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.

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