



Exploring the Impact of Cause-related marketing on Consumer Purchase Intention for Bottled Tea FMCGs

Chingchien Yang¹, Guixiang Xia¹, Fangjun Song^{2*}, Peiying Kao³

¹School of Business, Shaoguan University, Guangdong Province, China

²School of Education Science, Shaoguan University, Guangdong Province, China

³Shao Culture Research Institute, Shaoguan University, Guangdong Province, China

*2188671276@qq.com

Abstract. The impact of different marketing methods on consumers' purchasing intentions for fast moving consumer goods is an issue worthy of attention. This study takes bottled tea products as the subjects to empirically investigate the impact of different marketing methods on consumers' intention. The results indicate that cause-related marketing, healthy marketing, product marketing, and packaging marketing have a significant impact on consumer intention to purchase bottled tea FMCGs, while personalized marketing has a less significant impact on consumer purchase intention.

Keywords: cause-related marketing, purchase intention, healthy marketing, packaging marketing, personalized marketing

1 Introduction

Product sale competition for bottled tea FMCG is fierce. Under the trend of health development, tea drinks are gaining market sales share faster than others. According to Euromonitor survey data from 2010 to 2020, the actual transaction volume of China's tea beverage industry in 2020 reached 12.248 billion liters, a year-on-year increase of 5.89% from 2019 [2]. The sales volume of tea beverages has grown significantly. The bottled tea market has a great growth potential. The consumption attributes of bottled tea belong to fast-moving consumer goods (FMCGs). Rapid consumption and impulse buying are one of the basic attributes of fast-moving consumer goods. Consumer purchase behaviors are often made based on personal preference. When making purchase decisions, consumers rely more on their emotions than on their minds [2]. The product marketing of FMCGs focuses on meeting the different psychological demands of consumers, thereby affecting consumers' purchasing intentions. Adeoye et al. (2023) research find that differentiation and focus strategies have significant effect on FMCGs firms' competitiveness. The generic strategies (differentiation and focus) are determinants for firms' competitiveness in FMCGs sector. It recommended that FMCGs firms should continue to deploy differentiation and focus strategies to achieve their competitive objectives [3].

© The Author(s) 2024

H. Cheng et al. (eds.), *Proceedings of the 2024 4th International Conference on Enterprise Management and Economic Development (ICEMED 2024)*, Advances in Economics, Business and Management Research 295, https://doi.org/10.2991/978-94-6463-506-5_48

1.1 Research Objects

Studying the impact of different marketing methods on consumer purchase intentions and increasing corporate sales growth is a marketing issue worthy of attention. This study empirically studies the impact of cause-related marketing, healthy marketing, packaging marketing, and personalized marketing on consumer intention of bottled tea FMCGs. The main research purposes are to verify the impact when bottled tea FMCGs firms use different marketing methods on consumer purchase intention. Those marketing methods are including cause-related marketing, product marketing, healthy marketing, packaging marketing, and personalized marketing. By results of this study, to confirm the effective marketing methods for bottled tea FMCGs.

1.2 Marketing Relevant Literatures

When consumers make quick judgments and decisions, they will be affected by people's mood and emotions, as well as physical sensations and metacognitive experiences. Research finds that the quality, source credibility, and usefulness of information have influence on consumer purchase intentions in FMCGs [6]. Trust is one effective mechanism influencing consumer decision-making [4]. Purchasing intention is an assessment of the subjective probability or possibility of a consumer choosing a specific product or brand. Purchasing intention can be used to reflect the consumer's willingness and attitude towards purchasing a certain commodity during purchasing activities. When product characteristics match consumer needs, it ultimately enhancing the consumer intention to purchase [5]. Purchase intention significantly affects purchase behavior [8].

Cause-related marketing activities are firms sponsoring charity to achieve their own benefits. The basic purpose of charity activities organized by companies and participating in public welfare projects to enhance brand image and influence is to develop consumers and resulted profitability [1]. Product marketing focus on the features tea, it is the initial demand for consumers to choose bottled tea. Healthy marketing focus on salutary drinks to increases consumers' willingness to purchase and enhancing consumers' trust. Research on packaging marketing has found that the ingredients displayed on the outer packaging of the product can affect consumer perception [7]. Personalized marketing focus on special customization packaging may be the development trend of future marketing.

2 Research Design

This study empirically validates those impacts of cause-related marketing, product marketing, healthy marketing, packaging marketing, and personalized marketing on consumer intention to purchase bottled tea FMCGs. For cause-related marketing, three variables are selected, including firm participation in charity activities, donation of part of sales amount, and transparency of charity information. For healthy marketing, the variable of low-sugar ingredients is selected. For product marketing, two variables of natural health and trace elements are selected. For personalized marketing, personal customization and special pattern customization are selected as variables. For packaging

marketing, appearance packaging design is the variable. Under the consumers' willingness to purchase, the purchase intention is used as the variable. As show in table 1.

Table 1. Dimensions and variables of research design

Dimensions	Variables
Cause-related marketing	V1: firm participates in charity activities
	V2: firm donates part of sales proceeds
	V3: donation information open and transparent
Healthy marketing	V4: low sugar ingredients
Product marketing	V5: natural health
	V6: trace elements
Personalized marketing	V7: personalized customization
	V8: special pattern customization
Packaging marketing	V9: appearance packaging design
Consumer purchase intention	V10: willing to buy

Source: Research for this study

The first part of questionnaire is the background of the respondents. The second part is designed by self-constructed consumer purchase intention and 5 dimensions of cause-related marketing, healthy marketing, product marketing, packaging marketing, and personality marketing. The questionnaire was designed with a 5-point Likert scale to allow respondents to give subjective evaluation scores. After the questionnaire was designed, 30 pre-tests were distributed, and the reliability reached an acceptable level; the official distribution time of the questionnaire will be August 2022. The questionnaire was placed on the Questionnaire Star online platform, and respondents were invited to fill in their own answers. A total of 397 questionnaires were collected. There were 47 questionnaires with incomplete materials and too short answering time, and 350 valid questionnaires, with effective rate of 88.16%, reliability α value of 0.808, and coefficient of KMO test of 0.716. Those show the collected sample has good consistency and validity.

3 Result Analysis

Analysis of the basic information of the respondents shows that there is no significant difference in the consumption of bottled tea FMCGs by gender. In terms of age, consumers under the age of 35 account for more than 60%, indicating that the main consumer group of bottled tea is mainly young people. There was no significant difference in the educational background and occupation of the respondents.

3.1 Describe Statistics and Pearson Correlation Analysis

In the variables part of this survey, the highest score is natural health at 4.50, the second is low sugar ingredients at 4.25, and the third is trace elements at 4.15. These three scores all exceed the consumer willing to buy score of 3.97. The variable with the highest average is natural health, which shows that consumers are most concerned about the

functional features of the product itself when choosing bottled tea FMCGs. The scores of the three variables representing cause-related marketing are all lower than the scores of consumer willing to buy have scores ranging from 3.51 to 3.75. It shows firms participate in charity activities as as the most recognized by respondents.

Table 2. Basic information of respondents

Variables	Mean	Max value	Min value
V1: firms participate in charity activities	3.75	5	2
V2: firm donates part of sales proceeds	3.51	5	3
V3: donation information open and transparent	3.62	5	3
V4: low sugar ingredients	4.25	5	3
V5: natural health	4.50	5	3
V6: trace elements	4.15	5	3
V7: personalized customization	3.27	5	2
V8: special pattern customization	3.58	5	3
V9: appearance packaging design	3.77	5	2
V10: consumer willing to buy	3.97	5	2

Source: Research for this study

Pearson correlation coefficients are shown in Table 3. Significant positive correlation data supports that the cause-related marketing has a highly positive relationship with consumer purchase intention, the product features and healthy of bottled tea also has a highly positive relationship with consumer purchase intention.

Table 3. Coefficients of Pearson correlation analysis

	V1 0	V7	V8	V9	V4	V5	V6	V1	V2	V3
V1 0	1	.061 .258	.068 .203	.208* .000	.558* .000	.466* .000	.321* .032	.499* .000	.177* .001	.448* .000
V7		1	.580* .000	.638* .000	.431* .000	.170* .001	.218* .000	.454* .000	.356* .000	.054 .315
V8			1	.397* .000	.555* .000	.095 .077	.281* .000	.561* .000	.312* .000	.087 .106
V9				1	.402* .000	.235* .000	.604* .000	.373* .000	.500* .000	.483* .000
V4					1	.399* .000	.511* .000	.605* .000	.331* .000	.476* .000
V5						1	.205* *	.258* *	.100 .062	.264* *

							.000	.000		.000
V6							1	.618*	.681*	.674*
								*	*	*
								.000	.000	.000
V1								1	.630*	.661*
									*	*
									.000	.000
V2									1	.712*
										*
										.000
V3										1

** indicates significant level is 0.01 (two-tail), the number of samples is 350.

Source: Research for this study

Personalized customization and special pattern customization have no significant relationship with consumer purchase intention, which shows that personalized marketing of bottled tea have no significant relationship with bottled tea FMCGs consumer purchase intention. The correlation between trace elements in product features marketing and consumer purchase intention is significant, with a correlation coefficient of .321.

3.2 Regression Analysis

Regression analysis is used to confirm the causal relationship between the independent variables and the consumer purchase intention. It takes consumer purchase intention as the dependent variable, and the 6 variables with highly significant Pearson correlation coefficients are used as independent variables. The mathematical model of the regression model is shown as formula (1).

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon \quad (1)$$

β_0 is constant, Y is dependent variable of consumer purchase intention, X_1 is independent variable of firm participate in charity activities, X_2 is independent variable of firm donates part of sales proceeds, X_3 is independent variable of donation information open and transparent, X_4 is independent variable of low sugar ingredients, X_5 is independent variable of natural health, X_6 is independent variable of appearance packaging design, ε is the residual error, and β_i is the coefficient of the independent variable X_i . As show in table 4.

Table 4. Coefficients of regression model

independent variables	unstandardized coefficient		Standardized coefficient	t	Significance
	B	Standard error	Beta		
(constant)	.039	.254		.155	.000
V1: firms participate in	.286	.044	.333	6.554	.000

charity activities					
V2: firm donates part of sales proceeds	.288	.045	.345	6.354	.000
V3: donation information open and transparent	.486	.037	.619	13.055	.000
V4: low sugar ingredients	.532	.038	.556	13.869	.000
V5: natural health	.302	.056	.212	5.406	.000
V9: appearance packaging design	.337	.018	.732	19.236	.000

Dependent variable: consumer purchase intention

R: .895

Adjusted R-squared: .797

Source: Research for this study

The independent variable coefficients of the regression formula, arranged from high to low, are: the standardized coefficient of V9 is 0.732, V3 is 0.619, V4 is 0.556, V2 is 0.345, V1 is 0.333, and V5 is 0.212. According to the level of the coefficients, the most important item that affects the dependent variable consumer purchase intention is the appearance packaging design. The adjusted R-squared value of the regression formula is 0.797. It shows that the independent variables selected in the sample model have a high degree of explanatory power on the consumer purchase intention.

4 Discussions

Firms participate in charity activities, donate part of their sales, and disclose donation information have a positive effect on attracting consumers of bottled tea FMCGs. The result shows for bottled tea FMCGs, the firm cause-related marketing, product features marketing, healthy marketing, and packaging marketing do attract consumer purchase intention. The possible reason is that consumers feel that they can also participate in charity activities for free by purchasing bottled tea, and this free rider mentality is worth further research. When consumers do purchase bottled tea FMCGs, it may possible they are not only attracted by the appearance of the bottled tea products, but also pay attention to the natural healthy impression of the bottled tea products. How to present health and natural patterns on the outer packaging of bottled tea FMCGs to attract consumer purchase intention is also worth further research.

5 Conclusions

This study empirically investigates the impact of cause-related marketing, healthy marketing, product features marketing, packaging marketing, and personality marketing on consumer purchase intention of bottled tea FMCG. Through correlation analysis and regression analysis of the collected sample, the results confirmed that the appearance packaging design, natural and health, cause-related charity activities, product features

of bottled tea FMCGs have significantly positive impact on consumer purchase intention. Those findings not only support firms to focus on consumer demands, product features and packaging marketing, but also confirm that corporate donations to social welfare can get consumer recognition when they making quick consumption decisions

References

1. Keimasi, M., Mira, S. A., and Khoubyari, H., (2020). Educating a Customer Response Model to Cause-related Marketing Strategies, *Revista Conrado*, 16, 196-200.
2. Forward looking Industry Research Institute (2021). Analysis Report on Production and Sales Demand and Investment Forecast of China's Tea Beverage Industry.
3. Adeoye, A. O., Ajemunigbohun, S. S., and Okunbanjo, O. I. (2023). Generic strategies: A Driver for Firms Competitiveness in Nigerian Fast Moving Consumers Goods (FMCGs) Sector. *Journal of International Business*, 8, 23-31.
4. Chen, N., and Yang, Y. P., (2023). The Role of Influencers in Live Streaming E-Commerce: Influencer Trust, Attachment, and Consumer Purchase Intention, 18(3), 1660-1686. <https://doi.org/10.3390/jtaer18030084>
5. Guo, M. and Xiao, S. S. (2023). An empirical analysis of the factors driving customers' purchase intention of green smart home products, , *Frontiers in Psychology*, 14. DOI <https://doi.org/10.3389/fpsyg.2023.1272889>
6. Nyagadza, B., Mazuruse, G., Simango, K., Chikazhe, L., Tsokota, T., and Macheka, L., (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3). <https://doi.org/10.1016/j.stae.2023.100040>
7. Mays, D., Long, L., Alalwan, M. A., Wagener, T. L, Shang C., Roberts, M. E, Patterson, J. G, and Hamilton, B. K., (2023). The Effects of Oral Nicotine Pouch Packaging Features on Adult Tobacco Users' and Non-Users' Product Perceptions, *International Journal of Environmental Research and Public Health*, 2023, 20. <https://doaj.org/article/7560426a6c6949f88123b05a72711669>
8. Shanbhag, P. R, Pai, Y. P, Kidiyoor, G., and Prabhu, N., (2023). Development and initial validation of a theory of planned behavior questionnaire: Assessment of purchase intentions towards products associated with CRM campaigns. *Cogent Business & Management*, 10 (2). <https://doi.org/10.1080/23311975.2023.2229528>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

