

IMPACT OF CAUSE-RELATED MARKETING ON
THE PURCHASE INTENTION AMONG
MILLENNIALS WITH SEQUENTIAL MEDIATION OF
EMOTIONAL AROUSAL AND ALTRUISTIC
MOTIVATION: EVIDENCE FROM PAKISTAN



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ABSTRACT

Cause-related marketing (CRM) has grown in recent years, and it significantly impacts businesses, charitable organizations, and customers. CRM is beneficial for any organization in two ways. First, it develops a positive image of the organization being socially responsible and gets easily differentiated among its competitors. Secondly, being emotionally loaded with a social cause, CRM grasps more attention among its existing and potential customers. It ultimately increases sales and builds brand equity. Keeping in view the importance of CRM, especially in the context of Pakistani young and emotional customer (millennials), this research aims to investigate how CRM transforms into purchase intention through emotional arousal and altruistic motivation using Stimulus-Organism-Response Model (SOR). Using convenience sampling, data was collected online from 311 generation Y (millennials) customers from Pakistan. Smart PLS was used to analyze direct and indirect relationships among variables. Results indicate that emotional arousal partially mediates between CRM and purchase intention. Similarly, Emotional arousal also partially mediates between CRM and altruistic motivation. On the other hand, no mediation effect of altruistic motivation was found between CRM and purchase intention. Altruistic motivation didn't also mediate between emotional arousal and purchase intention. Finally, the sequential mediation effect of emotional arousal and altruistic motivation between CRM and purchase intention was also found insignificant. This research highlights the importance of CRM in the Pakistani context. Organizations should advertise their products in collaboration with different NGOs in order to get maximum purchases. Furthermore, CRM campaigns should focus more on the emotional arousal of customers. Finally, policies should be devised at the government level that encourage companies to market their products based on social causes benefitting the nation.

Keywords: CRM, Purchase Intention, Emotional Arousal, Altruistic Motivation, Millennials, Sequential Mediation

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