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**"Millennials as Socially Conscious Consumers; Insights
from Pakistan"**



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Chapter - 1 Introduction	6
1.1 New era of Cautiousness and Consciousness	7
1.2 Pakistan	8
Chapter -2 Literature Review.....	Error! Bookmark not defined.
2.1 Millennials	Error! Bookmark not defined.
2.1.1 Emergence of Millennials	Error! Bookmark not defined.
2.1.2 Millennial in Digital World – Net-Native Millennials:	Error! Bookmark not defined.
2.1.3 Social Consciousness among Millennials.....	Error! Bookmark not defined.
2.1.4 Millennials as Consumers:	Error! Bookmark not defined.
2.2 Socially Responsive Consumption	Error! Bookmark not defined.
2.2.1 Socially Conscious Consumer:	Error! Bookmark not defined.
2.2.1.1 Defining Social Consciousness	Error! Bookmark not defined.
2.2.2 Role of Social Setting in Socially Conscious Consumption	Error! Bookmark not defined.9
2.2.3 Role of Socio-demographic factors in Socially Responsive Consumption	Error! Bookmark not defined.9
not defined.9.....	
2.2.4 Differences in Cause Sensitivity to Socially Conscious Consumers:.....	20
2.3 Millennials as Socially Conscious Consumers	21
2.4 Connecting with Socially Conscious Consumers:	22
2.4.1 Redefinition of CSR:	22
2.4.1.1 Triple Bottom Line:.....	23
2.4.2 CSR & Marketing Perfection	23
2.4.3 Corporate-Driven Social Initiative	24
2.4.4 Marketing-Driven Social Initiative	24
2.5 Cause Related Marketing - Win-Win-Win Situation.....	25
2.5.1 Trust Factor	25
2.6 Gap in Literature	Error! Bookmark not defined.
2.7. Research Problem	Error! Bookmark not defined.
2.7.1 Research Objectives.....	Error! Bookmark not defined.

2.8 Significance of Study	Error! Bookmark not defined.
Chapter - 3 Methodology	Error! Bookmark not defined.
3.1 Evaluation of Research Design:.....	Error! Bookmark not defined.
3.2 Nature of Research.....	Error! Bookmark not defined.
3.2.1 <i>Epistemological Positioning</i> :.....	Error! Bookmark not defined.
3.2.2 <i>Ontological Position</i> :.....	30
3.2.3 <i>Qualitative – Exploratory & Descriptive Methodological Positioning</i> :.....	Error! Bookmark not defined.
3.2.4 <i>Inductive Approach</i> :.....	Error! Bookmark not defined.
3.3 Data Collection Tools and Techniques:.....	Error! Bookmark not defined.
3.3.1 <i>In-Depth Interviews</i> :	Error! Bookmark not defined.
3.4 Rationale, Sampling and Research Procedure:	Error! Bookmark not defined.
3.4.1 <i>Sampling</i> ::.....	Error! Bookmark not defined.
3.4.1.1 <i>Purposive Sampling</i> :	Error! Bookmark not defined.
3.4.2 <i>Research Procedure</i> :	Error! Bookmark not defined.
3.4.2.1 <i>Construction of Interview Guide for In-Depth Interviews</i> :.....	Error! Bookmark not defined.
3.5 Data Analysis Methods:.....	Error! Bookmark not defined.
3.5.1 <i>Case Study Approach</i> ::	Error! Bookmark not defined.
3.5.2 <i>Coding</i> ::	Error! Bookmark not defined.
3.6 Ethical Concerns	Error! Bookmark not defined.
Chapter – 4 Research Findings & Analysis	Error! Bookmark not defined.
4.1 Pakistani Millennials as Socially Conscious Members of Society.....	Error! Bookmark not defined.
4.1.1 <i>Awareness among Pakistani Millennials regarding societal issues</i>	Error! Bookmark not defined.
4.1.2 <i>Pakistani Millennials’ perceptions regarding reasons of existent societal issues</i> ..	39
4.1.3 <i>Pakistani Millennials’ inclination towards being informed using Social Media as source of information</i>	Error! Bookmark not defined.
4.1.4 <i>Pakistani Millennial’s perception of self as an individual in context of present digital age</i>	Error! Bookmark not defined.

4.1.5 Pakistani Millennials' involvement in community work	Error! Bookmark not defined.	4
4.2 Pakistani Millennials as Socially Conscious Consumer	Error! Bookmark not defined.	
4.2.1 Pakistani Millennials' perceptions about corporation's CSR efforts		47
4.2.2 Pakistani Millennials' perceptions about CRM offers in Pakistan Consumer markets & their willingness to buy cause related market offerings	Error! Bookmark not defined.	9
4.2.3 Pakistani Millennials' perceptions of Consumer and Producer collaboration for social good		52
4.2.4 Causes that Pakistani Millennials think corporation in Pakistan should support ..		53
Chapter - 5 Conclusion, Recommendation & Reflections	Error! Bookmark not defined.	
5.1 Conclusion	Error! Bookmark not defined.	
5.2 Recommendations		55
5.3 Reflections		57
Bibliography		60
APPENDIX	Error! Bookmark not defined.	

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Abstract

The trend of social consciousness and conscious consumption among consumers is spreading around the globe and is now making its way to developing countries as well. This trend of socially conscious consumption has picked substance with the emergence of Millennials, a generational cohort reported to be largest demographic segments in many countries of the world. Millennials' values and behavior patterns represent the majority of consumers and are of paramount importance to brands operating in consumer industries. Pakistan is a youthful society with 60 percent of its population comprising of youth and therefore has its commercial significance. An effort has been made to explore the degree of social consciousness among the Millennial population of Pakistan and to study whether it reflects in their purchase intentions or not.

Key words

Millennials; social consciousness; Socially Conscious Consumer; CSR; Cause related Marketing