

YOUNG ADULTS' CAUSE RELATED BEHAVIOR ACROSS COUNTRIES: THE ROLE
OF INDIVIDUAL CHARACTERISTICS

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Abstract

This study contributes to enhanced understanding of cause-related purchase intentions by examining the role of social connections and regulation of emotions, according to emotional regulation theory. We focus on young adults, who are often active in solving societal problems, from three countries with different levels of development and familiarity with cause-related marketing activities. Results of multi-group structural equation modeling indicate the overall importance of social connections, however the enhancement role of regulation of emotions only in more developed countries. With segmentation of young adults, the study has both theoretical and policy implications for multiple stakeholders related to cause-related marketing activities.