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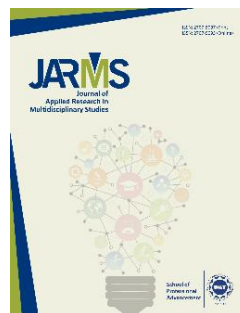
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Cause-Related Marketing and Millennials' Purchase Intention: Sequential Mediation of Emotional Arousal and Altruistic Motivation

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Abstract

Cause-related marketing (CRM) has grown in recent years as 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 customers (millennials), this research aims to investigate how CRM transforms into purchase intention through emotional arousal and altruistic motivation using Stimulus-Organism-Response (SOR) Model. Using convenience sampling, data was collected 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. The study suggests that 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 encourages companies to market their products based on social causes benefitting the nation.

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Keywords: Cause-Related Marketing (CRM), CRM motive, professional sport, purchase intention, sport consumption, team-licensed products

Introduction

Nelson and Vilela (2017) defined cause-related marketing (CRM) as a marketing tool that establishes a connection between a company and a social cause for mutual benefits. It represents an association between a company and a social cause. It aims to integrate firms' marketing activities to promote charitable work (Natarajan et al., 2016). Simultaneously, it strengthens firm's social responsibility and marketing strategy to accomplish economic and social goals.

Cause related marketing (CRM) is a phenomenon applicable to almost every country in the world (Bhatti et al., 2021). By engaging in CRM activities, companies differentiate themselves from their competitors and at the same time increase profits (Chéron et al., 2012). However, for marketers, it is imperative to study demographics of the customer as well as the country before launch of the CRM campaign. Take Pakistan for instance. According to an international report, Pakistan is on top of the list with largest percentage of young people ever recorded in the history. An estimated 64 per cent population in Pakistan is under the age of 30, with almost 30 per cent falling within the 15 to 29 age group (United Nations Development Program [UNDP], 2018). People in this age bracket (born after 1980) are known as Generation Y or Millennials (Rank & Contreras, 2021).

Existing literature shows a strong association between Millennials and their support towards cause-related marketing, making them a focal point for marketers (Lerro et al., 2019). Millennials are usually more optimistic and socially engaged in their daily activities (Cui et al., 2003). Millennials in Pakistan have been described as emotional where they make heroes and villains quickly (Azhar, 2008). It implies that their tendency towards purchasing cause-related marketing products will be higher as compared to others.

While previous studies have explored consumer responses such as purchase intention towards CRM products (Feminingtyas & Mayangsari, 2020; Guerreiro et al., 2016) there exists a considerable gap in literature concerning the effects and mechanisms of CRM on purchase intention,

especially within the context of Pakistan's Millennials. Considering the substantial market share, with over 64% being Millennials, strategic marketing holds the potential to provide essential economic thrust and strengthen the commercial foundations of the country. This research attempts to find out the role of cause related marketing and its explaining mechanisms in Pakistani context, identifying the in depth understanding on the millennial consumers purchase intentions. Using Stimulus Organism Response theory, this study unearths and fills the gap by investigating how emotional arousal and altruistic motivation act when the cause related marketing is applied to enhance millennial's purchase intentions.

Literature Review

Cause-Related Marketing

The first definition of CRM was proposed by Varadarajan and Menon (1988). In Varadarajan and Menon work, CRM is defined as "the process of designing and applying the marketing efforts in which we devote the portion of income to charity". According to this definition, the company is dedicated to giving a part of its income or profit to charity activities. In the work of Larson et al. (2008), CRM is defined as a practice in which firms contribute to the social cause by using profits from sales of goods. The term "cause-related marketing" was used by American Express for the 1st time, but this marketing strategy had been employed by others before American Express, including Marriott Company and March of Dimes, who cooperated back in 1976 for launching a successful campaign (Rashid et al., 2016).

Emotional Arousal

Emotional arousal can be defined as the energy associated with positive and negative emotions, intensifying the degree of suppression, especially in young adults (Thayer, 1990). Emotional arousal has been measured operationally in two ways: through physiological measures and self-report measures. Emotions are vital in the decision-making process, and marketers put efforts to target consumers' emotions to finally give an emotional response to the product (Shahid et al., 2016). Emotional arousal has been proven to be an effective useful tool for social initiatives. The studies have also observed consumers' emotional responses during exposure to cause-related marketing advertisements (Kim, 2020).

Altruistic Motivation

Altruistic motivation is defined as helping purpose-driven by the sympathy of responding to a request, trusting in the cause, and a moral sense of responsibility to give back to society (Hibbert et al., [2005](#)). Altruism is inherent in consumers, and is considered as a critical psychological element in determining the purchasing behavior linked with the effectiveness of corporate social contribution activities (Vlachos, [2012](#)). Consumers tend to respond more positively towards corporate social responsibility activities when they are highly altruistic compared to when they are non-altruistic (Adomaviciute et al., [2016](#)). Consumers with a high level of interest in philanthropic activities tend to have positive relationships with others and show more positive attitudes towards such activities (Lavack & Kropp, [2003](#)). Vlachos ([2012](#)) stated in his comparative study that consumers who are highly philanthropic show positive behaviors in helping others, and are more likely to purchase the products related to corporate social responsibilities activities.

Purchase Intention

According to Diao ([2017](#)), purchase intention is defined as "the willingness to buy a particular product or service." According to Mirabi et al. ([2015](#)), purchase intention is closely linked to consumers' behaviors, perceptions, and attitudes. For consumers, purchase intention is the last option when they are prepared for the performance. When consumers trust the product's performance and are satisfied, purchase intention becomes the next step. Therefore, purchase intention has been classified as a consumer's future intention. Belanche et al. ([2017](#)) pointed out that consumers' purchase process does not merely include the monetary transaction for the product or service; it also covers behavioral reactions before and after the purchase.

Theoretical Framework and Hypothesis Development

The hypothesis is developed based on the Stimulus–Organism–Response (S–O–R) theory, which explains that stimulus is an uncontrollable aspect of the environment. The organism (O) comprises internal and cognitive reactions, while the response (R) is the behavioral aspect (Mehrabian & Russell, [1974](#)). In the current study, cause-related marketing acts as the stimulus (S), an external factor that works as determinant of consumer choice, whereas emotional arousal and altruistic motivation act as organism (O), representing internal and cognitive reactions. Finally,

purchase intention is identified as the behavioral response (R) of millennials influenced by CRM.

Cause-Related Marketing and Purchase Intention

According to Patel et al. (2017), previous experience with cause-related marketing had a positive influence on consumers' purchase intention for the products endorsed by CRM. Hyllegard et al. (2010) stated that individuals have more positive attitudes towards the brand when involved in social causes. According to Gupta and Pirsch (2006), consumers' purchase intention increases for the products linked with social cause when consumers feel that cause is relevant to their lives. Consumer responses are significantly influenced by cause-related marketing. CRM makes it easier for customers to select the brand for the purchase. This research underscores the idea that people are inclined to invest their devotion, time, and determination to generate positive results (Johansson et al., 2016).

Hypothesis 1: CRM has a positive impact on purchase intention.

Cause-Related Marketing and Emotional Arousal

The emotional state of consumers works as the intervening variable in consumer behavior in most consumer behavior studies. The emotional state has been used to intervene in approach-avoidance behavior in environmental situations by focusing on pleasure, arousal, and dominance (Mehrabian & Russell, 1974). Kollias (2016) highlights that several studies on CRM scrutinize the cause and the customers' involvement. It is done by considering a good fit among cause, consumer's social identity, and emotional arousal. This research further explores the impact on emotional arousal of the consumer due to specific cause related marketing.

Hypothesis 2: CRM has a positive impact on emotional arousal.

Cause-Related Marketing and Altruistic Motivation

Altruism refers to self-sacrifice that doesn't generate any personal reward (Du et al., 2014). Different researchers have different points of view regarding the role of altruism, with some suggesting that people can be entirely driven by others' wellbeing, while others argue that it is impractical (Green & Webb, 1997). Bekkers and Wiepking (2011) indicate that consumers' donation behavior and altruism are positively related. (Du et al., 2014) Galan-Ladero et al. (2013) concluded that individuals are motivated to donate with the aim of helping others. (Smith & Higgins, 2000) indicated

that consumers are motivated by the "feel-good-factor" quest when they are drawn to CRM. Customers' guilt of luxury purchases can be offset and daily buying enhanced by extra positive associations. Literature also showed the positive relationship between motivational style (intrinsic and extrinsic) and cause-related marketing (CRM) on product perceptions (McCoy & Renstrom, [2015](#)). In order to understand the altruistic motivation in Pakistani context with respect to the millennials, this research hypothesis a positive relationship between altruistic motivation and purchase intentions.

Hypothesis 3: CRM has a positive impact on Altruistic motivation.

Emotional Arousal and Purchase Intention

Yildiz ([2017](#)) indicated that emotional arousal is the most significant factor for brand awareness and purchase intention. Brands need to do two things if they want to boost awareness and influence customers with different applications. First, brands need to identify what emotionally resonates with their customers. The second key factor is clarity; brands should be transparent in their advertisements to avoid ambiguity. According to Putri and Balqiah ([2017](#)), emotional arousal has a positive impact on purchase intention. According to Gershoff and Koehler ([2011](#)), consumers consider numerous positive and negative emotions linked with purchase decisions. emotional arousal has a significant impact on CRM effectiveness (Guerreiro et al., [2015](#)). This study argues that emotional arousal positively influences the purchase intentions of millennial consumers.

Hypothesis 4: Emotional arousal has a positive impact on purchase intention.

Emotional Arousal and Altruistic Motivation

Altruism occurs as a result of a voluntary act benefiting another person, and is not motivated by the expectation of reward (Leeds, [1963](#)). Altruism refers to preferences, values, and behaviors directed towards others' needs rather than one's own needs (Piliavin & Charng, [1990](#)). According to Méndez López ([2011](#)) emotions positively impact language learning motivation. Achievement emotions influence motivation, cognitive resources, and metacognitive learning strategies (Artino et al., [2012](#)). Thus, the study hypothesizes that:

Hypothesis 5: Emotional arousal has a positive impact on Altruistic motivation.

Altruistic Motivation and Purchase Intention

According to D'Souza et al. (2020), values significantly impact intention to purchase Fairtrade products. (Teng et al., 2015) stated that altruism significantly influences a customer's intention. Altruism must follow two conditions. First, it should reflect the high moral quality of helping others. Second, it should be identifiable (Bar-Tal, 1986). Winterich et al. (2013) suggested that altruistically motivated customers prefer avoiding acknowledgment and contribute larger amounts to charities. Consumers who are altruistically motivated are more prone to buy cause-related products (Johansson et al., 2016). Social psychology literature indicates that altruism impacts consumers' attitude and behavioral intentions (Gray, 2012). Altruism has a great impact on individuals' intentions and attitudes towards the behavior to recycle the paper (Chaisamrej, 2006). The theory of planned behavior in literature also supports this relationship where the researchers believe that any sort of behaviors or actions have some cognitive pre planned intentions which ensure its occurrence. In the context of Pakistani millennial consumers, this study hypothesizes a positive relationship between altruistic motivation and purchase intentions.

Hypothesis 6: Altruistic motivation has a positive impact on purchase intention.

Emotional Arousal as a Mediator

Emotional arousal defined as the degree of excitation experienced by the viewer during advertisements, is measured through physiological means (Hopkins & Fletcher, 1994). The intervening role of customer's emotional state has been used and proven in many consumers based studies. Mehrabian and Russell (1974) also used the emotional state as a mediating variable. Literature showed that attention and emotional arousal mediates CRM effectiveness (Guerreiro et al., 2015). This research also argues the mediating role of emotional arousal when the cause related marketing acts. In this regard, two mediating roles have been related in this study. The first mediating role of emotional arousal has been proposed between CRM and the purchase decision. The theory of stimulus-organism-response also establishes the connection of having emotions as a strong stimulus to drive purchase in consumers. Additionally, this research also focuses on the mediating role of emotional arousal between the cause related marketing and the altruistic motivation. The theory SOR reflects a strong relationship

between the CRM-emotional arousal as well as emotional arousal-altruistic motivation. Being a strong psychological driver, emotions of various intensity can develop strong as well as peculiar motivations in the consumers mind (Han et al., [2020](#)). This research proposes the mediating role of emotional arousal in two relationships: between CRM and purchase decision, and between CRM and altruistic motivation.

Hypothesis 7a: Emotional arousal mediates between CRM and purchase intention.

Hypothesis 7b: Emotional arousal mediates between CRM and altruistic motivation.

Altruistic Motivation as a Mediator

A psychological trait through which individuals help others without expecting any external rewards known as altruism. It works as an essential motivator behind work done voluntarily that helps others (Lusch et al., [1992](#)). In the perspective of CRM, altruism is a crucial factor in encouraging consumers to support social causes and become socially responsible members of society (Longwell, [1994](#)). Furthermore, if consumers are more involved with the cause, the relationship between brand attitude and purchase intention becomes stronger. In support of the SOR theory, this relationship is arguably the most fascinating psychological driver as it highlights the human empathy and selflessness ahead of self-interests, leading to significant philanthropic actions. When a brand is associated with such a cause, it can induce purchase intentions on a large scale. Gupta and Pirsch ([2006](#)) highlights that when consumers recognize that a brand has an altruistic motivation to link with a social cause, the wish to help others and support the cause increases. Consequently, this allows consumers to assume a positive attitude towards the brand. Altruism acts as the most important motivation for customers to help others (Pop et al., [2020](#)). According to Kim and Yi ([2017](#)), altruistic motivation was mediating between help and customer satisfaction sources. In addition, the Altruistic motivation is also argued to be driven from emotions in human being which then, can also induce purchase intentions. The researchers also suggest the role of emotions which can influence the Altruistic motivation and ultimately can result the purchase behaviors (Tümer et al., [2021](#)). Therefore, the following hypotheses are proposed:

Hypothesis 8a: Altruistic motivation mediates between CRM and purchase intention.

Hypothesis 8b: Altruistic motivation mediates between Emotional arousal and Purchase intention.

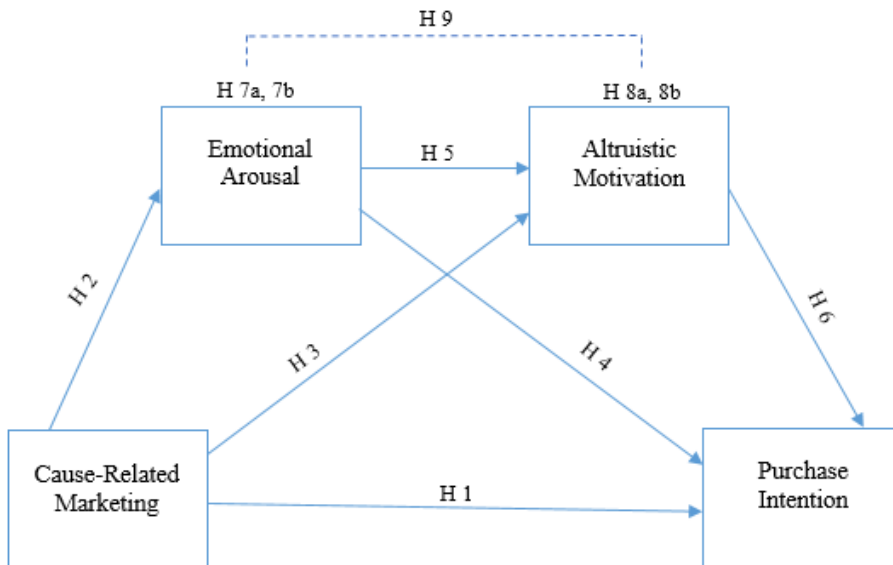
Sequential Mediation of Emotional Arousal And Altruistic Motivation

This research delves into the sequential mediation of Emotional Arousal and Altruistic Motivation to understand how these factors complement each other in induc

ship between Cause-Related Marketing and Purchase Intentions.

Figure 1

Conceptual Framework



Methodology

This research follows deductive approach choosing pure positivism philosophy. A cross sectional research design was employed to collect data from the respondents using convenience sampling technique. To approach maximum respondents under the precautions of Covid-19, the data was collected in the form of online survey questionnaire. The population under study consists of Generation Y individuals residing in Pakistan. The sample

size for this study was 311 based on thumb rule of 10:1, given by the past studies (Hair et al., [2010](#)).

Measures

Measuring instrument consisted of the questions related to CRM, Emotional Arousal, Purchase Intention, and Altruistic Motivation using 5 points Likert scale ranging from 1 = *strongly disagree*, to 5 = *strongly agree*. Cause-related marketing was measured by adapting the scale given by Bergstén and Olsson ([2014](#)). For the measurement of purchase intention 4-item scale from Bhatia and Bhatia ([2018](#)) was adapted. The altruistic motivation was measured through 4-item scale adapted from Shiau and Chau ([2015](#)) whereas emotion arousal was measured by adapting the 4-item scale (Vettehen et al., [2008](#)).

Data Analysis

Data screening, demographic analysis, and descriptive statistics were conducted using SPSS. Missing value analysis, outlier analysis, and normality testing were included in the data screening process. For hypotheses testing, PLS-SEM was applied to test the proposed model. It was done in two stages: (1) Evaluating the measurement model and (2) Evaluating the structural model (PLS-SEM).

Evaluating the Measurement Model

Cronbach's alpha (α) and Composite Reliability were employed to check the consistency of the instrument. Table 4 shows the results of testing the Cronbach's alpha and composite reliability with satisfactory values, because all variables have reliability composite values and Cronbach's alpha greater than 0.70. As per the rule, if the value is more than 0.70, it indicates that model measurement is reliable (Bollen, [1984](#)) and value of composite reliability 0.70 or higher is recommended (Nunnally, [1994](#)). This means that all latent variables are said to be reliable. Average variance extracted (AVE) was utilized to assess convergent validity. The AVE should be higher than 0.50 (Lee, [2019](#)). In this study, the AVE values surpassed 0.50, confirming the convergent validity of the constructs. Reliability and convergent validity are depicted in Table 1 below.

Table 1
Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE	R Square
CRM	0.784	0.861	0.608	
PI	0.714	0.840	0.636	0.237
EA	0.839	0.903	0.756	0.308
AM	0.79	0.864	0.614	0.242

Discriminant Validity Test Results

Fornell and Larcker (1981) criterion and Heterotrait-Monotrait (HTMT) criterion (Henseler et al., 2015) were used to assess discriminant validity. According to Hair et al. (2016), these are the AVE's square roots of each latent variable. They should be higher than the latent variable correlations, and the diagonals indicate the highest in any column or row. Henseler et al. (2015) introduced the HTMT criterion in the context of PLS-SEM. The mean value of the item correlations across constructs (i.e., the Heterotrait-Monotrait ratio) relative to the mean (geometric) of the average correlations of the items measuring the same construct is defined as HTMT. The threshold value for HTML is less than 0.85, and all the values are under the threshold value (Ab Hamid et al., 2017). Table 3 shows results of HTMT analysis.

Table 1
Fornell-Larcker Criterion

Variables	Altruistic Motivation	Cause-related Marketing	Emotional Arousal	Purchase Intention
Altruistic Motivation	0.784			
Cause-related Marketing	0.409	0.779		
Emotional Arousal	0.454	0.557	0.870	
Purchase Intention	0.463	0.596	0.649	0.798

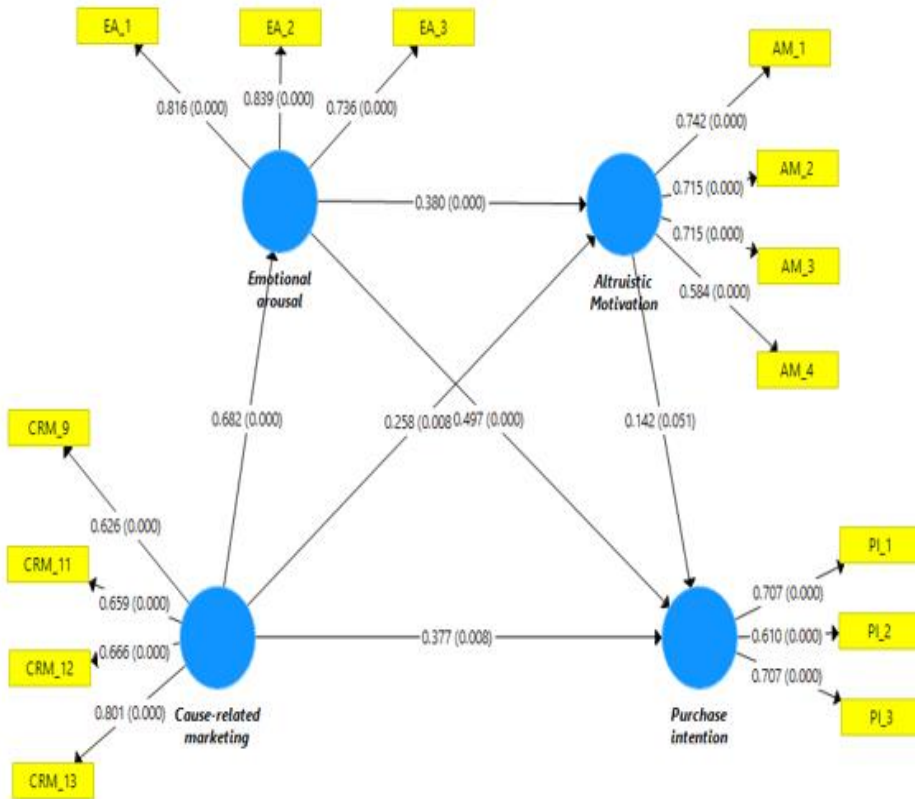
Table 2
HTMT

Variables	Altruistic Motivation	Cause-related Marketing	Emotional Arousal	Purchase Intention
Altruistic Motivation				
Cause-related Marketing	0.512			
Emotional Arousal	0.545	0.678		
Purchase Intention	0.62	0.782	0.838	

Evaluating the Structural Model (PLS-SEM)

Below figure revealed the findings of the structural model.

Figure 2
Structural Model



SRMR (standardized root mean square residual) was a measure of the approximate model fit of the proposed research model. By convention, a model had a good model fit when SRMR was less than 0.08 (Bentler, 1980). The report results in Table noted that the model had SRMR indices = 0.077 < 0.08. NFI stands for Normed Fit Index and it is the first fit measure proposed in the SEM literature (Bentler & Bonett, 1980). NFI value ranges from 0-1; the closer the NFI to 1 means better fit better fit (Hair et al., 2013).

Table 3
Findings of Model Fit

	Saturated Model	Estimated Model
SRMR	0.077	0.077
NFI	0.777	0.777

Table 4
Hypotheses Testing

Table 5: Hypotheses Testing (Summary)

Path	Hypotheses	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
CRM → PI	H1	0.79	0.792	0.077	10.283	0.000	Supported
CRM→EA	H2	0.682	0.684	0.05	13.717	0.000	Supported
CRM →AM	H3	0.517	0.515	0.061	8.531	0.000	Supported
EA → PI	H4	0.551	0.549	0.12	4.576	0.000	Supported
EA→AM	H5	0.38	0.39	0.093	4.075	0.000	Supported
AM → PI	H6	0.142	0.146	0.073	1.93	0.054	Not Supported
CRM → EA →PI	H7a	0.339	0.336	0.095	3.572	0.000	Supported
CRM →EA → AM	H7b	0.259	0.267	0.07	3.715	0.000	Supported
EA → AM → PI	H8a	0.054	0.058	0.034	1.575	0.116	Not Supported
CRM → AM → PI	H8b	0.037	0.035	0.024	1.536	0.125	Not Supported
CRM → EA → AM → PI	H9	0.037	0.04	0.024	1.536	0.125	Not Supported

Discussion

Driven by potential stakeholders, cause-related marketing is a worldwide popular marketing technique (Thomas et al., [2020](#)). In the context of Pakistan, a developing country, it is vital to examine how CRM influences customers' purchase intention of the millennials. This study has successfully investigated the relationship between CRM, emotional arousal, altruistic motivation, and ultimately customer's purchase intentions. The current study has also empirically confirmed the results in light of the previous studies in Pakistan's setting.

The results revealed numerous existing and new relationship aspects, imperative to the understanding of marketers in the Pakistani socio commercial aspect. The study confirms that cause-related marketing significantly and positively influences the purchase intentions of millennials, aligning with previous research (Patel et al., [2017](#); Shabbir et al., [2010](#); Westberg, [2004](#)). Additionally, the research reveals a positive impact of CRM on emotional arousal. The prior studies also supported the results of this study (Guerreiro et al., [2015](#)). The study also establishes a significant positive relationship between CRM and altruistic motivation, consistent with existing literature (McCoy & Renstrom, [2015](#)).

Furthermore, the results indicate that emotional arousal positively affects purchase intention. When customers are emotionally aroused, their intention to purchase cause-related products increases. The prior empirical researches confirmed the results of this study (Guerreiro et al., [2015](#); Gershoff & Koehler, [2011](#)). Emotional arousal positively impacts altruistic motivation, suggesting that emotions can lead to motivation that ultimately creates customers' purchase intention to buy the CRM products. A study in 1981 by Batson, proved that emotions can lead to altruistic motivation (Batson et al., [1981](#)). On the contrary, the research results also showed that altruistic motivation doesn't transform into customers' purchase intention, whereas in Literature the consumers are altruistically motivated, they are more prone to purchase CRM products (Pop et al., [2020](#); Johansson et al., [2016](#); Winterich et al., [2013](#)). The current hypothesis results are not consistent with previous studies. The relationship among altruistic motivation and purchase intention was insignificant. Thus hypothesis 6 was not supported. The reason could be known by further exploratory study to understand the consumer behavior in more depth with respect to the altruistic behaviors of the consumers in Pakistani millennials.

Moreover, the study highlights that emotional arousal plays a partial mediating role in both the relationship between CRM and purchase intention, as well as CRM and altruistic motivation. The result indicates that emotion arousal only partially mediates these relationships. Therefore, hypotheses 7a & 7b are accepted. On the other hand, altruistic motivation as a mediator was found to be insignificant in mediating both the relationships between emotional arousal and purchase intention, and CRM and purchase intention.

Further, It has been found in previous studies that people first experience emotions and then become altruistically motivated (Batson et al., [1981](#)). But the outcomes indicate that Emotional Arousal and Altruistic Motivation are not sequentially mediating the relationship between cause-related marketing. This research suggests that customers become emotionally aroused after CRM, but they don't get altruistically motivated to have the purchase intention. CRM impacts positively both emotional arousal and altruistic motivation, but only emotional arousal transforms into purchase intention. So, this research suggests that customers get emotionally aroused and then straight away develop intentions to buy case related marketing products. The impact of CRM on PI with sequential mediation of EA and AM is insignificant in the current study. Thus, hypothesis 9 is rejected. The reason could be that the dual mediation in this model which carries two emotive aspects, one an emotional arousal, second, the altruistic motivation, both have complicated intervention with the behavioral dimensions of consumer, as suggested by Guerreiro in a study conducted in 2015 (Guerreiro et al., [2015](#)) Thus, the findings indicate that seven out of eleven hypotheses were supported.

Theoretical and Practical Implications

The research addresses a significant gap in the literature as research done on CRM in the Pakistan context is scant, and when it comes to sequential mediation, there was a distinct lack of information. This study adds empirical support to the proposed conceptual model and displays a new insight into CRM's emotions and motivation. First, the results confirm the positive effect of CRM on purchase intention, consistent with previous studies. Second, results demonstrate that emotions and motivation play a vital role while purchasing cause-related products.

In the current situation, when the world continues to suffer from emerging variants of COVID, businesses are also impacted significantly. In the light of this situation, businesses are striving to increase their profitability. Therefore, this research suggests that companies should incorporate CRM in their marketing strategies. Companies should advertise their product in collaboration with NGOs to maximize their sales. Also, companies should design their products to evoke the emotions of customers, ultimately influencing purchase intention. It is also recommended for companies to know how their customers relate themselves to social causes. Companies should carry out social activities because it will contribute to sustainable development and earn profit through customer loyalty. CRM is a win-win strategy for all three parties as customers feel satisfied and happy while contributing to social welfare. Organization gets more profit and its brand name get boosted. At last, NGOs receive charitable support in Pakistan, to address pressing needs, particularly concerning food insecurity in Pakistan. Hence, incorporating CRM as a marketing tool proves to be beneficial for all three parties.

Limitations and Future Research Recommendations

The current study has certain limitations that require consideration. First, the current study just focuses on the generation Y, neglecting insights from other generations. Secondly, the current study has examined intentions rather than actual behavior. Therefore, future research can be drawn by evaluating the actual behavior, providing valuable insights to the brand marketers. Lastly, this research's findings may not relate specifically to any goods or services as it focuses on overall brands and doing cause-related marketing in Pakistan. Future research is suggested to explore specific sectors to validate this research's findings. It should be done to see whether these findings can be extended to different contexts.

Conclusion

This research aimed at understanding the impact of CRM on the purchase intention of millennials in Pakistan. The study demonstrates that CRM does influence the purchase intention of millennials in Pakistan. Emotional arousal also acts as a partial mediator between CRM and purchase intention. Emotional arousal also partially mediated between CRM and altruistic motivation. As for altruistic motivation, it did not prove to mediate relationship in both cases; one between emotional arousal and

purchase intention, second between CRM and purchase intention. Finally, data does not support sequential mediation of emotional arousal and altruistic motivation between CRM and purchase intention. Our research recommends that companies in Pakistan should first of all engage in cause related marketing initiatives as it will not only benefit the companies themselves but would also help society in large while the millennials would also feel accomplished with their purchases.

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