenced by attitude toward cause-related marketing (Cr-M) and brand image, with the dominant influence coming from attitude toward cause-related marketing (Cr-M). This finding can be interpreted that cause-related marketing (Cr-M) has a very important role as the most effective marketing strategy because customers have changed the paradigm in the perception of products they are increasingly looking for products or brands with positive shared value. Cr-M is used by brand marketers who believe this approach significantly helps increase purchase intention. The results of this study reinforce previous research conducted by previous researchers, namely (Vyravene and Rabbanee, 2016); (Natarajan et al. 2016); (Patel et al. 2017); (Thamaraiselvan et al. 2017);(Lerro et al. 2019) and (Shetty et al. 2021). The main difference with previous studies is in the context of the country under study. Previous research focused on other countries, such as Italy, Australia, the United States, and India, while this research was conducted in Indonesia. Furthermore, previous research discussed different industries, such as the food and handicraft industries, while this research explored the local fashion industry.

The results of the study presented respondents' excellent perception of some of the statements presented on research

instruments such as buying a product that donated part of their profits to charitable purposes, being willing to pay more for a product if the manufacturer donated part of the profits to charity; if a company donates part of its profits to charity then I am more likely to buy its products; companies that advertise that they advertise that they donate part of the profits to charity; donating part of their profits to charity is a good company, and make special efforts to purchase from companies that support charitable causes.

Furthermore, this research also provides an in-depth understanding that *attitude toward cause-related marketing* (Cr-M) positively affects *brand attractiveness, brand image, and purchase intention* in *the local fashion brand* Chikigo. This means that *cause-related marketing* (Cr-M) needs to be encouraged in such a way as a form of creative partnership where the company and customers do charity for mutual benefit. Furthermore, *brand credibility* has also positively influenced attitudes toward cause-related marketing (Cr-M)*,* so local fashion brands need to build trust, expertise, and attractiveness consistently and deliver what is promised.

5. CONCLUSION

This study seeks to analyze the role of cause-related marketing (Cr-M), brand credibility, brand attractiveness, and brand image as a driver of intention to buy local fashion brands in Indonesia. This study examines one of the local fashion brands starting to rise in Indonesia, namely "Chikigo." The study's results explained that attitude toward cause-related marketing (Cr-M) positively affects brand attractiveness, brand image, and purchase intention in the local fashion brand Chikigo. Brand Credibility positively influences the attitude toward cause-related marketing in the local fashion brand, Chikigo. Furthermore, brand image has a positive influence on purchase intention. Furthermore, from the results of hypothesis testing, it was found that brand attractiveness and credibility did not affect the purchase intention of the local fashion brand, Chikigo.

6. LIMITATION AND IMPLICATION

There are some limitations of this study. Firstly, its limited respondent numbers and geographical scope: This study acknowledges its limited respondent numbers and its scope of geographical area in Jabodetabek only, which may limit its findings. Secondly, in its scope of analysis, the study only focuses on Chikigo, a specific local fashion brand that falls under a micro category. In the future, research may expand in many other local fashion brands in the SMEs categories manner, to provide a more comprehensive understanding. Thirdly, potential measurement limitations: while the study utilizes PLS analysis, it does not explicitly mention any limitations specific to this technique. However, it is important to note that using a PLS analysis, like any other statistical method, has its own assumptions and limitations that should be considered in interpreting the result. Fourthly, respondents in this study, were surveyed through online questionnaires, with only five variables. Therefore, it would be more advanced if in the future researchers would include more different elements by their owns, enlarge their respondent numbers, and expand their geographical areas. And, perhaps, using other methods, such as qualitative methods with its in-depth interview techniques to dig for much deeper information or a mixed method approach.

REFERENCES

An, Jake, Diem Khac Xuan Do, Liem Viet Ngo, and Tran Ha Minh Quan. 2019. "Turning Brand Credibility into Positive Word-of-Mouth: Integrating the Signaling and Social Identity Perspectives." *Journal of Brand Management* 26(2):157–75. doi: 10.1057/s41262-018-0118-0.

Azizan, Nurul Sakinah, and Maha Mohammed Yusr. 2019. "The Influence of Customer Satisfaction, Brand Trust, and Brand Image Towards Customer Loyalty." *International Journal of Entrepreneurship and Management Practices* 2(7):93–108. doi: 10.35631/ijemp.270010.

Chin, Phaik Nie, Salmi Mohd Isa, and Yasmin Alodin. 2020. "The Impact of Endorser and Brand Credibility on Consumers' Purchase Intention: The Mediating Effect of Attitude towards Brand and Brand Credibility." *Journal of Marketing*

Communications 26(8):896–912. doi: 10.1080/13527266.2019.1604561.

e Silva, Susana Costa, Paulo Duarte, Joana César Machado, and Carla Martins. 2020. "Cause-Related Marketing in Online Environment: The Role of Brand-Cause Fit, Perceived Value, and Trust." *International Review on Public and Nonprofit Marketing* 17(2):135–57. doi: 10.1007/s12208-019-00237-z.

Eker Iscioglu, Tutku, and Eser Borak. 2020. "To Trust or Not to Trust? Consumer Responses to Cause-Related Marketing." *Journal of International Food and Agribusiness Marketing* 32(2):97–122. doi: 10.1080/08974438.2019.1599752.

Elbedweihy, Alaa M., Chanaka Jayawardhena, Mohamed H. Elsharnouby, and Tamer H. Elsharnouby. 2016. "Customer Relationship Building: The Role of Brand Attractiveness and Consumer-Brand Identification." *Journal of Business Research* 69(8):2901–10. doi: 10.1016/j.jbusres.2015.12.059.

Fu, Jen Ruei, I. Wei Lu, Jessica H. F. Chen, and Cheng Kiang Farn. 2020. "Investigating Consumers' Online Social Shopping Intention: An Information Processing Perspective." *International Journal of Information Management* 54(June):102189. doi: 10.1016/j.ijinfomgt.2020.102189.

Hair, J. F., J. J. Risher, M. Sarstedt, and C. M. Ringle. 2018. "The Results of PLS-SEM Article Information." *European Business Review* 31(1):2–24.

Islam, Talat, and Mawra Hussain. 2022. "How Consumer Uncertainty Intervene Country of Origin Image and Consumer Purchase Intention? The Moderating Role of Brand Image." *International Journal of Emerging Markets*. doi: 10.1108/IJOEM-08-2021-1194.

Jin, Liyin, and Yanqun He. 2018. "How the Frequency and Amount of Corporate Donations Affect Consumer Perception and Behavioral Responses." *Journal of the Academy of Marketing Science* 46(6):1072–88. doi: 10.1007/s11747-018-0584-7.

Kakati, Rinalini Pathak, and Anubhuti Deorah. 2019. "Linking Brand Attractiveness for Brand Personality Development- Local , National and Global Brand in the Processed Food Industry of India." *Academia.Edu* 6(September):153–76.

Kemenko Perekonomian. 2022. "Perkembangan UMKM Sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah." *Kementerian Koordinator Bidang Perekonomian* 1–2.

Lee, Jaemin, First Author, and Corresponding Author. 2020. "Effects of Aesthetic Brands on the Brand Experience and Consumer Evaluation1." *Journal of Wellbeing Management and Applied Psychology* 3(3):15–19.

Lerro, Marco, Maria Raimondo, Marcello Stanco, Concetta Nazzaro, and Giuseppe Marotta. 2019. "Cause Related Marketing among Millennial Consumers: The Role of Trust and Loyalty in the Food Industry." *Sustainability (Switzerland)* 11(2). doi: 10.3390/su11020535.

Lin, Hung Ming, Min Hsien Lee, Jyh Chong Liang, Hsin Yi Chang, Pinchi Huang, and Chin Chung Tsai. 2020. "A Review of Using Partial Least Square Structural Equation Modeling in E-Learning Research." *British Journal of Educational Technology* 51(4):1354–72. doi: 10.1111/bjet.12890.

Loh, Xiu Ming, Voon Hsien Lee, Garry Wei Han Tan, Keng Boon Ooi, and Yogesh K. Dwivedi. 2021. "Switching from Cash to Mobile Payment: What's the Hold-Up?" *Internet Research* 31(1):376–99. doi: 10.1108/INTR-04-2020-0175.

Maharani Feminingtyas, Arum, and Lidia Mayangsari. 2020. "The Influence of Cause Related Marketing Towards Purchase Intention in Local Fashion Brands Indonesia." *KnE Social Sciences* 2020:1106–19. doi: 10.18502/kss.v4i6.6665.

Mehmood, Tahir, and Bilal Ahmed. 2016. "The Diversity in the Applications of Partial Least Squares: An Overview." *Journal of Chemometrics* 30(1):4–17. doi: 10.1002/cem.2762.

Natarajan, Thamaraiselvan, Senthil Arasu Balasubramaniam, and Daniel Inbaraj Jublee. 2016. "A Journey of Cause Related Marketing from 1988 to 2016." *International Journal of Business and Management* 11(11):247. doi: 10.5539/ijbm.v11n11p247.

Partouche, Judith, Saeedeh Vessal, Insaf Khelladi, Sylvaine Castellano, and Georgia Sakka. 2020. "Effects of Cause-Related Marketing Campaigns on Consumer Purchase Behavior among French Millennials: A Regulatory Focus Approach." *International Marketing Review* 37(5):923–43. doi: 10.1108/IMR-12-2018-0348.

Patel, Jayesh D., Dharmesh D. Gadhavi, and Yupal S. Shukla. 2017. "Consumers' Responses to Cause Related Marketing: Moderating Influence of Cause Involvement and Skepticism on Attitude and Purchase Intention." *International Review on Public and Nonprofit Marketing* 14(1):1–18. doi: 10.1007/s12208-016-0151-1.

Purwanto, Agus, Marissa Grace Haque, Denok Sunarsih, and Masduki Asbari. 2021. "The Role of Brand Image, Food Safety, Awareness, Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers." *Journal of Industrial Engineering & Management Research (JIEMAR)* 2(3):42–52.

Ragab, Mohamed AF, and Amr Arisha. 2017. "Research Methodology in Business: A Starter's Guide." *Management and Organizational Studies* 5(1):1. doi: 10.5430/mos.v5n1p1.

Rimadias, Santi, Yunita Werdiningsih, and Ahmad Farhan Baqi. 2022. "Social Media Marketing on Instagram: Peran Beauty Influencer Dalam Pemasaran Scarlett Whitening Di Media Sosial Instagram." *Jurnal Manajemen Dan Bisnis* 7(1):88–100.

Sekaran, U., & Bougie, R. 2016. *Research Methods for Business: A Skill Building Approach*. john wiley & sons.

Shetty, Swapna J., Molly Sanjay Chaudhuri, and Ankitha Shetty. 2021. "The Influence of Cause-Related Marketing on Millennials' Purchase Intentions: Evidence of CSR from an Emerging Economy." *Gadjah Mada International Journal of Business* 23(2):137–54. doi: 10.22146/gamaijb.55069.

Shindy, Shindy, and Evo Sampetua Hariandja. 2021. "The Influence of Brand Credibility towards Words of Mouth of Fashion Brand." *Journal of Economics, Business, & Accountancy Ventura* 23(3). doi: 10.14414/jebav.v23i3.2386.

Silvita, Agmasari; 2021. "PDB Ekonomi Kreatif Indonesia." 1–12. Retrieved (https://www.kompas.com/food/read/2021/08/11/210300375/sektor-kuliner-penyumbang-terbesar-pdb-ekonomi-kreatif-indonesia?lgn_method=google).

Tammelin, Mia, Kaisa Malinen, Anna Rönkä, and Melissa Verhoef. 2017. "Work Schedules and Work–Family Conflict Among Dual Earners in Finland, the Netherlands, and the United Kingdom." *Journal of Family Issues* 38(1):3–24. doi: 10.1177/0192513X15585810.

Thamaraiselvan, N., B. Senthil Arasu, and J. Daniel Inbaraj. 2017. "Role of Celebrity in Cause Related Marketing." *International Review on Public and Nonprofit Marketing* 14(3):341–57. doi: 10.1007/s12208-017-0176-0.

Thomas, Sujo, and Ashwin Jadeja. 2021. "Psychological Antecedents of Consumer Trust in CRM Campaigns and Donation Intentions: The Moderating Role of Creativity." *Journal of Retailing and Consumer Services* 61(March):102589. doi: 10.1016/j.jretconser.2021.102589.

Vyravene, Revadee, and Fazlul K. Rabbanee. 2016. "Corporate Negative Publicity – the Role of Cause Related Marketing." *Australasian Marketing Journal* 24(4):322–30. doi: 10.1016/j.ausmj.2016.11.006.

Zarei, Azim, Davood Feiz, and Hadi Moradi. 2020. "Promoting Consumer Loyalty and Resilience to Negative Information through Brand Identity Sub-Components: An Empirical Investigation in the Luxury Electronics Goods." *Journal of Islamic Marketing* 12(9):1820–34. doi: 10.1108/JIMA-02-2020-0056.