

2nd Renaissans International Conference on SDGs



Entita: Jurnal Pendidikan Ilmu Pengetahuan Sosial dan Ilmu-Ilmu Sosial

Special Edition, May 2026

ISSN: 2715-7555 (Print), ISSN: 2716-1226 (Online)

DOI: [10.19105/ejpis.v2i.24427](https://doi.org/10.19105/ejpis.v2i.24427)

The Effectiveness of Cause-Related Marketing in MSME Products in Shaping ESD Awareness Among Urban Consumers of Sensatia Botanica

Ni Putu Meita Krisdayanti¹, Dita Refieta², Wayan Cherrie Hana Melati³, Zahra Syakhira Iswan⁴, Ni Kadek Rizky Ayu Wulandari⁵, Ni Komang Marsari Dewi⁶, Luh Anggie Cintya Kamadewi⁷,

^{1,2,3,4,5,6,7} Udayana University, Bali, Indonesia

Article Info

Article History:

Received 04 25, 2026

Revised 05 14, 2026

Accepted 05 20, 2026

Keywords:

Cause-Related Marketing (CRM); Education for Sustainable Development (ESD); SMEs; Sustainability Awareness; Urban Consumers; Sensatia Botanica.

Abstract

This study employs a qualitative approach to analyze the effectiveness of Cause-Related Marketing (CRM) on Sensatia Botanica products in shaping Education for Sustainable Development (ESD) awareness among urban consumers. Data were collected through in-depth interviews with five informants, supported by observation and documentation, and analyzed using triangulation techniques. The findings reveal that (1) consumer perceptions of CRM are generally positive and multidimensional, encompassing implicit understanding, perceived added value, and evaluation of authenticity; (2) consumers interpret social value as contributing to society and environmental value as reflecting commitment to sustainable practices, which are internalized into ESD awareness; and (3) CRM effectively fosters ESD awareness through cognitive understanding, emotional engagement, and encouragement toward value-driven consumption, although it remains largely at the level of behavioral intention. Overall, the study highlights CRM's potential as a non-formal educational tool in promoting sustainability, with its effectiveness influenced by perceived authenticity and consumer trust.

[Penelitian ini menggunakan pendekatan kualitatif untuk menganalisis efektivitas *Cause-Related Marketing* (CRM) pada produk Sensatia Botanica dalam membentuk kesadaran *Education for Sustainable Development* (ESD) pada konsumen perkotaan. Data dikumpulkan melalui wawancara mendalam terhadap lima informan, yang didukung dengan observasi dan dokumentasi, serta dianalisis menggunakan teknik triangulasi. Hasil penelitian menunjukkan bahwa (1) persepsi konsumen terhadap CRM umumnya bersifat positif dan multidimensional, mencakup pemahaman implisit, persepsi nilai tambah, dan evaluasi terhadap keaslian program; (2) konsumen memaknai nilai sosial sebagai kontribusi terhadap masyarakat dan nilai lingkungan sebagai bentuk komitmen terhadap praktik berkelanjutan, yang kemudian terinternalisasi menjadi kesadaran ESD; serta (3) CRM efektif dalam membangun kesadaran ESD melalui pemahaman kognitif, keterlibatan emosional, dan dorongan menuju konsumsi berbasis nilai, meskipun masih berada pada tahap niat perilaku. Secara keseluruhan, penelitian ini menegaskan potensi CRM sebagai sarana pendidikan nonformal dalam mendorong keberlanjutan, dengan efektivitas yang dipengaruhi oleh persepsi keaslian program dan kepercayaan konsumen]. © The Authors.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



*Corresponding Author:

Luh Anggie Cintya Kamadewi

Udayana University

Jl. Raya Kampus Unud, Jimbaran, Kuta Selatan, Indonesia

Email: anggiecintya06@gmail.com

1. Introduction

The rapid development of the digital economy and increasing awareness of social and environmental issues have driven changes in the consumption behavior of modern society. Consumers no longer only consider the functional aspects of products, but also the social and environmental values embedded in them. Studies show that consumers increasingly prefer products that contribute to social and sustainability issues, known as value-driven consumption [1]. This phenomenon is particularly evident among urban consumers who have greater access to information and higher literacy regarding sustainability issues. Such changes are also closely related to the achievement of the Sustainable Development Goals (SDGs), especially SDG 12 concerning responsible consumption and production, and SDG 4 on quality education through the promotion of sustainability awareness in society.

This development aligns with the emergence of Education for Sustainable Development (ESD) as a strategic approach to shaping responsible consumption behavior. ESD emphasizes the importance of transforming individual behavior in social, economic, and environmental dimensions to support long-term sustainability [2]. In line with the SDGs framework, ESD plays an important role in encouraging public awareness and participation in sustainable lifestyles. In this context, marketing functions not only as a commercial tool, but also as an educational medium capable of instilling sustainability values in consumers. Therefore, integrating ESD into marketing strategies becomes important, particularly in building urban consumer awareness toward sustainable consumption practices.

Along with these developments, Cause-Related Marketing (CRM) has emerged as a marketing strategy that links business activities with social goals. CRM enables companies to donate a portion of product sales profits to specific social or environmental causes, thereby creating added value for consumers [3]. Xu's research shows that CRM positively influences consumer purchase intention through enhanced value perception and trust [1]. Previous studies also found that perceptions of altruism in CRM can strengthen consumers' emotional engagement with brands [4]. This indicates that CRM has the potential to become a strategic medium for communicating ESD values and supporting the achievement of SDGs related to sustainable consumption and social responsibility. However, the effectiveness of CRM is not always consistent. Research shows that CRM success is strongly influenced by authenticity, cause-brand fit, and consumer trust [5]. Other studies found that properly implemented CRM can improve prosocial behavior and consumer well-being [6]. Conversely, moral licensing effects may occur, where consumers engaging in socially responsible purchases may reduce other pro-environmental behaviors [7]. These findings indicate that the effectiveness of CRM in fostering sustainability awareness, particularly ESD awareness, still requires further investigation.

In Indonesia, MSMEs play a significant role in the national economy, both in contributing to GDP and absorbing labor, while also having the potential to become agents of social change through the integration of sustainability values into business activities. One example is Sensatia Botanica, which offers products based on natural ingredients and environmentally friendly production practices. Through marketing approaches emphasizing social and environmental values, Sensatia Botanica becomes a relevant object for examining the effectiveness of Cause-Related Marketing (CRM) in shaping Education for Sustainable Development (ESD) awareness among urban consumers, who are generally more responsive to value-based digital marketing messages that influence perceptions and behavior [8]. Moreover, consumer engagement and value co-creation are important in increasing consumer involvement in social issues [9], suggesting that CRM has strong potential as an interactive and participatory medium for conveying ESD values and supporting SDGs implementation.

However, most previous studies focus on large corporations, while research examining CRM effectiveness within MSMEs remains limited [5], [10]. In addition, studies specifically linking CRM with ESD awareness are still scarce, particularly in the Indonesian context and among urban consumers. Therefore, the novelty of this study lies in positioning CRM not only as a marketing strategy, but also as a non-formal educational instrument that contributes to the achievement of SDGs through the development of ESD awareness. This study also offers a conceptual contribution by integrating CRM and ESD perspectives and exploring how social and environmental values are interpreted, internalized, and transformed into sustainability awareness through a qualitative approach. Thus, this research contributes theoretically by expanding the role of CRM as a sustainability awareness mechanism, and practically by providing insights for MSMEs in designing marketing strategies that emphasize not only commercial objectives, but also education and sustainable consumer behavior transformation.

Based on this background, the research questions of this study are: (1) how do urban consumers perceive and understand Cause-Related Marketing (CRM) in Sensatia Botanica products; (2) how do consumers interpret the social and environmental values conveyed through Cause-Related Marketing (CRM) in relation to Education for Sustainable Development (ESD); and (3) how does Cause-Related Marketing (CRM) in Sensatia Botanica products shape Education for Sustainable Development (ESD) awareness among urban consumers.

2. Method

This study employed a qualitative approach with a phenomenological design to explore consumer perceptions and experiences regarding Cause-Related Marketing (CRM) in shaping Education for Sustainable Development (ESD) awareness through Sensatia Botanica products. The population consisted of urban consumers who had purchased or used Sensatia Botanica products. Informants were selected using purposive sampling based on several criteria, including being domiciled in Denpasar City, aged at least 18 years, having used Sensatia Botanica products for a minimum of three months, actively using digital platforms, and being aware of the company's social or environmental campaigns. A total of 10 informants with diverse demographic backgrounds were involved to obtain varied perspectives and achieve data saturation. Primary data were collected through in-depth interviews, supported by observation and documentation of Sensatia Botanica's marketing content related to sustainability campaigns. Data were analyzed systematically through data reduction, data presentation, and conclusion drawing. To ensure the credibility and trustworthiness of the findings, this study applied source triangulation and technique triangulation throughout the research process.

3. Results

3.1 Consumer Perception and Understanding of Cause-Related Marketing (CRM)

Consumer perception and understanding of Cause-Related Marketing (CRM) is an important aspect in assessing how social value-based marketing strategies can influence consumer awareness of Education for Sustainable Development (ESD). CRM not only serves as a marketing strategy aimed at increasing sales, but also as a communication medium that conveys social and environmental value to consumers [11], [12]. Therefore, consumer understanding of CRM is an early indicator in assessing the effectiveness of the strategy in forming sustainability awareness.

In the context of modern consumer behavior, CRM is seen as part of the integration between business activities and corporate social responsibility. Consumers not only judge products in terms of quality and price, but also in terms of the social contribution generated through the purchase of the product [13], [14]. This is in line with the development of the concept of sustainable marketing which emphasizes the importance of social and environmental values in creating long-term relationships between companies and consumers. Thus, consumer perception of CRM becomes multidimensional which includes cognitive, affective, and evaluative aspects [15], [16].

Regarding consumer perception and understanding of CRM in Sensatia Botanica products, researchers obtained information through in-depth interviews with five informants who were urban consumers and had used the product. In addition, the researcher also observed marketing content delivered through digital media and product packaging. Based on the results of these interviews and observations, the researcher views that consumer perception of CRM at Sensatia Botanica tends to be positive, although there are variations in the level of understanding and interpretation of each informant.

3.1.1 Consumer Conceptual Understanding of CRM

Based on the results of interviews with informants, most consumers have an implicit understanding of CRM as a marketing strategy that links product purchases to contributions to social or environmental issues. Informants generally associate CRM with activities such as donations, the use of environmentally friendly materials, and sustainability campaigns carried out by companies. However, not all informants understand the term CRM academically, but rather interpret it based on experience and exposure to marketing communication [15], [11]. These findings show that consumers' understanding of CRM is contextual and not necessarily based on formal definitions, but rather on direct experience and personal interpretation of the marketing activities carried out by the company.

3.1.2 Value Perception of CRM

Based on the results of the interview, the informant views that CRM provides added value to Sensatia Botanica products. Consumers not only consider the functional benefits of the product, such as the quality of the ingredients and the results of use, but also the social benefits generated through the purchase of the product [17], [14]. This reflects the integration of utilitarian values and social values in the consumer decision-making process. These findings suggest that CRM is able to increase product appeal through the creation of emotional and symbolic value [16], which can ultimately strengthen consumers' attachment to the brand.

3.1.3 Perceived Authenticity to CRM

Although perceptions of CRM tend to be positive, the results of the study show that consumers remain critical of the authenticity of the company's programs. Some informants questioned whether the claimed social contribution was actually made in real terms or just as a marketing strategy. These findings show that the perception of authenticity is an important factor in shaping consumer trust in CRM [18], [19]. Consumers tend to trust more if the company is able to show transparency and consistency between the message conveyed and the practices carried out [20], [21].

Based on the overall interview results, the researcher views that consumer perception and understanding of CRM in Sensatia Botanica products is multidimensional, which includes aspects of conceptual understanding, value perception, and authenticity evaluation. Consumers understand CRM not only as a marketing strategy, but also as a representation of the social and environmental values inherent in the product.

3.2 Interpretation of Social and Environmental Values in CRM on ESD

Based on the results of in-depth interviews with five urban consumer informants, which were then strengthened through observation of digital marketing content and product documentation analysis, it was found that the meaning of social and environmental values in CRM is not only perceived as a marketing strategy, but has developed into a symbolic mechanism that represents the company's sustainability commitment [12], [22]. In the social value dimension, the majority of informants interpret CRM activities as a form of indirect contribution to society, especially in the context of local community empowerment and ethical business practices. This is in line with the concept of CSR which influences the perception of social value and prosocial behavior of consumers [23], [20].

In the environmental value dimension, the results show that informants interpret CRM as a representation of the company's commitment to environmentally friendly practices, such as the use of natural materials and sustainable production processes. This meaning is not only cognitive, but also affective, where consumers feel psychological comfort and moral satisfaction [16], [20]. These findings indicate that CRM functions as an informal educational medium that is able to transform sustainability information into meaningful consumption experiences [28]. Furthermore, the integration of social and environmental values contributes to the formation of ESD awareness among urban consumers. This process reflects the occurrence of value internalization, where the value of sustainability is adopted in the mindset of consumers [22], [14].

However, the results of the study also show that the meaning is not homogeneous, but is influenced by factors such as the level of sustainability literacy, consumption experience, and the intensity of exposure to value-based marketing information. Some informants still show ambivalence in interpreting CRM, especially related to the authenticity of the company's social and environmental claims. This shows that while CRM has the potential to be an educational instrument in supporting ESD, its effectiveness is highly dependent on the credibility of communication and the consistency of company practices.

3.3 The Effectiveness of the Role of Cause-Related Marketing in Shaping ESD Awareness in Sensatia Botanica Products

Based on in-depth interviews with five urban consumers of Sensatia Botanica products, supported by observations and documentation analysis, Cause-Related Marketing (CRM) shows effectiveness in shaping Education for Sustainable Development (ESD) awareness. The effectiveness is reflected in three main dimensions: cognitive transformation, affective engagement, and behavioral disposition toward sustainable consumption. In the cognitive dimension, CRM messages enhance consumer understanding of social and environmental issues through the interpretation and internalization of sustainability information. Thus, CRM functions as a non-formal educational mechanism that connects sustainability discourse with consumer awareness. In the

affective dimension, CRM creates emotional engagement through feelings of pride, moral satisfaction, and psychological comfort, indicating that sustainability values are not only understood cognitively but also integrated into consumer identity. This emotional engagement plays an important role in strengthening the internalization of ESD awareness among consumers.

From a behavioral perspective, CRM contributes to a shift in consumption orientation from utilitarian considerations toward value-driven consumption, as consumers exhibit increased selectivity by incorporating social and environmental considerations into their decision-making processes. Nevertheless, such behavioral changes predominantly remain at the level of behavioral intention, suggesting that the effectiveness of CRM is more pronounced in the cognitive and affective domains than in actual behavioral enactment. This condition implies the necessity for reinforcement through repeated consumption experiences and consistent marketing communication. Moreover, the effectiveness of CRM is inherently contingent upon moderating factors, including perceived authenticity, consumer trust, and sustainability literacy. The emergence of consumer skepticism regarding potential greenwashing underscores that effectiveness is not solely determined by the presence of social or environmental initiatives, but also by the credibility and congruence between communicated messages and actual corporate practices. Accordingly, perceived authenticity constitutes a pivotal determinant in strengthening the internalization of sustainability values among consumers. Overall, CRM exhibits substantial effectiveness in fostering ESD awareness; however, its impact is dynamic and contingent upon consumers' evaluations of the credibility and consistency of the firm's sustainability practices.

4. Discussion

4.1 Consumer Perception and Understanding of Cause-Related Marketing (CRM) on Sensatia Botanica Products

Based on the results of the research that has been described earlier, it was found that consumer perception of Cause-Related Marketing (CRM) is formed through three main dimensions, namely conceptual understanding, value perception, and perceived authenticity evaluation. In terms of conceptual understanding, most informants showed an implicit understanding of CRM as a marketing strategy that links consumption activities to social or environmental contributions, although not all of them recognize the term CRM academically. These findings are in line with the research of Bhatti et al. who stated that CRM has evolved from just a promotional tool to part of a corporate social responsibility (CSR) strategy, making it easier for consumers to understand it as a social activity inherent in business practices [5]. In addition, Koushik and Sarkar's research also confirms that consumer perception of CRM is strongly influenced by psychological factors such as social values, empathy, and relevance to the issues raised, so consumer understanding is often contextual and not always based on formal definitions [24].

In addition, from the aspect of value perception, the results of the study show that informants view CRM as an added value that increases the attractiveness of the product. Consumers not only see the product in terms of functional quality, but also in terms of the social contribution generated through purchases. This reinforces the findings of Pereira et al. who stated that consumer value perception plays an important mediating role in the relationship between CRM and consumer engagement, where the higher the perceived value, the stronger the consumer's emotional engagement with the brand [25]. These findings are also supported by research by Saktiana and Prakosa which shows that CRM significantly influences consumers' attitudes towards brands, which ultimately impacts purchase intent [26]. Thus, CRM is perceived as a mechanism that is able to combine utilitarian values and social values in a single product.

Third, from the aspect of authenticity evaluation, it was found that even though the perception of CRM tends to be positive, consumers still show a critical attitude towards the company's motives. Some informants questioned whether CRM activities were really based on social care or just a marketing strategy. These findings are in line with the research of Lopes et al. who emphasized that the perception of altruism in CRM is a key factor in shaping trust and company image [4]. In addition, Kim et al.'s research shows that the mismatch between social messaging and corporate practices can create paradoxes in CRM that impact consumer perceptions [6]. This indicates that the success of a CRM depends not only on the existence of social programs, but also on how they are credibly perceived by consumers.

Overall, the results of this study show that consumer perception and understanding of CRM is multidimensional and influenced by a combination of cognitive factors (understanding), affective

(emotions and values), and evaluative (trust and authenticity). These findings reinforce previous literature that states that consumer responses to CRM are not only determined by the existence of social programs, but also by how consumers interpret, feel, and trust the initiative [3], [10]. In this context, CRM in Sensatia Botanica products is not only perceived as a marketing strategy, but also as a representation of sustainability values that have the potential to shape consumer awareness of the principles of Education for Sustainable Development (ESD) [2].

4.2 The Meaning of Social and Environmental Values in CRM on ESD in Sensatia Botanica Products

Based on the results of the research that has been described earlier, it was found that the meaning of social and environmental values in Cause-Related Marketing (CRM) in Sensatia Botanica products is formed through three main dimensions, namely social values, environmental values, and internalization of values to Education for Sustainable Development (ESD) awareness. In terms of social value, most informants interpret CRM as a form of indirect contribution to society through consumption activities, especially in the context of local community empowerment and ethical business practices. These findings are in line with research by Lopes et al. which confirms that the perception of altruism in CRM is an important factor in shaping emotional engagement and consumer trust in the brand [4]. In addition, Tao and Ji's research shows that CRM is able to influence consumer attitudes and behaviors through increased perception of the social contribution inherent in products [3]. Terblanche's research also reinforces these findings by showing that CRM reflects corporate citizenship practices that are able to improve consumers' perception of corporate social responsibility [27]. Thus, social value in CRM is not only perceived as an additional attribute, but also as a mechanism that shapes perceived prosocial impact in consumption decisions.

Furthermore, in the aspect of environmental value, the results of the study show that informants interpret CRM as a representation of the company's commitment to sustainability practices, such as the use of natural materials, environmentally friendly production processes, and efforts to reduce ecological impacts. This meaning is not only cognitive, but also affective, which is shown through the emergence of psychological comfort and moral satisfaction in using products that are considered environmentally responsible. These findings are in line with Xu's research that CRM is able to improve the perception of consumer value through the integration of social and environmental dimensions in the consumption experience [1]. In addition, Pereira et al.'s research also confirms that the perception of value in CRM plays an important role in increasing consumer engagement, especially when the value is related to sustainability issues [28]. Research by Kao et al. also supports that CRM can influence consumer emotions and strengthen sustainability-based brand image through a marketing approach that integrates environmental issues [28]. This indicates that CRM functions as an informal educational medium that is able to transform sustainability information into meaningful consumption experiences.

The integration of social and environmental values through Cause-Related Marketing (CRM) contributes to the development of Education for Sustainable Development (ESD) awareness among urban consumers. The findings indicate a shift in consumer perspectives from focusing solely on functional product benefits toward a more holistic orientation that considers social and environmental impacts. This transformation reflects a process of value internalization, where sustainability values communicated through CRM are interpreted and adopted within consumers' mindsets. These findings are consistent with the UNESCO framework, which emphasizes that ESD aims to transform individual awareness in social, economic, and environmental dimensions as the basis for sustainable behavior formation [2]. Moreover, Moosmayer and Fuljahn found that consumer responses to CRM are strongly influenced by perceptions of corporate motives, which determine how deeply sustainability values are internalized [29]. Therefore, CRM can be positioned as a strategic educational and participatory marketing instrument in supporting the implementation of ESD and promoting sustainability awareness among consumers.

However, the results of the study also show that the meaning of social and environmental values in CRM is not homogeneous, but is influenced by factors such as the level of sustainability literacy, consumption experience, and the intensity of exposure to value-based marketing communication. Some informants still show ambivalence about the authenticity of the company's CRM program. These findings are in line with research by Bhatti et al. who stated that the effectiveness of CRM is strongly influenced by consumer perception of the credibility and consistency of the programs carried out [5]. In addition, Kim et al.'s research also shows that there is a cause-related marketing paradox, which is a condition when the mismatch between social messages and company practices can cause consumer doubts about the authenticity of the program [6]. Zhang et

al.'s research even found a potential moral licensing effect, which can inconsistently influence consumer behavior after engaging in social-based consumption activities [7]. Furthermore, Sakinah and Gayatri's research shows that consumer skepticism towards CRM can lower trust and influence purchasing decisions [30]. This shows that although CRM has the potential as an educational instrument in supporting ESD, its effectiveness is highly dependent on the credibility of communication as well as the consistency of the implementation of sustainability values by companies.

Overall, the results of this study show that the meaning of social and environmental values in CRM is multidimensional and has an important role in shaping ESD awareness in urban consumers. These findings reinforce the previous literature that states that CRM not only serves as a marketing strategy, but also as an educational tool that is able to influence consumer perceptions and behaviors towards sustainability [3], [10]. In this context, the CRM on Sensatia Botanica products is not only perceived as a business activity, but also as a representation of sustainability values that have the potential to drive the transformation of consumer awareness towards more responsible and sustainable consumption behavior.

4.3 The Effectiveness of the Role of Cause-Related Marketing in Shaping ESD Awareness in Sensatia Botanica Products

Based on the results of the research described earlier, the effectiveness of Cause-Related Marketing (CRM) in forming Education for Sustainable Development (ESD) awareness among consumers of Sensatia Botanica products is not only descriptive, but shows a more complex and layered transformation mechanism. Conceptually, the findings of this study show that CRM works as a value transmission mechanism that transforms sustainability messages from the level of marketing communication to the internalization of value in consumers through three main stages, namely cognitive transformation, affective involvement, and behavioral tendencies.

In the dimension of cognitive transformation, the results of the study show that CRM does not only increase consumer knowledge, but encourages the formation of critical awareness of social and environmental issues. This indicates that the process that occurs is not just information exposure, but cognitive elaboration, in which consumers actively associate the information they receive with their personal experiences and values. These findings deepen the research results of Xu [1] and Tao & Ji [3], who previously emphasized the role of CRM in improving value perception and awareness, by showing that in this context CRM also triggers reflective processes that align with transformational approaches in ESD [2]. Thus, CRM can be understood as an instrument that not only informs, but also forms a consumer cognitive framing framework towards sustainability.

Furthermore, in the dimension of affective engagement, this study found that the effectiveness of CRM lies in its ability to activate moral emotions such as pride, empathy, and ethical satisfaction. These emotions serve as a catalyst in strengthening the relationship between the values communicated and the consumer's self-identity. These findings expand on the research results of Lopes et al., [4] and Pereira et al., [25], which emphasized the importance of emotional value in consumer engagement, by showing that affective engagement in CRM also plays a role in the process of self-concept alignment, in which consumers begin to identify themselves as individuals who care about sustainability issues. Research by Kao et al., [28] also supports that emotions are the primary mediators in shaping consumer responses to CRM. Thus, affective involvement in this study is not only reactive, but also constructive in shaping the identity of sustainability value-based consumption.

Furthermore, in the dimension of behavioral tendencies, the results of the study show that CRM encourages a shift from utilitarian consumption to value-driven consumption, although it is still at the stage of behavioral intention. These findings indicate an attitude-behavior gap, which is a common phenomenon in the study of sustainable consumer behavior. These results are consistent with the research of Saktiana and Prakosa [26] and Furman and Maison [10], but this study makes an additional contribution by showing that the gap is not only caused by external factors, but also by the process of internalizing values that are not yet fully mature. In other words, while CRM succeeds in shaping awareness and intent, transformation towards actual behavior requires reinforcement through repeated consumption experiences, message consistency, and relevant social environment support.

On the other hand, the findings of this study also confirm that the effectiveness of CRM is contingency and is greatly influenced by perceived authenticity and consumer trust levels. In this context, CRM is judged not only by what is communicated, but also by the extent to which consumers

believe in the integrity behind the message. This reinforces the findings of Bhatti et al. [5] who emphasized the importance of credibility in CRM, as well as Kim et al. [6] who identified the existence of a cause-related marketing paradox. Moosmayer and Fuljahn's research [17] also shows that the attribution of corporate motives is a major determinant in consumer response. Furthermore, the findings regarding consumer skepticism identified in this study are in line with the research of Sakinah and Gayatri [16], which suggests that the perception of greenwashing can weaken the effectiveness of CRM. Thus, perceived authenticity can be positioned as a moderation variable that determines the success of CRM in transforming value into ESD awareness.

Overall, this shows that the effectiveness of CRM in shaping ESD awareness is a multidimensional, dynamic, and non-linear process. CRM not only functions as a marketing communication tool, but also as a transformative learning tool that is able to integrate cognitive, affective, and behavioral dimensions in shaping sustainability awareness. These findings reinforce the previous literature [3], [5], while also making a theoretical contribution by placing CRM as part of a social education mechanism that supports the implementation of ESD in the context of consumption. In this context, CRM at Sensatia Botanica has strategic potential as a behavior change agent, but its effectiveness is highly dependent on the consistency of sustainability practices, communication transparency, and the company's ability to build and maintain consumer trust in a sustainable manner.

5. Conclusion

Based on the results of the study, it can be concluded that Cause-Related Marketing (CRM) in Sensatia Botanica products is effective in shaping Education for Sustainable Development (ESD) awareness among urban consumers through cognitive, affective, and behavioral dimensions. The strongest influence was found in the cognitive dimension, where CRM successfully increased consumers' understanding and critical awareness of social and environmental issues through reflective interpretation of sustainability messages. The affective dimension became the second strongest influence, as CRM generated emotional engagement in the form of pride, empathy, and moral satisfaction that strengthened the internalization of sustainability values and consumers' self-identity as socially responsible individuals. Meanwhile, the behavioral dimension showed the weakest influence because changes toward sustainable consumption behavior were still largely limited to behavioral intention rather than actual behavior. In addition, consumer perceptions of CRM were found to be multidimensional, encompassing conceptual understanding, value perception, and authenticity evaluation, where perceived authenticity and consumer trust emerged as the main determinants of CRM effectiveness.

In the perspective of ESD, these findings confirm that CRM functions not only as a marketing strategy, but also as a non-formal educational instrument capable of transforming social and environmental values into sustainability awareness through cognitive, affective, and evaluative processes. Therefore, MSMEs such as Sensatia Botanica need to strengthen consistency in sustainability practices, communication transparency, and the credibility of social and environmental programs in order to increase consumer trust and optimize the effectiveness of CRM in supporting ESD awareness. For future research, it is recommended to expand the number of informants, apply mixed-method approaches, and examine additional variables such as green trust, consumer skepticism, and sustainable consumption experiences across different MSME sectors.

Acknowledgments

The author expresses his deepest gratitude to all parties who have provided assistance in completing this research. Special thanks are extended to the informants of urban consumers who use Sensatia Botanica products who have been willing to take the time to participate in in-depth interviews and provide very valuable information for this research. In addition, appreciation was also given to parties who have assisted in the observation process, data collection, and other technical support. All parties mentioned in this section have given consent to be included in the thank you for their contributions.

References

- [1] Z. Xu, "A Systematic Review of Cause-Related Marketing and Purchase Intention," *Sustainability*, vol. 12, no. 22, 2020.
- [2] UNESCO, *Education for Sustainable Development: A Roadmap*. Paris: UNESCO, 2020.
- [3] W. Tao and Y. G. Ji, "How Do Cause-Related Marketing Campaigns Influence Consumers? A Meta-Analysis," *Journal of Promotion Management*, vol. 26, no. 7, 2020.
- [4] J. M. Lopes, M. Gomes, and P. M. P. Correia, "The Role of Perceived Altruism in Cause-Related Marketing," *International Review on Public and Nonprofit Marketing*, vol. 20, 2023.
- [5] H. Y. Bhatti et al., "Cause-Related Marketing: A Systematic Literature Review," *International Review on Public and Nonprofit Marketing*, vol. 19, 2022.
- [6] S. Kim, K. Park, and L. J. Shrum, "Addressing the Cause-Related Marketing Paradox," *Journal of Macromarketing*, vol. 42, no. 4, 2022.
- [7] Y. Zhang, Y. Yang, and J. Li, "The Moral Licensing Effect of Cause-Related Marketing," *Environment and Behavior*, vol. 52, no. 10, 2020.
- [8] A. H. Prakasa and A. B. P. Kasmoo, "Digital Marketing and Consumer Behavior in MSMEs," *Solution*, vol. 23, no. 2, 2025.
- [9] P. C. Nisa and T. Y. R. Syah, "Value Co-Creation in Enhancing Customer Engagement," *COSTING*, vol. 7, no. 6, 2024.
- [10] A. Furman and D. Maison, "Influence of Cause-Related Marketing Strategies on Consumer Decision Making," *Procedia Computer Science*, vol. 176, 2020.
- [11] S. Fatma, Z. Rahman, and I. Khan, "Measuring Consumer Perception of CSR: Scale Development and Validation," *Journal of Cleaner Production*, vol. 276, 2021.
- [12] A. Abbas, W. Gao, and M. Shah, "CSR and Consumer Behavior: A Review and Research Agenda," *Frontiers in Psychology*, vol. 13, 2022.
- [13] R. Martínez and L. Rodríguez, "Consumers' Perception of CSR and Its Impact on Purchase Intention," *Sustainability*, vol. 14, no. 3, 2022.
- [14] L. Wang and X. Li, "Green Marketing and Consumer Behavior: The Mediating Role of Perceived Value and Trust," *Journal of Cleaner Production*, vol. 382, 2023.
- [15] A. Pérez and I. Rodríguez del Bosque, "The Formation of Customer CSR Perceptions: The Role of Information Sources," *Journal of Business Ethics*, vol. 173, no. 2, pp. 315–334, 2021.
- [16] S. Park and J. Lee, "The Role of Emotional Responses in CSR and CRM: Linking Consumer Values to Behavioral Intentions," *Sustainability*, vol. 14, no. 9, 2022.
- [17] H. Rather and S. Hollebeek, "Customers' Service-Related Engagement, Experience, and Behavioral Intentions: The Role of CSR," *Journal of Retailing and Consumer Services*, vol. 68, 2023.
- [18] J. He and H. Lai, "How Corporate Social Responsibility Influences Brand Loyalty: The Mediating Role of Brand Image and Trust," *Sustainability*, vol. 13, no. 7, 2021.
- [19] H. Alhouti, C. Johnson, and B. Holloway, "Corporate Social Responsibility Authenticity: Investigating Its Antecedents and Outcomes," *Journal of Business Research*, vol. 144, pp. 816–828, 2022.
- [20] Y. Lim, J. Kim, and H. Kim, "CSR Communication and Consumer Trust: The Moderating Role of Perceived Authenticity," *Corporate Communications: An International Journal*, vol. 26, no. 3, pp. 559–574, 2021.
- [21] K. H. Kim, J. H. Kim, and Y. Kim, "Authenticity in CSR Communication and Its Impact on Consumer Trust and Behavioral Intentions," *Corporate Social Responsibility and Environmental Management*, vol. 30, no. 2, 2023.
- [22] M. Islam, M. Islam, and M. Hossain, "CSR and Sustainable Consumer Behavior: The Role of Environmental Awareness," *Sustainability*, vol. 15, no. 4, 2023.
- [23] T. H. Nguyen, L. P. Nguyen, and T. T. Phan, "Impact of CSR on Consumer Behavior: The Mediating Role of Brand Trust," *Sustainability*, vol. 13, no. 5, 2021.
- [24] K. Koushik and M. Sarkar, "Cause-Related Marketing Research: A Systematic Review and Future Directions," *SAGE Open*, vol. 15, no. 1, pp. 1–18, 2025.
- [25] D. Pereira, A. Rodrigues, and M. Dias, "Consumer Engagement in Cause-Related Marketing: The Role of Perceived Value," *Journal of Nonprofit & Public Sector Marketing*, vol. 36, no. 2, pp. 1–20, 2024.
- [26] F. Saktiana and A. Prakosa, "The Influence of Cause-Related Marketing on Consumer Attitudes and Purchase Intentions," *Journal of Management Science*, vol. 11, no. 2, pp. 123–134, 2023.
- [27] N. S. Terblanche, "Revisiting the Impact of Cause-Related Marketing on Consumer Responses," *International Review on Public and Nonprofit Marketing*, vol. 19, no. 3, pp. 575–593, 2022.
- [28] T. Y. Kao, C. J. Chen, and S. C. Wu, "The Impact of Cause-Related Marketing on Brand Image and Consumer Responses: The Mediating Role of Emotions," *Sustainability*, vol. 17, no. 10, pp. 1–15, 2025.
- [29] J. S. Moosmayer and A. Fuljahn, "Corporate Motives and Consumer Responses to Cause-Related Marketing: A Systematic Review," *Journal of Business Research*, vol. 134, pp. 605–618, 2021.

-
- [30] M. A. Sakinah and G. Gayatri, "Consumer Skepticism Toward Cause-Related Marketing and Its Impact on Purchase Intention," *International Journal of Professional Business Review*, vol. 9, no. 2, pp. 1–12, 2024.