

# Socially Responsible Consumption Behavior: New Insights Into Social Impact Consumers

## Purpose of the study

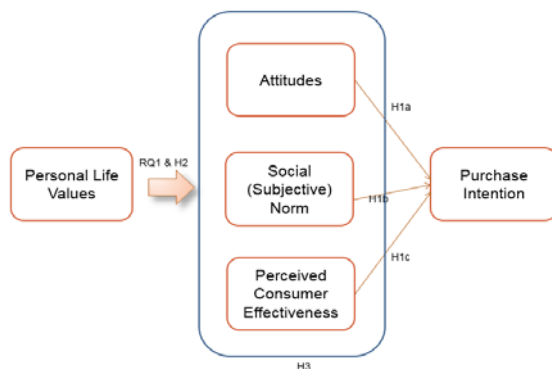
To examine the effectiveness of personal characteristics on consumers' intentions to purchase products that support a social cause in a cause-related marketing campaign.

## Theoretical Background

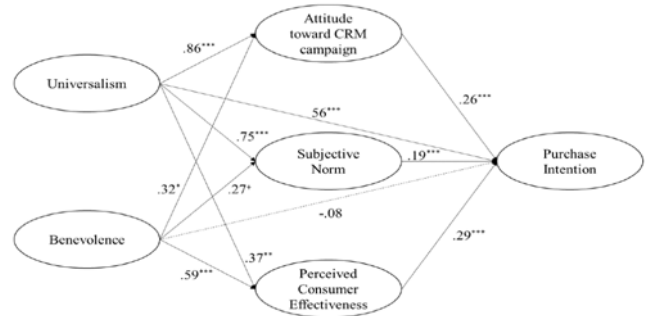
- The Theory of Planned Behavior (TPB) Model (Ajzen, 1992)
- Personal Life Value Model (Schwartz, 1992)

## Proposed Model

(w/ RQ and Hypotheses)



## Findings



As a result, consumer characteristics play an important role in the socially responsible consumption behaviors.

-Within the TPB model, consumers' personal beliefs about the consequences of buying a product that supports a social cause can be used as a determinant of a consumers overall evaluation of the cause-related marketing campaign.

-Consumers are more likely to perform a behavior after considering social approval.

-Universalism and benevolence play an important role in socially responsible consumption behavior

## Future Research

Considering demographic differences such as cultural background, gender, age, etc.