The Influence of Emotional Advertising within Digital Marketing Charity Campaigns on Donation Intention

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Submitted to Dr. Marion Garaus

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AFFIDAVIT

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ABSTRACT

The need for charitable organizations is continuously increasing due to the rising number of people in need, growing inequalities, as well as emerging crises such as wars, natural disasters, and inflation. The most prominent challenge faced by charities is their acquisition of sufficient funding, which is further exacerbated by the mounting competitiveness of these organizations as well as the declining donation behavior of the population. In light of this downward trend, the development of new marketing strategies is imperative to counteract this decline. Particularly in this digital era where social media is vastly prominent the discovery of modern methods to effectively engage with users is essential.

Previous research underscores the effectiveness of emotional advertising appeals in terms of persuasion, however, there are still knowledge gaps in terms of which emotions stimulate donation intention the most. For this reason, the purpose of this thesis is to obtain insights into the influence of emotional advertising appeals within digital charity marketing campaigns on donation intention. More specifically, the study investigates whether positively or negatively valenced appeals can exert a stronger impact on donation behavior. In addition, gender differences in altruism are examined, and whether altruistic values moderate the effects of negative emotional appeals on the emotions of guilt and shame, such that stronger values amplify this effect.

For the purpose of addressing the research gap and gaining further insights into the subject matter, this thesis employs an experimental research design. More specifically a between-subject design was administered, involving three experimental groups, each exposed participants to a different advertising stimulus, either a positive, negative, or neutral one. The total sample consisted of 267 respondents, all of whom were required to be over the age of 18 and have a current residence in Austria. The sample is representative of the Austrian population in terms of age and gender. Through the course of this online experiment, all participants were randomly assigned to one of the three experimental groups and instructed to answer questions about their personal donation intention and behavior, their altruistic values, emotional reactions towards the assigned stimuli, as well as their demographic characteristics.

After conducting various statistical tests to analyze the hypotheses, the findings indicate that all positive vs. negative advertising appeals prompt different emotions. Surprisingly, no significant difference was found in the effect on donation intention between negative and positive emotional appeals, suggesting that the emotional orientation of an advertisement has no

influence on consumers' intention to donate. Moreover, evidence was found to support the assumption that altruistic beliefs are stronger in women than in men. Lastly, the results of the statistical analysis confirm that an individual´s level of altruistic values can moderate the impact of negative emotional appeals on the emotions of guilt and shame. Overall, the results of this study were not entirely consistent with the literature reviewed, but offer valuable new insights for marketers regarding promotional appeals, persuasion, and donation intention.

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1 INTRODUCTION

1.1 Background

The phenomenon of global warming is an ever-growing, universal problem, affecting people in developing countries the most (Bhattacharyya et al., 2021). While addressing sustainability effectively and combating the impacts of climate change require collaboration among all stakeholders, studies suggest that non-profit organizations worldwide play a crucial role in achieving sustainable development goals such as no poverty, zero hunger, good health and well-being, and quality education on an economic, social, and environmental level (Abiddin et al., 2022). Since crises such as pandemics, climate change, or wars are becoming increasingly prevalent, the need for charity organizations will continue to increase in the future, especially if poverty intensifies (MacDonald, 2023). One of the biggest obstacles for charities is the acquisition of sufficient funding for their projects and the retention of their volunteers, which is further aggravated by the effects of the current inflation, a rate that is projected to shrink the value of charity donations by 8.5%, preventing individuals from maintaining their giving behavior (Amidei et al., 2021; Preston, 2022). A further problem, however, is that, despite the growing number of people in need, individuals´ donation behavior is declining (Pintado, 2022). In addition to the drop in giving behavior, the Covid-19 pandemic resulted in the inability to hold numerous fundraising events, resulting in a shortage of funds as donations received through these channels could not be collected (Gold, 2021). Furthermore, the charity organization Caritas in Austria reports that since the beginning of the pandemic, requests for help have increased by 30 percent (Gold, 2021). In Germany, similar issues have been announced, as numerous organizations have reported a 20 percent drop in donations for 2021 compared to the previous year (Czimmer, 2021). Another source reports a negative trend in the number of donors in Germany that has been observed for a period of time (Reher, 2023). In the previous year 2022, this number is said to have fallen by 6.5 percent compared to 2021 to a total of 18.7 million people, which was said to represent a historic low (Reher, 2023). Therefore, preventative measures are needed to allow for changes in the future to boost donation behavior again (Pintado, 2022). This thesis aims to raise awareness of these issues and provide charity marketers with better insight into the impact of different appeals by examining which emotional appeals in advertisements are most effective in triggering donation intentions in consumers.

According to the World Economic Forum (2023), "339 million people worldwide are in need of humanitarian aid". However, those who require the most support are frequently the ones that are overlooked (Vogel et al., 2021). Since the governments of the countries are not always designed or capable to help every person in need, the presence of charity organizations is of utmost importance, as this is how the necessary resources can be raised, in order to satisfy individuals´ basic needs (Yousef et al., 2021). As mentioned previously, however, it is precisely the generation of sufficient funding that poses the greatest challenge to these organizations (Amidei et al., 2021). For this reason, effective strategies need to be developed to improve the marketing of charities and thus attract the attention of consumers (Urbonavicius et al., 2019). Another reason why new advertising solutions are required is that the persuasiveness of TV commercials is said to be declining (Prantl, 2021). This is assumed to be due to the vast number of different commercials and mass communication, among other things, which is why individual commercials tend to stand out less (Prantl, 2021). To stand out more and stay longer in the minds of consumers, charity organizations regularly utilize emotional advertising appeals, as these are more likely to attract people's attention (Zhang et al., 2014). Another reason is that alluding to emotional values can get consumers to engage with the advertisement or brand, thus forming a relationship and, in the best-case scenario, leading to increased customer loyalty (Grigaliūnaitė & Pilelienė, 2016; Mehta & Purvis, 2006). Several advertisements utilize positive emotional appeals, such as hope (Tay, 2005). However, several studies indicate that the use of negatively valenced emotions in advertisements is more effective in triggering the intended behavior in consumers, such as making a donation (Krebs, 1970). This is because negative emotions like guilt and fear often activate stronger emotional responses in the viewers, which they then want to soothe by taking appropriate action (Brennan & Binney, 2010). Emotions have been shown to have a direct impact on purchase intent, therefore, studying them is of great importance (Kang et al., 2020). Identifying the most effective emotions could provide charity marketers with important insights for future campaign designs, which could lead to an increase in donation behavior.

With the advent of the digital age, social media platforms such as Instagram, Facebook, and LinkedIn grew and quickly gained popularity (Baek & Yoon, 2022). Due to their wide reach and cost efficiency, these channels were quickly identified by organizations as effective marketing tools and incorporated into their advertising efforts (Yousef et al., 2021). Charitable organizations, such as UNICEF and Red Cross have also turned to social media in recent years to raise awareness of the social causes they promote (Baek & Yoon, 2022). The emergence of social media altered how nonprofit organizations undertake their advertising efforts (Baek & Yoon,

2022). Consumers are also slowly catching up with the trend (Global Trends in Giving Report, 2020). According to the Global Trends in Giving Report (2020), 29% of the donors surveyed claimed that social media is their main motivation for donating, followed by email advertising with 27%. The ability to engage with users, monitor advertisement performance, and launch fundraisers makes social media channels attractive platforms for generating donations (Urbonavicius et al., 2019). To continuously improve this engagement with users, marketers are perpetually looking for effective advertising strategies, with emotional appeals being a powerful approach (Nonprofits Source, 2019).

Even though emotions have been studied by researchers for a long time, there is yet inadequate evidence to determine which emotional appeals in advertising are the most efficient in persuading consumers to make donations. Previous research has indicated that individuals with altruistic beliefs are more inclined to experience a strong sense of empathy, leading to a greater likelihood for these people to donate to charitable causes (Chang, 2014). Altruism is described to be primarily motivated by empathy and has the ability to affect individuals´ reactions to emotional cues (Baek & Yoon, 2022). Therefore this thesis will examine whether positive or negative emotional appeals are more effective and if altruistic beliefs and empathy can moderate the effects of these approaches in terms of charitable advertisements. Finally, this thesis investigates whether women are more prone to hold altruistic attitudes than men since they tend to have greater empathy and concern for others (Christov-Moore et al., 2014).

1.2   Research Aims and Objectives

In order to contribute to the current literature and provide insights for marketers to aid in the development of new efficient advertising strategies, this thesis will investigate the impact of emotional advertising appeals within charity marketing campaigns on donation intention. More specifically, the effectiveness of two positive and two negative emotional appeals in triggering donation intentions will be examined. In addition, it will be assessed whether positive or negative emotions work better in activating prosocial behavior and what role altruistic beliefs play in this scenario. Lastly, the gender differences in terms of altruistic values will be explored. The aim is to fill the research gap and counteract individuals´ declining willingness to donate.

The predefined research questions for this thesis are:

RQ1: What are the most effective emotional advertising appeals in increasing donation intention?

RQ2: To what extent are negatively valenced emotional appeals superior to positive emotions in stimulating donation intentions?

RQ3: How does the strength of altruistic values differ between men and women in the context of emotional advertising within charity marketing campaigns?

RQ4: To what extent do altruistic values moderate the effects of negative emotional appeals on guilt and shame, and if so, does the strength of altruistic values amplify this effect in the emotional advertising of charity marketing campaigns?

In order to answer the underlying research questions and collect generalizable results, an online experiment will be administered. All of the participants will be randomly exposed to one of the artificially created charity advertisements containing either a positive (hope and joy), negative (guilt and shame), or neutral appeal. The respondents will then be asked questions regarding their emotions after viewing the stimuli, their intentions to donate, their altruistic beliefs, their empathy, and their self-efficacy, as well as questions about their demographic characteristics to test for underlying gender differences.

1.3   Structure of Thesis

This thesis research is composed of five main sections, which are structured as follows: Introduction, Literature Review, Methodology, Results & Discussion, and Conclusion, each serving a distinct purpose in this study.

The introduction is followed by the literature review, where the researcher summarizes relevant scientific research that relates to the thesis' primary themes. This chapter is essential since it offers a thorough examination of earlier research on the topic. In this section of this thesis, findings are presented on relevant topics such as advertising appeals, rhetoric theory, emotional contagion theory, rational and emotional advertising appeals, elements of emotional advertising appeals, donation intention, altruistic beliefs, and charity marketing.

The third section provides an explanation of the methodology, which plays a vital role in ensuring the research's validity and reliability. This section includes an explanation of the

selected study design, the research model, and the research procedure. In addition, details about the design of the online experiment, sampling method, and data collection are presented.

The fourth section presents and analyzes the findings of the online experiment using relevant statistical analyses to address the research questions raised. The main findings of the study are presented in this chapter, along with an analysis of the data. The analysis offers insights into the objectives of this study, which will help the reader to comprehend the significance of the research.

Finally, the conclusion highlights the study's limitations, summarizes its main findings, and makes suggestions for potential future research.

2 LITERATURE REVIEW

The following chapter of this thesis will examine the existing body of research on several components related to the effects of emotional advertising appeals in charity marketing campaigns on donate intention in order to address the research questions of this thesis. Since emotional advertising messages are frequently used in fundraising campaigns, it is crucial to comprehend how they affect the willingness of the target audience to donate. The relevant studies and theories discussed in this section are critical to answering the research questions posed in this thesis. A deep understanding of the ways in which emotional advertising messages can influence donation behavior is essential to designing a successful charity campaign and maximizing the target audience's intention to donate. Upon the completion of the literature review for this master's thesis, a dedicated section will be included to discuss the development of the hypotheses and the research model.

2.1 Advertising Appeals

The consideration of advertising appeals is a crucial component of the literature review for this thesis. This section explains the fundamental concept of advertising appeals and underlines the significance of emotional advertising in influencing consumer behavior. In addition, previous research on the effectiveness of emotional and rational arguments in advertising is reviewed. Considering the importance of advertising appeals in charity marketing, it is essential to understand the theories surrounding the use of emotion in advertising to develop and implement effective charity campaigns and maximize fundraising efforts. The following chapter can be divided into seven segments, specifically into the section Rhetoric Theory (2.1.1), Emotional Contagion Theory (2.1.2), Rational Advertising Appeals (2.1.3), Emotional Advertising Appeals (2.1.4), Emotional Advertising Appeals Relevant to this Thesis (2.1.5), Elements of Emotional Advertising Appeals (2.1.6), and Gender and Advertising Appeals (2.1.7), each including several subsections.

The concept of advertising refers to all actions undertaken to communicate information about a company, product, or service to a specific audience. According to the Cambridge Dictionary (n.d.), advertising involves "the activity of making products or services known about and persuading people to buy them." Kotler et al. (2017) define advertising appeals as the underlying concept that is communicated to the audience of a promotional message. Consequently,

advertising appeals are utilized with the aim of captivating consumers' interest as well as attention, modifying their perception of a product or service, and eliciting emotional responses towards it (Fishbein and Ajzen, 1975). Within advertising strategies, two distinct forms can be identified: emotional and rational appeals, which target an individual´s emotions or cognition correspondingly (Kotler et al., 2017). Marketers utilize both approaches to shape consumer behavior (Kang et al., 2020).

According to Fishbein and Ajzen (1975), past research has assumed that individuals make rational rather than impulsive decisions when it comes to their consumption, suggesting that informative advertising would yield the best results. Hence, rational advertising appeals have played a significant role in advertising, particularly in conveying product information (Kang et al., 2020). However, the results of recent research have raised awareness that people often do not act rationally (Kang et al., 2020). Thus, in these cases, products are purchased not only to satisfy the needs of consumers but also to satisfy their own desires, such as affiliation or self-expression (Kang et al., 2020). In such a situation, consumers are often emotionally attached to the products they buy (Heath et al., 2009). The involvement of emotions can function as an intermediary in shaping consumer reactions (Kang et al., 2020). Advertisers recognize the importance of emotions in influencing the decision-making process of end-users and thus develop tactics to guarantee that advertisements not only meet the cognitive needs of consumers but also evoke positive emotional reactions (Taylor, 1999). This emphasizes the justification for researchers to evaluate emotional reactions to determine the success of advertising efforts (Heath et al., 2009).

The effectiveness of emotional versus rational appeals in influencing consumer behavior has been extensively studied, with varying results. The influence of external factors such as economic conditions and cultural contexts may contribute to these differing conclusions among researchers (Okazaki et al., 2010). The findings of Heath et al. (2009), on the one hand, indicate that commercials that make use of rational appeals trigger more consumer attention than those relying on emotional appeals. This was further supported by the study of Rizwan et al. (2013), which found that the use of rational advertising appeals is more effective in promoting positive views of advertising among consumers than emotional appeals. Zhang et al. (2014), on the other hand, also conducted research on advertising appeals and discovered that emotional appeals have a positive effect on purchase intentions. In support of this argument, Hornik et al.´s (2017) research indicated that emotional appeals are more persuasive than rational ones.

In the field of charity marketing, promotional appeals are important because of their ability to convey information and reason, as they raise awareness and encourage people to get involved and contribute to a charitable cause (Bebko et al., 2014). Consequently, in order to create and carry out a successful charity campaign and maximize fundraising efforts, it is crucial to understand promotional appeals (Kang et al., 2020). In the following sections of this paper, theories related to emotions in advertising as well as the complexity of the two strategies, emotional and rational, will be illuminated through explanations and a comprehensive review of the relevant literature.

2.1.1   Rhetoric Theory

The rhetoric theory was chosen for this literature review as it provides a framework for developing persuasive advertisements (Scott, 1994). Particularly when it comes to digital charity marketing efforts, the incorporation of the persuasive appeals of ethos, pathos, and logos is an effective approach to motivating consumers to make a contribution to social causes (Grancea, 2015). For this reason, the utilization of rhetoric theory offers marketers useful insights into developing charity advertisements that may lead viewers to take appropriate action.

Persuasive advertising is a marketing approach that aims to persuade consumers to buy a product or service by appealing to their needs and wants through emotional appeals rather than rational arguments (Bolatito, 2012). This method of persuasive advertising aims to present products or services in a favorable light and convince consumers of their benefits (Bolatito, 2012). Since ancient times, rhetoric has been defined as the art of eloquence or the art of persuasion, making it relevant in advertising (Triadafilopoulos, 1999). The term rhetoric was already used in ancient Greece by Aristotle, who wrote a treatise in which he described rhetoric as the art of persuasion and outlined three components that make up an optimal speech (Henggeler & Lutzke, 2009). The three areas of persuasive appeals of this rhetorical triangle are logos, ethos, and pathos (Henggeler & Lutzke, 2009). These appeals are also referred to as rhetorical proofs, and were initially used in the oral language in terms of public speeches, but later expanded to visual and written language (Doan, 2017). Ethos refers to the credibility of the sender (Oeppen Hill, 2019). To persuade and attract the receivers to a particular topic, the information presented must first be proven trustworthy (Oeppen Hill, 2019). Logos relies on reasoning, evidence, and facts to appeal to the rational side of the audience and support the theme (Torto, 2020; Oeppen Hill, 2019). Pathos, on the other hand, often makes viewers feel as

if they are participating in the information provided on a personal level and are the catalyst that turns it into action (Torto, 2020; Oeppen Hill, 2019). Emotions are said to be more influential than rational arguments and are more likely to result in action on the consumer side (Poels & Dewitte, 2019). Therefore, it is advantageous to use elements such as music or linguistic images that elicit emotions such as love, guilt, regret, hope, or shame (Torto, 2020). Romanova and Smirnova (2019) examined this matter and concluded that it is highly beneficial to maintain a balance between all three components when applying rhetoric theory in advertising.

One factor in how the persuasive advertising component ethos can be leveraged to convince consumers to buy a product is the inclusion of celebrities, respected experts, or otherwise influential personalities in advertising, as they convey greater credibility due to their name recognition and reputation (Ting, 2018). Pathos is an important appeal when it comes to persuasion or when metaphors are used (Torto, 2020). Emotions serve as an anchor, which is why they remain in people's memories for a longer time (Poels & Dewitte, 2019). Therefore, it is advantageous to make use of elements that trigger emotions, such as music or linguistic images, can be advantageous (Poels & Dewitte, 2019). Logos, the logical appeal, can be effectively integrated into an advertisement by using facts, data, diagrams, or figures, such as calorie information for beverages or performance characteristics for technical products (Torto, 2020). These three rhetorical proofs could play an important role in charity marketing by positively influencing people's donation behavior.

In relation to the current thesis, the rhetoric theory is important in comprehending how to formulate compelling advertisements that can have a favorable impact on individuals' willingness to donate (Grancea, 2015). The three persuasive appeals, ethos, pathos, and logos, provide a framework for creating persuading communications that may emotionally engage viewers, appeal to their rational thinking, and build faith in the message's author (Phillips & McQuarrie, 2004). The comprehension of the rhetoric theory and how the three persuasive appeals can be effectively balanced can provide marketers with useful insights on how to build their charity advertisements to make consumers more likely to take a desired action such as making a donation (Phillips & McQuarrie, 2004). Consequently, the incorporation of the rhetoric theory into this thesis can provide valuable insights into developing impactful digital charity marketing campaigns that can drive charitable giving.

2.1.1.1 Example Advertisement using Ethos

Ting (2018) asserts that using celebrities or well-known experts in advertisements is one way to apply the ethos element of rhetorical theory. This is the case because ethos refers to the persuasiveness and credibility of a person or brand (Ting, 2018). Figure 1 shows an advertisement of the coffee brand Nespresso featuring the famous influencer and fashion icon Chiara Ferragni holding a cup of Nespresso. The inclusion of this famous personality can help strengthen the brand image and build more trust among consumers (Ting, 2018). Based on the previously described facts about ethos in advertising, it can be concluded that the image of Chiara Ferragni, who represents style and trendiness in public life, conveys a positive ethos. The celebrity and Nespresso share values of elegance, exclusivity, and luxury, and both represent a modern lifestyle, which thus reinforces Nespresso's brand message. Therefore, the Nespresso brand uses Chiara Ferragni's positive reputation and the values she embodies to give consumers the impression that Nespresso belongs to an exclusive and trendy lifestyle, persuading them to buy the products. The ethos of an advertisement can also be reinforced by conveying expert knowledge (Ting, 2018). In this case, Chiara Ferragni stands as an expert in style and luxury knowledge, and the association between her and Nespresso implies that the coffee products are refined in a similar way to the influencer's fashion taste.

FIGURE 1 ETHOS - NESPRESSO ADVERTISEMENT WITH CHIARA FERRAGNI (NESPRESSO, 2023)

2.1.1.2 Example Advertisement using Logos

Logos, as one of the three components of rhetorical theory, refers to the use of logic and facts to convey certain messages in an advertisement (Hill, 2020). In Figure 2 below, an advertisement by the consumer products company Procter & Gamble for three sub-brand products, Bounty, Charmin, and Puffs, uses the principle of logos to illustrate the performance of the products.

Quantitative facts such as "50% stronger when wet " and "3x stronger" are incorporated to convey a rational advertising message that refers to consumers' need for high-performance products. The arguments used aim to prove to consumers the superiority of the advertised brands compared to competitors. In addition, the logos in the advertisement are clarified by the statement "affordably priced", which emphasizes the economic aspect and thus aims at the rationality of consumers who are looking for good value for money. All the arguments of the advertisement are based on logic, trying to convince the viewer of the economic attractiveness and quality of the products. In summary, this advertising uses the logos principle to rationally persuade consumers to make a purchase through facts and logic.

FIGURE 2 LOGOS - PROCTER & GAMBLE ADVERTISEMENT PRODUCT CHARACTERISTICS (BOUNTY, 2014)

2.1.1.3   Example Advertisement using Pathos

The last component of rhetorical theory, pathos, is about the arousal of emotions and feelings through communication (Torto, 2020). Figure 3 shows a UNICEF advertisement from 2015 that refers to the famine in Sudan at the time. The image of the small, thin baby with the patient bracelet evokes feelings and emotions of pity, sadness, and concern in the viewer as it shows the suffering and malnourishment of children in South Sudan. The image aims to evoke emotional responses from the viewer and appeals to their compassion for those affected. The white text on the advertisement reinforces the emotional impact of the UNICEF advertisement and once again underscores the urgency of the situation. In particular, the chosen word combinations "hunger catastrophe" and "severely malnourished" emphasize the suffering of the children and evoke feelings of empathy and compassion in the viewer. The emotional reactions triggered in the viewer of the advertisement are intended to be transformed into a motivation to act as quickly as possible and call for a donation or other support. This UNICEF advertising thus uses the pathos principle by arousing emotions in the viewers and motivating them to act.

FIGURE 3 PATHOS - UNICEF ADVERTISEMENT ABOUT HUNGER IN SUDAN (UNICEF USA, 2015)

2.1.2 Emotional Contagion Theory

The Emotional Contagion Theory is included in the literature review to investigate how emotions affect consumer behavior, particularly in the context of charity advertising. This theory was adopted in order to comprehend the role of emotional appeals in persuasive communication as well as how behavioral synchronization caused by emotional contagion can increase charitable giving.

People naturally adapt and match their moods and perceived emotions to those of their conversational partners, which suggests that emotions can be contagious (Ekman et al., 1983; Schachter & Singer, 1962). This is expressed, for example, by an adapted facial expression, tone of voice, or posture of the interacting parties, which ultimately leads to behavioral synchrony (Hatfield and Cacioppo 1994). This phenomenon is commonly known as the emotional contagion effect, where the sender's emotions and characteristics are transmitted to the receiver (Hatfield and Cacioppo, 1994). The described effect has the power to influence a customer´s attitude towards a specific product or service, which is why it has become a crucial element in today´s marketing strategies (Herrando & Constantinides, 2021). A widely used method to influence public opinion is the use of emotional appeals in persuasive communication, which includes the use of words, music, and imagery (Hasford et al., 2015). These emotional advertising appeals can play a supporting role in reinforcing the emotional contagion effect which has ultimately proven effective in marketing (Hatfield and Cacioppo, 1994). The effects of emotional contagion can either be positive or negative (Hasford et al., 2015).

Emotions have been shown to be a driving factor that inspires people to engage in prosocial behavior and, therefore, when used correctly, can positively influence people's donation behavior and spread of positive word-of-mouth (Li et al., 2021). There is a well-researched relationship between prosocial behavior and sympathy that suggest that evoking sympathy in an advertisement can lead to increased giving behavior (Small & Verrochi, 2009). Empirical evidence indicates that individuals who have experienced a particular disaster are more likely to empathize with other victims who have undergone similar experiences and are, therefore, more likely to help (Small & Simonsohn, 2008). Yousef et al. (2022) claim that the trustworthiness and perceived value of an advertisement influence viewers' willingness to donate. However, social media platforms also have a significant influence on this (Yousef et al., 2022). Particularly in the case of digital advertising for charitable causes, consumers are strongly influenced by factors such as the comments and donations of others and the number of likes, shares, and views (Yousef et al., 2022). Ultimately, these may even take precedence over their own perceived credibility and value and act contagious (Yousef et al., 2022). The theory that emotional contagion can increase charitable giving is applied in charity marketing by assuming that when the actor in a charity advertisement displays sadness, the viewer naturally mirrors that emotion (Small & Verrochi, 2009). Through this process of emotional contagion, the viewer is inclined to sympathize with the individual in the advertisement and is more likely to help, either by making a donation or by spreading positive word-of-mouth (Small & Verrochi, 2009). The current thesis aims to investigate different emotional appeals conveyed in charity advertising and determine the most effective techniques for encouraging consumer giving.

2.1.3   Rational Advertising Appeals

This section of the literature review explores the use of rational advertising appeals in digital marketing charity campaigns. Rational, or informational, advertising appeals predominantly use logical reasoning and the presentation of rational product attributes and benefits (Hornik et al., 2017). Through the use of rational advertising appeals, products can therefore be highlighted based on their advantages (Hussain et al., 2020). The origin of this appeal lies in the assumption that humans are rational and therefore make rational decisions (Kang et al., 2020). The main proposition of such advertising is the personal benefit of the consumers, while the advertising itself clearly and effectively showcases the functions or advantages that consumers desire from a product or service, such as the price-performance ratio, discounts, or quality (Hussain et al., 2020; Panda et al., 2013). One assumption that has been put forward is that the use of rational

communication in advertisements can influence both the brand attitude of the consumer and their propensity to make a purchase (Golden & Johnson, 1983; Johar & Sirgy, 1991; Panda et al., 2013). The results of Albers-Miller and Stafford's (1999) study suggest that the use of reasonable arguments in advertising can decrease skepticism and uncertainty about a particular good or service.

Furthermore, rational appeals, referred to as utilitarian appeals, were found to be a more persuasive strategy when dealing with products with high distinctive value (Johar & Sirgy, 1991). Johar and Sirgy (1991) support this claim by noting that the inclusion of a functional attribute to distinguish a product from its competitors increases the likelihood that a consumer will perceive the product's compatibility with his or her functional needs. Therefore, as the differentiation between items increases, so does the likelihood that a consumer will recognize the match between the product and their expectations (Johar & Sirgy, 1991). Grigaliunaite and Pileliene (2016) observed that informational appeals in advertisements for an artificial brand led participants to perceive the advertisement positively, which in turn created a positive impression of the brand and a desire to buy it. For this reason, they assume that the purchase decision was more influenced by the advertisement's impact than the brand's reputation (Pileliene, 2016). However, several studies indicate that the use of rational advertising approaches alone is not sufficient to create and strengthen a strong bond and, thus, loyalty between the consumer and the brand (Grigaliūnaitė & Pilelienė, 2016; Mehta & Purvis, 2006). Emotional approaches would need to be used to achieve this effect or outcome and build a strong brand image and identity (Mehta & Purvis, 2006). Thus, among other factors, the effectiveness of the rational advertising appeal depends on the target audience and the type of product (Grigaliūnaitė & Pilelienė). Some brands use both emotional and rational advertising appeals in their advertising to create a balance and benefit from the advantages of both (Young et al., 2019). In addition, marketers are advised to use different media depending on the intended objective (Chaudhuri and Buck, 1995). Jahn and Kunz (2014) expressed that the use of electronic media may have a favorable effect on the emotional bond between a customer and a brand, which is why emotional advertising appeals are heavily relied on there. Conversely, Chaudhuri and Buck (1995) argued that print advertisements are better suited for conveying information.

In the context of charity advertising, rational appeals can focus on the impact of donations and the tangible benefits that result, for instance by using graphs or statistics to emphasize the importance of a donation in a particular area (Hornik et al., 2017). Such appeals could also be

targeted to audiences that are more inclined to analytical and detail-oriented decision-making processes (Hornik et al., 2017). However, developing an effective campaign usually requires the incorporation of emotional advertising appeals, as these have a significant impact on the viewer's decision-making process and their ultimate decision to donate (Mehta & Purvis, 2006). Emotion is the element that engages the viewer, evokes empathy, and creates a connection between the recipient of the message and the social cause (Hornik et al., 2017). In the realm of advertising, emotions are frequently regarded as the key factor in moral decisions (Haidt, 2001). In charity advertising, in particular, informative appeals have been found to be inefficient and, in some cases, even detrimental (Lindauer et al., 2020). According to the results of Small et al. (2007), commercials that showed a young child living in poverty had a greater impact on the viewers' willingness to donate than counter commercials that provided information about the same circumstances. Moreover, there is a phenomenon called the "identifiable victim effect", which is a topic that is often brought up in discussions regarding charity advertisements(Jenni & Loewenstein, 1998). It describes the human tendency to be much more affected by the fate of individuals than by the fate of a group of people (Jenni & Loewenstein, 1998). As a result, the willingness to help an individual is said to be greater than the one to aid a group of people (Jenni & Loewenstein, 1998). Due to this effect, the advertisement with the child in poverty resulted in significantly higher donations than the advertisement that argued with statistical figures about the victims of the same situation (Jenni & Loewenstein, 1998; Small et al. 2007). These results do not prove that the utilization of logical advertising appeals in charity marketing is counterproductive in every case; however, they do highlight the issue.

Figure 4 illustrates an example of an informative advertising approach using a McDonald's advertisement. Mentioning the price in relation to the portion size of the fries can act as a rational appeal since it points out the low price and thus appeals to price-conscious customers. In addition, mentioning the product size can be also considered a rational statement, as it provides the customer with clear information about the product. The viewers of the advertisement know from the simple facts of the advertisement exactly what benefit they would get from a purchase and can, therefore, rationally judge whether they would like to purchase the promoted product on the basis of the facts.

FIGURE 4 RATIONAL APPEAL MC DONALDS ADVERTISEMENT (MC DONALDS, 2022)

Figure 5 depicts another example of a rational charity advertisement, from the brand Inoqo, which advertises a product that is committed to a social cause. It focuses exclusively on useful and informative information such as the impact of buying the product on the world or how to contact the organization. The words "share" on the nut bar pictured give the impression that it is a product designed to promote sharing and togetherness. The headline "Gemeinsam gegen Welthunger" further emphasizes this approach as well as the social concern of the organization. The information that each of these bars donates a meal to those in need is also rational and intended to reinforce the consumer's decision to buy. The mention of the distribution partners is also informative and promotes trust between the customers and the brand.

FIGURE 5 RATIONAL APPEAL KINDERNOTHILFE (KINDERNOTHILFE, N.D.)

2.1.4   Emotional Advertising Appeals

The previous section provided a detailed examination of rational advertising appeals. The focus of this section will shift toward emotional advertising appeals, including their importance, effectiveness, and impact on consumer responses. The theoretical and empirical components of emotional appeals in advertising will be investigated and understood through a thorough assessment of the literature.

When advertising efforts intentionally target the emotions of an audience, this is referred to as emotional advertising, as opposed to rational advertising (Noble et al., 2014). This involves linking an emotionally neutral stimulus with an emotion (Noble et al., 2014). There are countless different definitions for the psychological concept of emotions (Prantl, 2021). This fact can also be a sign that there is still a debate about how emotions actually arise (Prantl, 2021). According to Frederickson (2001, p.219), emotions are "multicomponent response tendencies that unfold over relatively short time spans." Although there is no universal definition of emotions, the following characteristics can be used for their conceptualization since they appear in several definitions. On the one hand, emotions are intricate responses to events that are important for a person's subjective well-being (Prantl, 2021). Furthermore, emotions affect how individuals behave and change their subjective experience (Prantl, 2021). The fact that emotions are also dependent on the conscious or unconscious assessment of the triggering experience is another aspect (Noble et al., 2014). Thus, emotions are associated with specific behavioral responses, some of which are evolutionary (Noble et al., 2014). The quick onset, brief duration, and intensity of emotions set them apart from other affective phenomena, such as a person´s mood (Gröppel-Klein, 2014). In the context of emotional advertising, an individual´s brain will instinctively connect the object with the feeling if it is repeatedly exposed to this combination (Gröppel-Klein, 2014). The ultimate definition of an emotional appeal is a marketing message that depends more on pictures than facts to arouse emotion in the viewer (Noble et al., 2014). Numerous researchers have studied the topic of emotions during the purchase process and have concluded that consumers feel a range of emotions during this process (Richins, 1997). Richins (1997) discovered that, among other things, emotions have a notable influence on consumer behavior. Therefore, it is critical for marketers to conduct further research on this factor in order to develop effective promotional campaigns for fundraising purposes and ultimately drive donor behavior.

Emotional advertising is said to have two objectives: firstly, it aims to create a positive emotional climate that facilitates the processing and evaluation of the information presented in advertising

(Panda et al., 2013). Secondly, it aims to convey concrete experiences associated with brands (Panda et al., 2013). Emotional advertising is a key component of experiential marketing, as it seeks to connect with the consumer's emotional experience and generate a preference for a specific brand or company image (Zheng, 2020). Emotionally impactful advertising is particularly relevant in markets where products are functionally mature and interchangeable (Yeshin, 1998). In such cases, informational advertising is not sufficient enough to increase the awareness of products; therefore, emotional advertising is required to build product preferences among increasingly sensualistic consumers (Yeshin, 1998). Ultimately, the emotional impact of advertising is a critical factor in shaping consumer decisions (Jeon et al., 1999). Scholars such as Yeshin (1998) have noted that brands employ emotional appeals in their advertising campaigns to distinguish themselves from their competitors, particularly in industries where the variances between the products of different firms are not substantial. In the realm of luxury items, particularly those found in the upper price range, the use of rational arguments alone is no longer adequate in persuading consumers to make a purchase (Amatulli et al., 2018). Hence, emotional advertising appeals have become increasingly prevalent and intensified in their usage, as noted by Panda et al. (2013).

Emotional advertising has the ability to leave a lasting impression on consumers due to its capacity to appeal to the subconscious mind (Boshoff & Toerien, 2017). Images or actions in an advertisement can lead to subconscious reactions on the part of the consumer (Boshoff & Toerien, 2017). For example, the depiction of a crying person causes the viewer to react with emotions, in this case, sadness or pity, which are induced by the emotionalized advertisement (Herrando & Constantinides, 2021). Hence, it is imperative to take efficient and symbolically strong advertising measures that can establish direct associations (Herrando & Constantinides, 2021). Over time, marketers have increasingly adopted emotional advertising appeals due to their successful outcomes (Chaudhuri, 2002). As a result, their usage has become more pronounced and theatrical to enhance differentiation from competitors and to effectively persuade the customer (Chaudhuri, 2002). An important component of emotional marketing is its capacity to exert an influence on consumer attitudes toward an advertisement and, consequently, toward the brand itself (Yousef et al., 2022). In a comparative analysis of rational and emotional advertising appeals in commercials, Noble (2014) discovered that the inclusion of emotional elements in advertisements had a more profound effect on the viewers than those containing solely informative messages. Moreover, Abbasi et al. (2014) observed that emotional appeals in marketing have the ability to impact the requirements and aspirations of younger customers. This effect may arise from the stimulation of mental gratification in the viewer, which

impacts their desire to make a purchase and strengthens or weakens their eventual purchasing decisions (Abbasi et al., 2014).

The emotional responses that individuals experience can be classified into various categories, including positive and negative emotions (Yousef et al., 2022). Advertisers have the ability to select from a variety of positive and negative emotions and strategically incorporate them into their marketing campaigns in order to target their intended audience (Yousef et al., 2022). However, it is important to recognize that the effects of emotions can differ significantly and, therefore, may have varying impacts on consumer behavior (Hornik et al., 2017). For instance, Richins (1997) asserted that positive emotions that are frequently associated with consumption and advertising include "joy, excitement, hope, and surprise," and negative emotions such as "fear, guilt, shame, and worry" are also commonly employed in this context. When working in an international advertising context, it is crucial for marketers to acknowledge that certain emotions have universal relevance, whereas others possess a distinct cultural association (Kemper, 1987; Ekman, 1984). Basic emotions such as anger, sadness, happiness, and fear are considered universal, while other emotions can be classified as social (Huang, 1998). For this reason, it is imperative for marketers to recognize that some expressions of emotions, for instance, humor, may vary between different cultures and contexts (Shimp & Andrews, 2013).

A number of studies found that negative emotions are often perceived more strongly than positive ones during information processing (Frank et al., 2022). Thus, consumers pay more attention to negative stimuli, perceive them more quickly and easily, process them more deeply, and remember them better because negative events trigger stronger emotional responses (Frank et al., 2022). In addition, negative information have a more significant influence on judgments and decisions, impression formation, and evaluation of social relationships than neutral or equally strong positively valenced stimuli (Park, 2015). This phenomenon is referred to as negativity bias (Park, 2015). The negativity bias is essential in the context of charity marketing campaigns, as it suggests that negative emotions conveyed in an advertisement can have a more substantial effect on the viewer and are, therefore, more useful when it comes to a specific consumer response, in this case, a donation (Chang & Lee, 2010). These presumptions lead to the dominance of negative emotional appeals in charity marketing initiatives, yet scholarship and practice continue to challenge the effectiveness of this approach (Septianto & Tjiptono, 2019). Based on numerous pieces of evidence, the negativity bias guides the hypothesis generation of this thesis. On the one hand, the use of positively or negatively valenced emotions in advertising aims to motivate the targeted consumer to either take

advantage of the reward promised by the advertisement for a product or, on the other hand, to avoid a punishment associated with the product or brand (Davies, 1993). This is a particularly important issue in charity advertising. These organizations often work with the emotions of guilt or shame, triggering an unpleasant reaction in consumers that is ultimately intended to prompt them to make a donation to alleviate the negative feeling (Cockrill & Parsonage, 2016). Chang & Lee (2010) came to the conclusion that loss-framed messages are more compelling than gain-framed messages in influencing charitable giving. On the other hand, Tugrul & Lee (2018) reached the opposite conclusion in their research. At Case Western Reserve University, a review was conducted in which a team of researchers examined the effects of positive and negative stimuli based on the research available at the time (Baumeister et al., 2001). This involved the investigation of the circumstances under which a person is more likely to perceive either positive or negative stimuli more strongly (Baumeister et al., 2001). However, when reviewing the study results, it became clear that negative stimuli were more effective in every scenario than positive ones (Baumeister et al., 2001). Another study on this topic was undertaken in 2014 by Facit Media Efficiency (2014), in which researchers monitored the brain activity of 220 persons who watched advertisements using the Steady State Topography (SST) method, with subjects completing a traditional questionnaire before and after the neuro analysis. The study showed that the motivational, positively designed commercials of the organizations "Aktion Mensch" and "UNICEF" triggered high personal relevance and attention in the subjects (Facit Media Efficiency, 2014). However, as soon as the core message of the commercial was shown, a number of participants´ neuro curves dropped for these positive commercials, including the entry into long-term memory, which ultimately had a negative effect on the perception of the brands (Facit Media Efficiency, 2014). The opposite happened with the more accusatory spots from "SOS Kinderdörfer" and the "Deutscher Kinderverein," as the core messages were particularly well received by viewers (Facit Media Efficiency, 2014). This was also reflected in the donation amounts, as subjects would donate more to aid organizations with negative stimuli than to those with positive ones (Facit Media Efficiency, 2014).

In the following section, emotional appeals will be examined in more detail based on specific emotions. Since the investigation of this thesis will explicitly deal with the emotions of guilt, shame, hope, and joy, the literature on these will be examined in more detail.

2.1.5 Negative and Positive Emotional Appeals in Charity Advertisements

Several scholars have found that emotional advertising appeals can explain consumers' behavior, such as why they are willing to donate (Beak & Yoon, 2022; Cockrill & Parsonage, 2016; Yousef et al., 2022). In the following sections, specific negative and positive emotional appeals in charity advertisements related to donation intention will be explored. In addition to that, it will be examined how altruistic beliefs can act as a moderative variable in this relationship.

2.1.5.1 Negative Emotional Advertising Appeals – Guilt and Shame

One of the most frequently employed appeals in charity marketing are the guilt and shame appeals (Baek & Yoon, 2022). The widespread use of these emotional appeals in charity advertisements can be attributed to their high effectiveness in persuading viewers to take appropriate measures and in generating donations (Krebs, 1970). Shame and guilt go hand in hand, as guilt feelings frequently result in shame (Brennan & Binney, 2010). For instance, if a charity advertisement seeks to shame people for not donating earlier, this may cause them to feel guilty if they believe they should have behaved morally (Brennan & Binney, 2010). This linkage between guilt and shame can encourage people to donate and change their actions (Brennan & Binney, 2010). Davis and Brotherton (2013) discovered that guilt appeals could alter behavior by motivating participants to follow a normative basis. If spending for well-being is an indicator of public behavioral patterns, then this can be described by the need for public validation (Kristofferson et al., 2014). From this viewpoint, it is, therefore, possible to conclude that the guilt or shame appeal in an advertisement could induce a desire in the consumer to donate (donation intention) to a social cause because of the recognition and group affiliation that will follow the donation (Bereczkei et al., 2007). However, guilt and shame appeals also have the potential to trigger very negative feelings in a person that ultimately lead to not favorable reactions, so they must be used appropriately in marketing to avoid those (Cotte et al., 2005). According to Basil et al. (2006, p. 2), "Guilt is an emotional state in which the individual holds the belief or knowledge that he or she has violated some social custom, ethical or moral principle, or legal regulation." When a person acts in a way that they know goes against their sense of justice, they experience this feeling (Cotte et al., 2005). There is a consensus that the feeling of guilt can result from the realization that there are inequalities between individuals and that helping the ones in need would be appropriate (Hoffman, 1982). According to Miceli (1992), feelings of guilt can arise from two components in a person, one being the sense of

responsibility and the other being the fear that one's activity or inactivity may impact others negatively (Miceli, 1992). Therefore, if a person does not feel responsible for the situation, they will not experience guilt (Miceli, 1992). Similar to guilt, shame is a negative feeling that manifests as a desire for defense strategies and can be recognized by the self-assignment of blame (Yousef et al., 2022). Shame is referred to as "the painful feeling arising from the consciousness of something dishonorable, improper, ridiculous, etc., done by oneself or another" (Dictionary, n.d.). When it comes to charitable organizations, the main motivation is guilt or shame over having missed the opportunity to make a necessary (monetary) donation that may have prevented an unfavorable scenario for someone else (Miceli, 1992). Guilt is thus triggered when an abuse of one's own morality occurs (Miceli & Castelfranchi, 1998). This is further supported by Burnett and Wood (1988), who claim that people are more motivated to support efforts to comply with societal expectations. Furthermore, those affected by the approaching guilt will be encouraged to take action to combat the unpleasant feeling (Urbonavicius et al., 2019). Therefore, charitable organizations frequently employ guilt and shame appeals in their marketing campaigns to arouse consumers' guilt feelings (Urbonavicius et al., 2019). In addition, they also supply consumers with more information about the cause being promoted, which they can use to relieve their negative emotional state (Urbonavicius et al., 2019). This is also supported by the negative-state relief model, which holds that individuals feel the intuitive urge to free themselves of unpleasant feelings, which, in the case of charity advertisements, motivates them to take positive action (Cialdini & Kenrick, 1976). The likelihood that a consumer will take action is, therefore, higher when advertisements offer examples of how to solve this issue (Urbonavicius et al., 2019). Based on this knowledge, charity organizations like to emphasize the responsibility of the viewer in relation to the suffering of others (Urbonavicius et al., 2019).

Previous research has confirmed that the emotion of guilt may result in prosocial behavior (Carlsmith & Gross, 1969). Batson and Powell (2003, p. 463) defined the term as follows: "Prosocial behavior covers the broad range of actions intended to benefit one or more people other than oneself." However, for a guilt appeal in an advertisement to be successful, the viewer must, to an extent, feel responsible for the promoted cause in order for it to lead to a subsequent action (Miceli, 1992). Therefore, the effectiveness of a charity advertisement depends on its ability to instill a feeling of responsibility in the target audience, as this sense might influence an individual's intention to donate and even lead to an increase in the amount given (Miceli, 1992). Prosocial behavior affects a person's behavior in a variety of ways depending on the circumstance (Thøgersen, 2002). Therefore, it is crucial for marketers to put

this norm in the foreground of the advertisement in order to strengthen this effect (Thøgersen, 2002). Prosocial behavior should typically activate a person´s sense of responsibility, increasing their likelihood of making a donation (Basil et al., 2006). The use of an advertisement to make a consumer feel guilty or shameful can take a wide variety of forms. One possibility would be to use empathy, which is associated with prosocial behavior and positive affect, as has been suggested by other researchers (Batson et al., 1981; Miceli & Castelfranchi, 1998).

Altruism and the tendency to show empathy for the pain of others are closely related to feelings of guilt and shame, which are described as an unpleasant emotion that results from the belief that one has harmed someone else (Friedman, 1985; Hoffman, 1998). In their research, Benson and Nagel (1972, p. 79) define altruism as "… a willingness to act in the consideration of the interests of other persons, without the need of ulterior motives." It is frequently driven by a desire to lessen other people's suffering and to improve their well-being (Hoffman, 1998). A primary motivator for altruistic behavior is empathy, so there is a direct link between altruistic beliefs and empathy (Batson, 2010). Empathy describes the ability to put oneself into the feelings and thoughts of others in order to better understand and adjust to them (Cuff et al., 2016). Individuals with strong altruistic beliefs often exhibit high levels of empathy, which may increase their propensity to offer assistance to others and perform deeds of generosity in terms of charitable giving (Batson, 2010; Berman et al., 2018).

Altruism is a factor that could affect how people respond to emotional appeals (Baek & Yoon, 2022). Previous research has suggested that those with greater levels of altruistic beliefs may be more prone to respond to emotional appeals, as they may be driven by feelings of compassion and empathy and are more concerned about the welfare of others (Chang, 2014). It is reasonable to hypothesize that individuals who possess altruistic beliefs may react more strongly to both hope and guilt appeals in the context of emotional appeals in charity marketing. While guilt-based appeals may arouse feelings of responsibility and a desire to help people in need, hope-based appeals may arouse sentiments of optimism and the conviction that helping others can make a real difference in their lives (Miceli, 1992; Strick et al., 2009).

Previous research has already attempted to explore how emotional appeals impact donation intention, but less attention has been paid to how an individual's underlying beliefs may moderate this relationship. This thesis seeks to explore the relationship between emotional appeals in charity marketing and donation intention, with a particular focus on how altruistic beliefs may influence this relationship.

2.1.5.2   Positive Emotional Advertising Appeals - Hope and Joy

The positively valenced EMOTIONAL advertising appeals relevant to this thesis are the hope and joy appeal. Positive emotional advertising appeals are less frequently employed in health-related advertisements and charity campaigns compared to negatively valenced emotions such as guilt (Tay, 2005; Yousef et al., 2021). However, positive appeals are attributed to a positive effect in the literature, as they enhance the interest and focus of the viewer and also increase their need to share (Calvo & Lang, 2004; Tellis et al., 2019). In addition, the content and messages of positively rated advertising appear to also be better received by consumers and ultimately trigger a stronger purchase intention in the viewer (Strick et al., 2009). With regard to charity marketing, hope appeals draw the focus to the message of the advertisement and foster a more favorable attitude towards the proposed solution (Yousef et al., 2022). Furthermore, positive emotional appeals may be more effective at motivating consumers to act than ones with negative connotations; however, this phenomenon elicits varying results among diverse researchers (Kemp et al., 2013).

Hope and joy are two distinct but interconnected emotions, as well as the emotions most triggered in a viewer when a positive advertisement is shown (Reed, 2021). According to Ayten et al. (2010, p.413), "Hope is an expectation of positive outcomes for future events. Hope is more than a mere wish as hope implies a belief and confidence that positive outcomes will be attained." Once a sense of hope has stimulated, the importance of feasibility, consistency, and the contribution of the results to building a prosperous future are examined (Chadwick, 2015). Individuals who have hope for a more prosperous future may feel more willing to support initiatives that they believe have the potential to make a change in the world (Yousef et al., 2022). Therefore, hope can be as a powerful motivator for consumers to donate to a charitable cause (Kemp et al., 2013). Joy, on the other hand, can be defined as "a feeling of extreme gladness, delight, or exultation of the spirit arising from a sense of well-being or satisfaction" (APA Dictionary of Psychology, n.d.). Individuals might experience feelings of joy when making charitable donations, as they see the benefits of their deeds (Spiegel, 1995). Hope often serves as a catalyst for joy, which is why these appeals work well together to provide a strong emotional case for philanthropy (Gray, 1900). People might be encouraged to give to causes they support by the hope for a brighter future and the joy of making a difference (Yousef et al., 2022). By emphasizing the beneficial effects that donors' contributions can have on others and the possibility of a better future for those in need, charities commonly employ these emotive appeals to persuade people to donate (Yousef et al., 2022).

A person is more likely to be persuaded, agree with something, or act if the outcome is valuable to them and aligned with their objectives and ideals (Chadwick, 2015). Hope messages attempt to demonstrate how taking action will make the future improved and more positive than the present circumstances (Chadwick, 2015; Yousef et al., 2021). As a result of its ability to stimulate people, research demonstrates that hope and perseverance are tightly associated (Nabi, 2015). Similarly, the way hope and joy are managed depends on the situation in which they are communicated (Smith & Ellsworth, 1985). People's confidence in their own capacity for success can be boosted by hope and joy appeals, which can then encourage them to take the necessary steps to bring about the intended result (Cohen-Chen & Van Zomeren, 2018). The circumstances in which hope is delivered are important in determining its effectiveness, as shown by previous scholars (Yousef et al., 2021). For instance, respondents in a study on sugar-sweetened beverage-related public service advertising were subjected to various compelling appeals (Jordan et al., 2015). According to the study, advertisements that inspired sentiments of empowerment and hope had a favorable impact on parents' intentions to limit their children's use of these drinks (Jordan et al., 2015). This emphasizes the critical part that hope plays in affecting behavior (Jordan et al., 2015). Scholars have observed that uplifting hope-evoking messaging in anti-tobacco commercials can enhance individuals ' intentions to stop using the drug (Bigsby et al., 2013). It has been demonstrated that using hope to advocate for specific treatments increases survival rates, well-being, and medication uptake (Vater et al., 2014; Kemp et al., 2017). On the other side, other research has discovered that hope appeals may have a detrimental effect on giving behavior, in fact discouraging people from volunteering for charity (Cockrill & Parsonage, 2016). According to the scholars van Cohen-Chen and Van Zomeren (2018), individuals can cope with global warming messages by feeling hopeful about change without necessarily behaving on it. In addition, Cavanaugh et al. (2015) discovered that hope appeals might not be successful in promoting a sense of community, which may limit their capacity to encourage charitable actions through emotive language. Hope serves as an emotional turnoff that should be avoided when promoting philanthropic causes (Cockrill & Parsonage, 2016). However, it was demonstrated that hopeful, emotional pleas could be persuasive on social media (Jacobson et al., 2019).

In order to elicit positive feelings in the audience and communicate a sense of optimism that should ultimately motivate people to take action for a certain cause, appeals to hope and joy are frequently employed in advertising (Yousef et al., 2021). Donations are often made anonymously (Rotemberg, 2014). In this case, the donors are rather driven to this act by their own altruistic characteristics than by external factors such as social prestige (Rotemberg, 2014).

When making a where the donors´ name remains anonymous, the donors is more likely to be affected by their inner emotions, such as feelings of guilt, but also hope (Urbonavicius et al., 2019). Altruistic values encourage people to prioritize the needs of others over their own, as mentioned in the previous section on guilt and shame appeals (Hoffman, 1998). Moreover, people with altruistic traits are more likely to respond positively to hope appeals in advertising (Nikolinakou & King, 2018). Chou and Budenz (2020) have shown that altruistic beliefs combined with hope appeals can effectively influence people's behavior and actions. Thus, people with altruistic traits will be more likely to respond to the appeal and its impact, and in the case of a charity advertisement, will exhibit the desired behavior and donate (Ranganathan & Henley, 2008). The success of an advertisement with hope or joy appeals depends heavily on the audience and their beliefs and values (Nabi, 2015). A person's altruistic tendencies can be influenced by a variety of things, including their own ideals, societal influences, or cultural standards (Nabi, 2015). Therefore, it is important that marketers are aware of this and adjust their message accordingly (Nabi, 2015). This thesis explores the role that altruistic beliefs have in enhancing emotional appeals in advertisements and influencing people's intentions to donate.

2.1.6   Elements of Emotional Advertising Appeals

There are several components in advertising that can be used to elicit emotions in the viewer and hence produce advertisements with emotional appeals. Each of these elements can play an important role and can be facilitated to establish an emotional connection between the commercial and the viewer. The following subsections will discuss some of the key elements that are considered essential in the literature for evoking emotions in advertisements.

2.1.6.1   Facial Expression

The first element of emotional advertising appeals addressed in this literature review is facial expressions, which serve as a vehicle for emotional expression, social interaction regulation, and message reinforcement to the recipient (Cerf et al., 2009). Thus, a variety of emotions can be expressed by facial expressions, especially in static advertising (Cerf et al., 2009). In some cases, these expressions might also convey messages more effectively than words alone could, making them an efficacious tool for brand identity as well as message transmission (Cerf et al., 2009).

According to Bindemann et al. (2007), human faces are one of the most effective stimulants in imagery for drawing the viewer's attention toward the advertisement. A person's facial expression can influence the emotions of others as they intentionally or subconsciously imitate the facial expressions, gestures, or posture of the ones they engage with (Lewinski et al., 2014). This phenomenon is described as emotional contagion, which is also said to influence consumer behavior (Lewinski et al., 2014). A reaction is produced by the mimic synchronicity's simultaneous experience, which causes a matching emotional state (Dallimore et al., 2007). A person's facial expression not only provides information about and conveys a person's emotional state but also indicates the degree of intensity of the emotions felt (Ekman et al., 1980). Another important argument for why facial expressions play an effective role in marketing is that they demonstrate authenticity and sincerity, making it easier to foster a relationship of trust and loyalty between a customer and a brand (Seo & Kang, 2020). In addition, a brand's reputation can also benefit from this tactic, as facial expressions can influence how credible and trustworthy a person perceives a message (Nanne et al., 2021). In various cultures, laughter is considered a sign of happiness, so the use of laughing actors can improve advertising effectiveness and thus positively influence purchase intentions (Kulczynski et al., 2016). A person's facial expression not only reveals their emotional state and provides information about it, but it also reveals how intense those emotions are felt (Ekman et al., 1980). The employment of smiling actors can enhance advertising efficiency and thus have a positive impact on consumers' purchase intentions since smiling is regarded as an indication of well-being in every cultural context (Kulczynski et al., 2016). According to McDuff et al. (2015), facial expressions can elicit empathy and relatability in the spectator, which should ultimately increase the memorability of the advertisement´s message. In addition, Molnar-Szakacs and Overy (2006) found that the sight of facial expressions activates mirror neurons in the consumer´s brain, which in turn generates an emotional reaction and improves the likelihood that the advertising message will be better remembered.

As discussed in section 2.1.2 , the tactic of emotional contagion is frequently used among nonprofit organizations in their marketing campaigns to induce different emotional responses in recipients, such as sadness, hope, joy, or guilt. In their study, Small and Verrochi (2009) discovered, for instance, that sad facial expressions had a greater impact on donation intention than neutral or cheerful ones. Other researchers, however, have discovered the precise opposite, that joyful feelings had a larger effect on charitable behavior (Tugrul & Lee, 2018). To appeal to donors, a combination of these findings may also be effective, as Septianto and

Paramita (2021) revealed that a combination of emotional appeals with positive and negative valences significantly influences donation behavior.

2.1.6.2   Storytelling

Another very common means of emotion transfer in advertising is storytelling, which is said to be a compelling advertising style to convey messages and promote word of mouth (Kang et al., 2020). Storytelling is a well-known and commonly used method of communication used to engage audiences and inspire them with emotion (Kang et al., 2020). Storytelling is a method of conveying knowledge, ideas, products, or other information to recipients through constructed or real stories (Merchant et al., 2010). The story as a form of expression should make it possible to present the information conveyed as simply as possible to absorb it as well as possible and anchor it in the memory in the long term (Merchant et al., 2010). The reason for storytelling success is that emotional stories stay in the customers' minds better and longer than bare advertising messages (Kang et al., 2020). A coherent story activates more regions in the brain, gives bare facts a significant meaning, and encourages the recipient to empathize and follow along (Armstrong, 2020).

Storytelling has become a common marketing tactic, especially with the rise of social media, which has shifted face-to-face storytelling to online platforms (Dwivedi et al., 2021). Using stories as a method for consumer engagement is gaining importance in various areas, such as branding (Presi et al., 2016). For instance, Instagram and Snapchat, both social media platforms, have added features that primarily support storytelling (Presi et al., 2016). These platforms increased the number of narratives shared, also in a personal context, which influences consumer behavior in terms of product preferences and brands (Lund et al., 2017). In the modern digital era, social storytelling is a new technique for sharing stories and a branch of social media marketing (Lund et al., 2017). Users are exposed to a variety of tales on a daily basis, making it increasingly challenging for businesses to connect with their customers and stand out from the competition (Hattar, 2022). The art of this technique is to convert seemingly unremarkable products, facts, or services into an intriguing story that captivates the audience through emotive storytelling (Hattar, 2022). It is important to know and define the target group precisely in order to build the stories around their respective interests (Hattar, 2022). To effectively transmit the corporate message through a story, the brand must also have a thorough awareness of its own corporate culture and know how it wishes to present itself (Hattar, 2022).

The essence of storytelling is that people should absorb the story and process it with emotions (Lesser, 2022). Customers also rely on their purchasing decisions on visuals, which help them remember information longer (Bowman, 2017). This is a result of the Picture Superiority Effect, which demonstrates that the human brain processes and retains visual information more effectively and efficiently (Childers & Houston, 1984). People retain more information from visual content than from textual content (Childers & Houston, 1984). The reason for this is that individuals can understand pictures more quickly, and since images also engage the imagination, they have a quicker emotional impact (Childers & Houston, 1984). According to Holt (2016), significant marketing resources are mismanaged in terms of online storytelling because marketers frequently have poor knowledge of the underlying rationale. A range of choices are made when marketing strategies are used in the context of storytelling, and it would be beneficial to go into greater depth about how important these choices are to the impact of tales (Holt, 2016). Marketing professionals must make three choices when using digital storytelling: the tale design, storyteller selection, and targeting (Holt, 2016). Wentzel et al. (2010) found that an obvious commercial purpose of a narrative affects its persuasiveness. Therefore, if the business intentions of a narrative are clearly visible, it is less persuasive (Wentzel et al., 2010).

Storytelling is a popular promotional tool for charities, as they often tell a story about a particular social issue to encourage donations (Merchant et al., 2010). Previous research has highlighted the storytelling elements in an advertising context as a compelling strategy that can alter customer perspectives and actions by evoking sentiments of empathy (Escalas, 2004; Bok & Min, 2013). Consumers´ purchase decisions may be affected when they empathize with a brand's message and become emotionally invested in it (Park & Lee, 2014). In their research article, Woodside et al. (2008) contend that people enjoy acting out stories and putting themselves in the roles of the characters to feel involved and important. They also enjoy acting out the myths that are typical of the story (Woodside et al., 2008). Additionally, consumers frequently build their opinions and thoughts through storytelling methods as opposed to logical reasoning, according to McKee (2003). Numerous charitable organizations view storytelling as a crucial tactic in their efforts to capture and involve new audiences (Merchant et al., 2010). These narratives provide viewers the opportunity to actively engage in the plot by contributing to the charitable cause through donations to the organization while also eliciting pleasant feelings in the viewers because they make them feel like they are embodying the mythic archetype of helping those in need (Merchant et al., 2010). Charity organizations frequently create narratives that aim to guide consumers through a series of emotional states (Merchant et al., 2010). These narratives often begin with a provocative event or a compelling portrayal of an individual who

needs help (McKee, 2003). When it comes to promoting charitable giving, past studies have revealed that this intentional invocation of negative emotions is beneficial to the donation behavior of viewers (Isen et al., 1987). This is due to the fact that individuals generally tend to seek out positive emotional states and strive to alleviate or transform their negative ones (Isen et al., 1987). The tension created by the narrative is eventually resolved as consumers are presented with opportunities to act during the course of the charity story to address the problem and restore emotional balance (Woodside et al., 2008). According to Merchant et al. (2010), charities should make protagonists of those who match the specific social cause the organization is promoting or soliciting donations for. The story told should depict an obstacle or challenge that ultimately leads to a positive outcome through the generosity or support of the consumer (Merchant et al., 2010).

The ethos, also called the credibility of the source, which has already been explored in this thesis in the framework of rhetoric theory (see section 2.1.1), is an important component of storytelling and is crucial to the persuasion of a consumer (McCroskey & Young, 1981). In the case of a tale, it does matter who tells it since credibility is necessary to establish trust with the narrator, whose motives and intentions must align with those of the audience (Hocevar et al., 2017). Through ethos, the viewers shape their attitude to the advertising in question and, ultimately, their subsequent intentions and behaviors (Ohanian, 1991). Ethos can be classified into two categories: character authority and character likeability (Kang et al., 2019). The authority of the character in the tale will increase if they possess qualities like competence, knowledge, experience, skill, or qualification; as a result, the viewer's opinion of the commercial will be more favorable (Ohanian, 1991). However, in order to guarantee that the viewer will have a positive attitude, it is crucial that the character is likable, which can be expressed through relatability, sympathy, or pleasantness (Kang et al., 2019). Moreover, it is said to be difficult to identify a character for a story who fits under both categories, authoritativeness, and likability (Kang et al., 2019). Celebrities are frequently utilized as spokespersons in advertisements to improve the brand image, although doing so carries some risk (Hackley & Hackley, 2015). If the brand or product does not fit the celebrity, the promise made in the advertisement loses credibility and may even cause image damage (Hackley & Hackley, 2015). Another risk associated with utilizing famous people as characters in their stories is that the success of the advertising campaign will depend on how the celebrity in question is perceived and will stand or fall with the image of the person (Hackley & Hackley, 2015).

2.1.6.3   Nature

Memory continues to play a crucial role in the impact of advertising (Lee et al. 2012). Many academic studies have investigated how images affect how individuals remember advertisements (Childers & Houston, 1984; Hartmann et al., 2013). Memory has been demonstrated to function more effectively with visual advertising stimuli than with verbal information (Childers & Houston 1984). The recall of spoken advertising messages has been found to be enhanced by emotional reactions to emotive promotional pictures (Leigh et al., 2006). There is evidence from environmental psychology that there are still unknown ways in which nature imagery in advertising can trigger psychophysiological responses and improve cognitive processing and recall of commercial messages (Leigh et al., 2006). According to the Attention Restoration Theory (Kaplan 1995), observing nature landscapes relieves stress and improves cognitive performance as opposed to urban settings absent of natural components such as woods. These discoveries could also be pertinent to advertisement effectiveness, considering exposure to nature may have similar advantages on an individual´s cognitive function, memory, and emotional state as exposure to advertising that features nature. Marketers frequently employ the tactic of using natural landscapes in commercials, particularly when it comes to emotive advertising (Hartmann et al., 2013). According to the literature, nature-related depictions in advertising, such as images of idyllic landscapes or wildlife, can create an emotional attachment to nature (Hartmann et al., 2013). Such representations can, in turn, arouse sentiments of nostalgia, longing, or a sense of adventure in the viewer (Hartmann et al., 2013). As reported by Batra and Ray (1986), emotional reactions to visuals in advertising have a favorable impact on the viewer´s perceptions of an advertisement. Furthermore, it is proven that advertisements incorporating nature elements can elicit positive emotional responses in a consumer, which ultimately has a positive effect on their brand attitude (Hartmann & Apaolaza-Ibáñez, 2008). In addition, Sander et al. (2021) state that the use of nature elements in advertising can also influence brand personality in terms of qualities such as authenticity and sustainability, which in turn leave a positive impression on the viewer and lead to a more positive attitude towards the brand. Academic studies have shown that consumers´ emotional responses to advertisements using natural landscapes is favorably connected with factors including brand affinity, brand recognition, and purchase intention (Hartmann et al., 2013). Nature-based advertising has the potential to inspire a sense of social responsibility and environmental awareness among consumers, which can have a positive impact on brand loyalty on the one hand, and on the other hand, can positively influence charitable giving towards charities that aim to preserve nature (Sander et al., 2021; Hartmann et al., 2013). In this context,

however, this effect only refers to natural landscapes that the viewer likes and therefore perceives as pleasant (Hartmann et al., 2013). Images of deserts or urban scenes are therefore rather excluded since they do not evoke the same emotional response in the viewer as the image of mountains, lakes, or forests (Hartmann et al., 2013).

2.1.6.4   Color Scheme

A consumer´s purchasing behavior is strongly influenced by emotions, and there are many influences through which emotions can be generated, one of which is colors and color combinations (Choi et al., 2020). In the field of advertising, depending on the industry and the type of product, the same colors are often used, as they are each said to have different advertising and sales psychological effects, which in combination can increase advertising success (Choi et al., 2020). Consequently, colors are referred to be a crucial aspect of visual processing (Choi et al., 2020). In the context of advertising, color is regarded as being of utmost importance since it has the ability to elicit feelings, affect moods, and create attitudes that eventually affect consumers´ buying behavior and views (Rathee & Rajain, 2019). Furthermore, the choice of color used in marketing can significantly impact a consumer's attitude toward quality or price (Rathee & Rajain, 2019). Thus, brands can more effectively communicate their values, their worth, or what they stand for by using different colors, thereby enhancing their connections with their customers and encouraging more consumer spending (Dash, 2018). The color design of a company's product line can make it stand out from the competition and stay in customers' minds longer, ultimately giving the brand an advantage over its competitors as the product is thus more likely to be considered for purchase (Dash, 2018).

Due to the ingrained relationship between color and its interpretation in the specific scenario, red, for instance, can invoke anger in a business marketplace associated with competition and motivation in an interpersonal environment (Bagchi & Cheema, 2013). Red hues can also evoke a sense of urgency in the spectator and leave them with a powerful, energizing impression (Singh et al., 2023). Red is believed to draw attention and boost purchasing intent (Singh et al., 2023). In order to increase their chance of being seen by customers, discounts are frequently labeled with this hue in marketing (Singh et al., 2023). According to earlier studies, different hues are cognitively associated with distinct emotional states (McMenamin et al., 2013). The study of Palmer et al. (2013), for instance, examined 37 different colors and their association with different emotions and found that the color orange was most likely to trigger the emotion of

happiness in respondents. Additionally, the researchers found that orange is more likely to be linked to pleasant facial expressions than it is with unhappy ones Palmer et al., 2013). On the contrary, the color blue is associated with the emotion of sadness, which is further reinforced in the study of Schifferstein and Tanudjaja (2004), in which they found that shades of blue are rated far down on the emotion-pleasure scale. In a study conducted by Kumar (2017), it was discovered that colors have the potential to affect an individual´s feelings. On the one hand, orange, yellow, and red are examples of warm hues that are known to create sensations of enthusiasm, warmth, and vitality Kumar (2017). Cool colors, on the other hand, including green, purple, and blue, on the other hand, tend to inspire sentiments of serenity and trust Kumar (2017). This understanding of color and emotion is frequently utilized by marketers to carefully choose colors that complement their brand image and the advertised items Kumar (2017). Moreover, in a study conducted by Karp and Karp (1988), elementary school pupils were provided with a record of different emotional states and instructed to identify the first hue that struck them when thinking about one of the listed emotions. Based on the students' selections of colors, the findings revealed that blue was the hue most frequently connected to sadness. In advertising, colors can trigger positive or negative emotions in a viewer (Choi et al., 2020). Additionally, a brand's color selections might affect how valuable its product line is viewed by consumers (Agyeman, 2013). Therefore, marketers can utilize this knowledge of color theory to support the price point they want to set (Agyeman, 2013). According to recent studies, colorful visuals are more likely to elicit a stronger favorable emotional response and induce more positive behavioral intentions than grayscale images (Elliot & Maier, 2007). Colored visuals that evoke pleasant emotions can motivate people to engage in desirable behaviors (Elliot & Maier, 2007). This emphasizes the value of color and emotional responses in visual design to impact behavioral intentions favorably, such as in advertising (Elliot & Maier, 2007). In the context of charity, this means that if the chosen color complements the message, both the text and the image, this may have a favorable or unfavorable impact on the viewer's donation behavior (Palmer et al., 2013). Therefore, Choi et al. (2020) advise the utilization of the color orange in advertising efforts when charities promote positively valued messages and the color blue when the opposite is the case. Different hues are linked to how an individual interprets their warmth or coolness (Choi et al., 2020). There are universal links between color perception and temperature feelings throughout civilizations (Choi et al., 2020). For example, hues like red and orange are commonly associated with warmth, whereas blue is frequently associated with coolness (Choi et al., 2020). Further support comes from the study of Hardin (2005), stating that the color orange has been ranked as the color that conveys the highest sense of warmth, while blue is considered the coolest. Consequently, there is a relationship between felt temperature

and colors (Hardin, 2005). Scientific research has also demonstrated that an individual´s emotional state and perception of temperature have an influence on one another (Crawford et al., 1977). For instance, when people are agitated or anxious, their felt temperature can appear lower, while feelings of ease or security can lead to a higher perceived temperature (Crawford et al., 1977).

2.1.6.5 Music

Music is the last element considered in this literature review. Advertisers frequently incorporate music into their commercials to arouse viewers with a distinct motivation and to promote the commercial's core message (Morris & Boone, 1998). Additionally, consumers' attitudes towards the advertisement are claimed to be improved by the music in commercials, which could ultimately convey to the brand (Morris & Boone, 1998). Music can be used as a stimulus in advertising to persuade consumers into making a purchase decision (Stout & Leckenby, 2016).

Advertising music exists in a range of styles. Instrumental pieces, for example, are used as background music for advertising scenes, and signals are concise instrumental tone sequences that convey specific messages (Hein, 2008). Audio logos, on the other hand, are recognizable melodies that are assigned to a product name and are intended to increase its recognition value (Hein, 2008). Jingles are slogans or advertising messages set to music, often intended to be catchy, and advertising songs are sung songs that are intended to support the advertising message and appeal emotionally (Hein, 2008). Finally, there are soundalikes, which are advertising songs that sound similar to an already familiar work and are thus intended to create a familiar atmosphere in the consumer (Hein, 2008).

In their study, Zimny and Weidenfeller (1961) discovered that music could inadvertently elicit emotional responses in audience members of an advertisement. The emotional messages conveyed by music in advertisements tend to be more affective than cognitive in nature (Morris & Boone, 1998). Various scholars, such as Rohner and Miller (1980), found that peaceful or soothing tunes helped participants feel less stressed and that their emotions were affected by the major and minor keys of music. Additionally, it has been shown that music influences people's purchasing decisions (Rohner & Miller, 1980). Moreover, Donovan (1994) discovered that the music played in shops had an impact on customers' buying patterns and may cause them to spend more money than they planned to. However, to achieve these emotional responses, the music selected must fit the message and the type of the advertising (MacInnis &

Park, 1991). In addition, music can also positively or negatively influence the consumer's processing of the message, depending on the type of consumer and on how well the music and the advertising match (MacInnis & Park, 1991). Marketers use music in advertising to give consumers a positive attitude toward a brand, which can ultimately lead to higher purchase motivation (MacInnis & Park, 1991).

2.1.6.6 Emotional Elements in Advertising – An Example

Figure 6 shows a 2012 advertisement for the fruit juice brand Rauch that incorporates several of the elements described above to evoke emotion in the viewer. Through the use of nature, positive facial expression, and color scheme, the advertisement quickly attracts attention and aims to arouse emotions in the consumer. A sense of naturalness and health is created by the sunny surroundings, which include a blue sky, bountiful trees, mountainous terrain, and green grass. Additionally, the man's joyful look and wide smile make the viewer feel happy, satisfied, and pleasured. Warm hues like yellow and orange uplift the spirit. The brand successfully creates a strong emotional connection between the viewer and the product through this advertisement, which may have an impact on the consumer's choice to buy. When viewing the advertisement, the consumer is confronted with positive emotions such as joy, pleasure, and naturalness, which can increase the desire for the advertised fruit juices from Rauch. The viewer's attitude towards the product is influenced by the inclusion of these emotional elements in the advertising and could lead to a positive perception of the product, which could ultimately lead to increased purchase intention.

FIGURE 6 POSITIVE EMOTIONAL APPEAL RAUCH ADVERTISEMENT (RAUCH, 2012)

2.1.7   Gender and Advertising Appeals

This section of the literature review discusses the relevance of gender-based targeting, as well as how men and women react to appeals in advertising differently and how this can affect the success of fundraising campaigns. The literature is pertinent to the thesis topic because it establishes a framework for comprehending the function of emotional advertising in charity efforts and how gender-specific advertising can be used to increase the efficacy of these initiatives.

People are constantly exposed to various advertising media in the course of their daily lives, so it is assumed that a person is confronted with 10,000 - 13,000 advertising messages every day (Koch, 2018). Due to this oversaturation, advertising is often perceived by consumers as a disruptive factor (Streckfuß, 2005). For this reason, advertisers are increasingly required to be creative in the design of their products and the associated commercials in order to trigger a buying impulse in the consumer or attract attention (Streckfuß, 2005). Many companies are therefore focusing specifically on gender-specific advertising (Streckfuß, 2005). Gender marketing is the practice of marketing goods to specific genders on the grounds that each gender behaves differently when it comes to consumption and purchasing behavior, making gender segmentation a crucial practice in the creation of advertisements (Noble et al., 2014). Today, the advertising industry has been evolving to be more inclusive, acknowledging that there are multiple gender identities other than the traditional binary of male and female since gender identity is becoming an increasingly important role (Abrams & Ferguson, 2022). Examples of these genders include transgender, non-binary, gender fluid, and genderqueer (Abrams & Ferguson, 2022). Gender identification refers to an individual's perspective and sense of identity with one or several genders (Abrams & Ferguson, 2022). However, the term "gender" in this paper only refers to the biological sexes male and female. One reason for this is, for example, the difficulty to research all gender identities defined today.

Numerous studies have shown that men and women react differently when they see the same advertisement (Brunel & Nelson, 2003; Martinez-Levy et al., 2017; Putrevu, 2004). Noble (2014) found in his study, among other things, that the reaction to emotions conveyed in advertising differs between the sexes. For this reason, it has been repeatedly argued that women perceive emotions more often and more strongly than men and that different intensities prevail in the experience of emotions (Brebner, 2003; Grossman & Wood, 1993). In addition, Jovanovic et al. (2016) found in their study that females tend to respond more positively to emotional advertising appeals, while, males tends to respond more favorably to rational advertising

appeals in terms of their purchase intentions. It is assumed that human behavior, along with moral behavior, is motivated by reproductive goals (Brunel & Nelson, 2003). As a result, women, who often provide care, tend to encourage nurturing, whereas men cultivate a competitive attitude (Brunel & Nelson, 2003). According to prior studies, women are more likely to respond to benevolent appeals in advertising than they are to self-serving pleas, while the opposite applies to males (Brunel & Nelson, 2000). These distinctions in how each gender reacts to advertising have been attributed to variances in moral worldviews, which in turn have been linked to sociobiology and culture (Brunel & Nelson, 2003).

Charity organizations are increasingly leveraging emotional appeals in their advertising to get the attention of potential donations in order to promote prosocial behavior (De Pelsmacker et al., 2011). According to Chang and Lee's (2011) study, gender differences can have an impact on how people respond to fundraising calls. Researchers have found that men are more egoistically inclined, prioritizing their independence and donating in order to raise their social status, while women are more altruistically inclined, prioritizing the needs of others and donating to promote social change or assist those in need (Hupfer, 2006; Martinez-Levy et al., 2017; Shelley & Polonsky, 2002). Furthermore, Andreoni and Vesterlung (2001) found that women are more likely to donate frequently and liberally, particularly when the personal expenditures are significant. Newman (1977), who found that there is a greater likelihood of females to give to a social cause after recognizing a need than males, provided additional evidence in support of this claim. In contrast to the results of the aforementioned studies, Brown-Kruse and Hummels (1993) and Sell et al. (1993) came to a different conclusion. According to their research, fewer women than men donate to social causes. Therefore, it is crucial to investigate these gender disparities in fundraising further in order to improve marketing campaign techniques and thus encourage greater donor engagement.

Vecchiato et al. (2013) found that men and women are influenced by advertising creativity in different ways. In their study, women reacted more emotionally to the first part of a commercial that featured a famous actress and young children, while men reacted more emotionally to the last part, which presented the technical details of the product (Vecchiato et al., 2013). This suggests that personalized advertising could improve the effectiveness of commercials for different target groups (Vecchiato et al., 2013). Based on their research, Laufer et al. (2010) argue that while communications emphasizing the value of donor contributions are more appealing to women, those emphasizing the success of charities have a bigger influence on men. Nevertheless, it is crucial to remember that there are further aspects that affect how people

react to advertising appeals in addition to gender, such as age, individual values, cultural background, and wealth (Raza & Zaman, 2021; Taylor et al., 2013).

In conclusion, gender differences can affect the power of advertising appeals in marketing campaigns (Martinez-Levy et al., 2017; Shelley & Polonsky, 2002). Charities can develop more successful campaigns that solicit donations and support by taking into account the various ways that men and women react to emotional and rational appeals. However, it is important to also concentrate on creating messages that resonate with a diverse range of individuals and not only on gender differences.

2.2   Charity Organizations and Social Media Marketing

A non-profit organization (NPO) is an organization that pursues a mission that is socially recognized as meaningful and necessary and is not primarily driven by the goal of making a profit (Helmig & Boenigk, 2019). Non-profit organizations deal with social or political issues and operate independently of governments (Helmig & Boenigk, 2019). There are different types of NPOs, including charities (Njogu, 2020). Charities must adhere to specific standards, such as serving exclusively for the common good, being established only for charitable purposes, and being fully registered (Njogu, 2020). These organizations support categories such as animals, children, education, disabilities, environment, homelessness, hunger and poverty, and disaster relief (CharityChoice, 2021). In the past, market pressures like consumer-driven strategies and growth were assumed to be unrelated to charities (Hutri, 2019). Traditionally, charities have not been influenced by outside market forces since they have been directed by their purpose, vision, and mission (Kashif et al., 2015). Today, however, charity is also marketed (Hutri, 2019; Kashif et al., 2015). Supporting charitable causes has evolved into a sort of consumption as nonprofits have become more commercialized and embraced characteristics typically associated with businesses (Hutri, 2019). Today, generosity is exhibited through consumer decisions such as making purchases or going to events (Nickel & Eikenberry, 2009). Consumer-driven charitable giving is evident in actions like buying sanitary goods, with a portion of the proceeds going to organizations that support a certain cause or taking part in a charity run (Hutri, 2019). Even while charity advertising takes a business-like stance, giving to charities is still distinct from purchasing other market goods (Hutri, 2019). The "product of help" is intended to benefit others rather than the buyer personally (Hutri, 2019). Nevertheless, helping those in need may bring about an inner sense of fulfillment for purchasers (Hopgood & Vinjamuri, 2012). The charity sector is

highly competitive, which is why these organizations need to build a brand, optimize profits and reduce costs (Hopgood & Vinjamuri, 2012). Charity organizations heavily depend on donations to fund their operations, which is why they resort to marketing tactics to increase the visibility of their causes and attract as well as retain potential donors (Hopgood & Vinjamuri, 2012). According to Carbonnier (2017), the rules of supply and demand that govern the market are not transferable to charity organizations. The reason for this is that the need for help repeatedly exceeds the capacity of the organizations, therefore, it is impossible to fully satisfy the demand (Carbonnier, 2017). Moreover, the need for assistance is subject to unforeseeable fluctuations triggered by, for instance, natural disasters and catastrophes (Hutri, 2019). The degree of support from donors ultimately depends on how willing individuals are to contribute financially at a particular moment (Hutri, 2019). Although charities have a structure comparable to businesses, charities represent a separate market sector (Carbonnier, 2017). Fundamentally, fundraising is not about making a profit but rather about raising funds for charitable purposes and aid initiatives (Hopgood & Vinjamuri, 2012).

In the context of the advertising literature, numerous prosocial behaviors have been studied, including charitable giving, volunteerism, and blood giving (Urbonavicius et al., 2019). Typically, charitable giving takes the form of a monetary contribution to a nonprofit organization (Sargeant & Hudson, 2008). This can be done by making a direct donation to the charity or by providing indirect support by buying a cause-related product and donating a portion of the proceeds (De Frias Viegas Proença & Pereira, 2008). Both types of donations—indirect and direct—achieve the same result for the organization in that money is raised, and the donor's aims also remain the same through the support of a charitable cause (Urbonavicius et al., 2019). According to Lay (n.d.) "Prosocial behaviour is voluntary, intentional behavior that results in benefits for another person. Such behaviour is considered to be altruistic if it is motivated by a genuine desire to benefit another person, without any expectation of benefits to oneself."

Charity organizations heavily rely on donations to fund their programs and help those in need (Hopgood & Vinjamuri, 2012). However, the number of donors has experienced a decline in recent years, indicating a decrease in the overall contribution to charity organizations. According to statistics, 22.1 million people contributed to the donation volume in 2016 in Germany, while only 21 million did so in 2017, representing a 5% decline between the two years (Siegmund, n.d.). Despite this decline in the number of donors, the overall donation amount remained stable as donors increased their frequency of giving (Siegmund, n.d.). A comparable scenario can be observed in Austria, where donations decreased by 8.5 million euros between 2020 and 2021,

resulting in a 5% decrease (Breščaković, 2022). Furthermore, a significant decline in donations was also noted in 2022 (Breščaković, 2022). This data highlights the importance of researching and developing effective marketing strategies for charity organizations to encourage donation intention. This intention to donate can be generated by emotional appeals, for example, as they highlight the importance of a social cause and trigger emotions in donors that, in turn, motivate them to engage in prosocial behavior (Yousef et al., 2022). Exploring effective emotional appeals can help marketers develop campaigns that resonate with potential donors and encourage them to give to charity. (Hopgood & Vinjamuri, 2012).

Charities have always needed donations to support their operations and carry out their aims (Hudir, 2019). However, with the rise of social media, many organizations have used these channels to gain more exposure, publicize their causes, and attract new donors (Bilgin & Kethüda, 2022). This section will investigate the function of social media in charity marketing, with a particular emphasis on the effectiveness of social media as a marketing tool.

Kim and Ko (2012) claim that social media offers an effective platform for charitable organizations to connect with their target consumers. For charities in particular, social media can serve as an effective tool to spread their messages, interact with potential donors and volunteers, share achievements, and demonstrate how their work helps those in need (Lawrance, 2013). In addition, social media is an efficient tool to help enhance a charity's brand equity, which is critical for attracting donations (Bilgin & Kethüda, 2022). The aim of social media marketing (SMM) is to persuade consumers to choose a specific brand or product by developing and spreading written and visual material on online platforms (Bilgin & Kethüda, 2022).

There are many components of SMM, with one of them being awareness, which is a crucial aspect for charity organizations (Quinton & Fennemore, 2013). Charities can leverage social media channels such as Facebook, Twitter, Instagram, and LinkedIn to convey their purpose and vision, inform about challenges faced by those in need, create compelling content, and connect with possible donors (Quinton & Fennemore, 2013). In addition to that, charities can raise their profile by using targeted advertising and also focus on particular groups and demographics to reach those who are most likely to be interested in their cause (Cahalane, 2013). However, it is critical that charities approach social media marketing with a clear strategy and plan (Saxton & Wang, 2014). Without careful planning, a social media campaign may not only be useless or even detrimental to the charity's reputation but also hinder awareness-building and donation growth (Saxton & Wang, 2014). The engagement and two-way communication between a brand or organization and a user is another feature of SMM (Godey et al., 2016). Social media platforms

offer consumers the chance to share information and communicate verbally in real-time in the form of ideas, opinions, or perspectives (Kim & Ko, 2012). Therefore charities can broadcast their messages and instantly receive feedback from their audience, enabling them to have conversations and discussions about the topic at hand (Bilgin & Kethüda, 2022). In addition, charities can use social media features such as polls, quizzes, and live streams to connect and engage with their followers, which encourages the development of trust in an organization (Kurniawati et al., 2021). By promoting active involvement, the organization can create a community of sorts and motivate or inspire its followers to take action (Bilgin & Kethüda, 2022). The ability to better understand their target groups and eventually customize their fundraising and marketing strategies, as a result, gives charities a significant advantage (Bilgin & Kethüda, 2022). SMM places a strong emphasis on customization, enabling charities to use targeted advertising and send individualized messages to potential contributors (Seo & Park, 2018). Additionally, social media analytics may be used to monitor the effectiveness of various posts and campaigns and modify them according to user preferences (Seo & Park, 2018). To enhance marketing efforts, monitoring rates, conversion rates, or click-through rates can be examined to acquire insights into which techniques perform best and which perform worse (Bilgin & Kethüda, 2022). Additionally, charities have the capability of regularly updating their benefactors on activities and current needs (Bilgin & Kethüda, 2022). Another component of SMM is informativeness, which is about presenting accurate, useful, and thorough details on charities' activities to their intended audiences (Bilgin & Kethüda, 2022). Social media has shown to be an effective channel for alerting donors about current and upcoming initiatives as well as demonstrating to donors which progress and successes have been made possible because of their contributions (Di Lauro et al., 2019). Charities use images and videos on their social media accounts to inform and motivate (Tian et al., 2021). Potential contributors may be able to empathize with those in need and form an emotional connection with the organization by viewing this kind of content (Lawrence, 2013).

Social media is ultimately not only a good platform for charities to raise awareness for specific causes or build and maintain relationships with potential donors but also to raise funds (Yousef et al., 2022). With their global reach and ability to connect with potential donors, these social platforms offer great potential for charities to raise funds from a broad donor pool, especially through the fundraising tools that exist on many different social channels (Sun & Asencio, 2019). Charities can also use their budget for marketing purposes more cost-effectively through SMM, as it is less expensive than traditional marketing (Sundermann & Leipnitz, 2019). All in all, social

media is an efficient and cost-effective way for organizations to spread messages quickly and widely and to collect donations directly (Baek & Yoon, 2017).

2.3   Hypotheses and Research Model

After conducting a thorough literature review, it can be concluded that emotional advertising is an important factor that can influence the intention to donate. Particularly in the context of digital charity marketing campaigns, emotional advertising seems to play a crucial role in promoting the intention to donate. However, there are still gaps in understanding which specific emotional stimuli are most effective in digital charity campaigns and whether altruistic beliefs moderate these effects.

Based on these findings, this paper hypothesizes the following:

H$_1$. Positive appeals have a stronger impact on the emotions of (a) hope and (b) joy than on the emotions of guilt and shame.

H$_2$. Negative appeals have a stronger impact on (a) guilt and (b) shame than on the emotions of hope and joy.

H$_3$. The emotions (a) hope (b) joy (c) guilt, and (d) shame impact donation intention.

H$_4$. The impact of negative emotions (guilt and shame) on donation intention is stronger than the impact of positive emotions (hope and joy)

H$_5$. Altruistic values are stronger for women than for men.

H$_6$. Altruistic values moderate the impact of negative emotional appeals on (a) guilt and (b) shame, so that stronger values amplify this effect.

To better illustrate the objective of this study as well as the connection between the research objects, Figure 7 shows a visual representation of the conceptual frameworks.
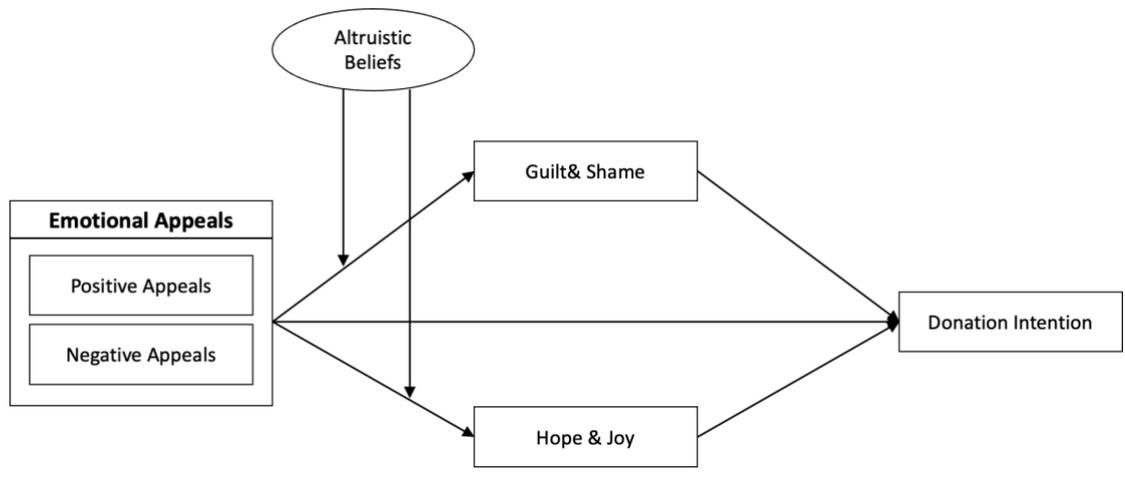
FIGURE 7 RESEARCH MODEL

3   METHODOLOGY

The methodology section of this thesis focuses on the research approach employed to examine the influence of emotional advertising in digital charity marketing campaigns on donation intention. In this chapter, the research approach adopted to explore this phenomenon will be outlined in detail. This includes a description of the chosen research design, experiment, stimulus, measurement scales, pre-test, and sampling. Additionally, the data analysis procedure that will be utilized to analyze the collected data will also be outlined.

3.1   Research Design

This subsection of the methodology focuses exclusively on the research design of this thesis. A quantitative research approach was employed to investigate the influence of emotional advertising appeals within digital marketing campaigns on donation intentions. In particular, a causal or explanatory study design—also known as an experimental design—was used to explore the causal link between advertising appeals and donation intentions. The decision to conduct experimental research and a quantitative study design was based on a number of factors, some of which are listed below.

Quantitative research aims at producing probability-based findings as well as numerical ratios and uses statistical procedures to assess data in order to achieve generalizability (Goertzen, 2017). It is frequently utilized to validate or refute theories through in-depth surveys or experiments and allows for a comparison and extrapolation of the results (Goertzen, 2017). Therefore, a quantitative research strategy is used to examine the relationship among formulated variables and thereby test the associated hypotheses (Creswell, 2013). Given that it is based on statistical techniques and employs representative data sets, quantitative research has the benefit of enabling accurate generalizations about the population (Delice, 2010). In particular, the generalizability argument makes quantitative research more appealing for this study because the goal of the thesis is to provide Austrian marketers with meaningful information on how to employ emotional appeals in charity marketing efforts to increase donations (Goertzen, 2017). In the present thesis, a qualitative approach that relies solely on qualitative data and methodologies may not be adequate since it does not produce representative results (Pathak et al., 2013). Contrarily, quantitative research enables systematic data collection and large-scale statistical analysis, which makes it possible to establish

comparisons and connections across various groups (Delice, 2010). Additionally, they enable the prediction of results and the provision of thorough justifications for the results, contributing to a thorough and impactful investigation (Delice, 2010).

Quantitative research includes various methods, such as (online) surveys, correlational research, causal-comparative research, or experiments to choose from (Khalid et al., 2012). The most effective and widely used strategy for studying probabilities and theory verification appear to be experimental research designs (Webster & Sell, 2014). Experiments are used to examine the cause-and-effect relationship between a modified independent variable and a dependent variable by examining the impact of the independent variable on the dependent variable under various settings (Freedman et al., 2007). These experimental approaches allow researchers to set up controlled conditions and systematically test different scenarios to gain a better understanding of the relationship between variables and identify possible causal relationships (Khan, 2011). To identify the potential effects of the independent variable, experimental research offers the opportunity to compare the behaviors of a treatment group with those of a control group (Sprinkle, 2003). By enabling researchers to maintain the settings in experimental groups unchanged, with the exception of the modified treatment, the additional regulation that experiments offer can optimize internal validity (Sprinkle, 2003). In this regard, using a standardized approach assures high internal validity because it makes it possible to reduce potential confounders and better understand the relationship between observed effects and their causes (Ross & Morrison, 2003). For these reasons, this thesis makes use of an experimental research design.

Another argument for using a quantitative research strategy with an experimental design in this thesis is the fact that many scholars have made use of this strategy in the past to investigate the influence of advertising appeals. An example of this is Chang et al. (2016), who studied the effect of advertising appeals on product appeal and purchase intentions. In addition, Yousef et al. (2021) conducted a quantitative study with an experimental design to test the effectiveness of advertising on social media, using positive, negative, and euphemistic advertising appeals. A final example is Noble et al. (2014), who conducted an experiment to measure the influence of environmental advertising messages on social media. Each of these scholars was able to contribute new insights to the literature and verify previously studied results.

For the aforementioned reasons, a quantitative study approach was adopted in this research to examine the influence of emotional advertising appeals in digital charity marketing campaigns on donation intention. In order to do this, an online experiment was conducted using artificially

created advertisements with either positive, negative, or neutral appeals as stimulus material. The experiment was executed in the form of an online survey through a panel data provider to save time in finding a large pool of respondents and including individuals of different demographic characteristics. To provide a thorough understanding of the research methodology used in this study, the following sections will explain the experiment, measurement scales, stimuli, sampling, and data analysis in further detail.

3.2 Experimental Procedure

In order to verify the theoretical assumptions in this research paper, an online survey experiment was conducted. A between-subjects one-factor design with three experimental conditions was chosen that included three advertisements created for the purpose of this experiment. Each participant was randomly exposed to one of three advertising stimuli, either a positively valenced one that was intended to convey feelings of hope and joy in the viewer (Stimuli A), a negatively valenced one that was intended to elicit feelings of guilt and shame (Stimuli B), or an advertisement that used a neutral advertising appeal (Stimuli C). The between-group design of this experiment is further illustrated in Figure 8.

Participant 1 ⟶ Stimuli A
Participant 2 ⟶ Stimuli B
Participant 3 ⟶ Stimuli C
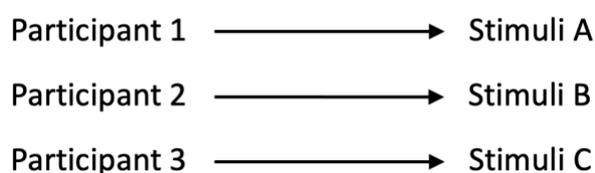
FIGURE 8 BETWEEN-SUBJECT DESIGN

The experiment was conducted using an online survey via the tool SoSciSurvey and was distributed by a panel data provider. The survey instrument was chosen to ensure the anonymity of the participants and to avoid biased responses due to possible influences by the interviewer. The reason for choosing a panel data provider was due to the access to a diverse pool of respondents that guarantees a representative sample for the population under investigation and fast data collection as well as participant recruitment.

The questionnaire consisted of three parts, each relating to a specific variable relevant to this thesis and containing exclusively closed-ended questions. All participants of the experiment

were required to meet two criteria, namely that they are above the age of 18 and that they live in Austria. For this reason, the panel data provider chosen conducted a screening and only provided access to individuals who met the requirements. Since only adults in Austria were to be targeted, the survey was created in German. Each version of the online survey consisted of the same set of questions and only differed in the assigned stimulus (negative, positive, and neutral). The three surveys entailing all questions can be found in Appendix 1, 2, and 3.

At the beginning of the experiment, the respondents were informed about the purpose of the experiment, the confidentiality of their answers, and anonymity. To enable the start of the questionnaire, the respondents had to confirm that they had read and agreed with the information provided and that they would participate in the experiment voluntarily. In this first part of the experiment, participants were then directed to the next page and exposed to one of the randomly assigned stimuli, either positive, negative, or neutral, which were artificially created by the researcher for the purpose of this experiment. A 20-second timer was incorporated to ensure that each participant looked at the stimuli carefully to be able to answer questions about it afterward. The first question to be answered was an attention check to ensure that respondents did not simply click through the online survey, but read and answered the questions carefully. For example, participants were first asked what color the logo of the charity organization whose advertising they had seen before was and were given five different answer options with an accompanying picture. The survey ended immediately for the respondents who chose the wrong answer option, all others were redirected to the next page, where they were exposed to a manipulation check in order to test if the advertisements were accurately manipulated. This check consisted of only one question where the respondents had to indicate whether the advertisement conveyed more positive or negative feelings.

The second part of the experiment focused on the five constructs: emotions, donation intention, altruistic beliefs, empathy, and self-efficacy. First, the respondents were presented with 10 positive and negative feelings, which they were asked to rate on a 7-point Likert scale in order to understand which feelings had been evoked in the viewer by the previously seen advertisement. The second set of questions referred to the construct donation intention. In this part of the section, the participants had to answer seven questions that described their donation intention after viewing their assigned stimulus on a 7-point Likert scale. This was followed by a second attention check, where participants were asked to tick the center point of a scale ranging from 1 to 5. Participants who failed the attention check were excluded from the experiment. The subsequent series of questions was devoted to the construct of altruistic beliefs. In this part

of the online survey, the respondents had to indicate their agreement or disagreement regarding 10 altruistic values in order to classify their levels of altruism and egoism. The last component of this section focused on measuring the participants´ degree of empathy and self-efficacy, by exposing them to three statements respectively and asking them to express answers regarding their agreement or disagreement on a 7-point Likert scale.

The third and last unit of the experiment aimed to obtain demographic information about the participants, such as their age, gender, and level of education, as well as questions regarding their current donation behavior. Finally, after all of the questions were answered, the respondents were directed to the last page to inform them that the survey was over and to thank them for their participation.

3.2.1   Stimulus

Since the experiment of this thesis consisted of three conditions, positive, negative, and neutral, three different stimuli were generated. These artificial advertisements were created by the researcher, including a fictitious logo. A google search of real-world charity ads guided the development of the stimuli. The created advertisements aimed to raise awareness for starving children in Africa. The purpose of these stimuli was to examine the emotional responses of the survey participants in relation to their donation intention.

The text on the three stimuli was written in German, as this was the main language of the online survey, however, the content among them differed to represent the three different conditions. All images were retrieved from the stock photography provider iStock (n.d.) and altered with text and a logo. For the purpose of creating a credible advertisement to generate truthful responses from the respondents, a logo for a fictitious charity organization called "Afrikids" was designed.

Figure 8 depicts the positively valenced advertisement, which is intended to evoke feelings of hope and joy in the viewer through the image and text, while Figure 10 shows the negatively valenced stimulus. Both pictures make use of facial expressions, with the broad laughter of the young African child (see Figure 9) and the sad and desperate look of the other young child (see Figure 10) reinforcing the positive/ negative emotions respectively. In contrast to the first two stimuli, which utilize emotional advertising appeals, the third one (see Figure 11) makes use of a rational appeal, only using informative statements and statistics. Therefore, all stimuli convey

the same message using different appeals in order for the researcher to find out, which of them is the most efficient one in driving donation intention.

FIGURE 9 STIMULI - EMOTIONAL ADVERTISING APPEAL - HOPE & JOY (ISTOCK, N.D.)

FIGURE 10 STIMULI - EMOTIONAL ADVERTISING APPEAL - GUILT & SHAME (ISTOCK, N.D.)

FIGURE 11 STIMULI - RATIONAL ADVERTISING APPEAL - NEUTRAL (ISTOCK, N.D.)

3.2.2 Measurement

In the first section of the online survey, participants were randomly exposed to one of the three advertising stimuli so that they can answer different sets of questions in the further course. The first question was an attention test in which respondents were asked to indicate the correct color of the logo they had previously seen in the advertisement and were provided with five picture variations of the logo. Furthermore, they had to indicate the whether the stimuli evoked negative or positive emotions on a scale from -4 (negative feelings) to 4 (positive feelings).

The second segment of the experiment targeted the five constructs relevant to this thesis, with the first one being emotions. The participants were exposed to a set of 10 emotions to indicate on a 7-point scale ranging from 1 (strongly disagree) to 7 (strongly agree) how strongly they felt each emotion after viewing the advertisement. The emotions provided to the users represented scales in order to test whether the stimuli evoked either positive emotions of hope and joy or negative ones of guilt and shame. In order to test for the emotions of hope and joy the feelings "encouraged", "positive", "hopeful", "enthusiastic", and "optimistic" were chosen and adapted from the researcher Chadwick (2010). The experiment further tests for the negative emotions of guilt and shame with the scale "remorseful", "humbled", "embarrassed", "ashamed", and "guilty" from Chadwick (2010). The second construct that was tested for in the online survey was donation intention. In order to gather insights about the respondents´ intentions after seeing one of the three advertisements, seven items from Farley & Stasson (2003) were used and slightly adjusted. Examples of the statements provided to the audience include "It is likely that I would donate to this organization", "I would donate in the near future", "I would never

consider donating to this organization", and "After seeing the charity's advertisement, it is very likely that I would make a donation to this charity". All of these items were answered on a 7-point scale ranging from 1 (strongly disagree) to 7 (strongly agree). The next question represented the second and also last attention check, where participants were instructed to click on the center value of a scale ranging from 1 to 5. The respondents who passed this test were able to proceed with the survey, the remaining ones were disqualified from the whole experiment. The following set of questions was devoted to the construct of altruistic beliefs. In order to investigate the participants´ levels of altruism and egoism, they had to answer two questions. The first one was adopted from the study of Nelson et al. (2006), which asked the subjects to what extent they agreed with the statement "I have a moral obligation to help anyone in need" on a 7-point scale ranging from 1 (strongly disagree) to 7 (strongly agree). On the same scale, the respondents had to indicate their agreement or disagreement with 10 guiding concepts that were adopted from Kang & Baker (2022). Examples of these principles include "Cooperation: increasing the positive benefits for the community", "Helping: working for the well-being of others", and "Equality: equal opportunities for all". The adjoining construct that was tested represents empathy. The subjects of the experiment had to indicate to what extent the presented statements applied to them on a 7-point scale ranging from 1 (strongly disagree) to 7 (strongly agree). This part included statements such as "After seeing the advertisement, I empathized with children in need", which were retrieved from the study of Basil et al. (2006). Lastly, the questionnaire provided three statements that investigated the participants´ level of self-efficacy. On a 7-point scale ranging from 1 (strongly disagree) to 7 (strongly agree) the subjects indicated their agreement or disagreement with statements such as "After seeing this advertisement, I trust that I can overcome obstacles and challenges in fundraising activities", which were adapted from Guo et al. (2019).

The final section of the online experiment explored the respondents´ demographic characteristics such as their age, gender, and highest completed education as well as their current donation behavior. In order to examine the latter one, the participants were asked what type of charity they preferred to donate to, how often they donate money in one year, and what the average donation amount is in euros.

3.2.3   Pre-Test

Before the study was distributed a pre-test was conducted in order to minimize the chance of any kind of errors and areas of confusion. A pre-test is of great importance as it aided the researcher in validating the online survey, therefore a link to the questionnaire was sent to a small sample of five people. Furthermore, a pre-test can help evaluate the practicality of the procedure and data collection, as it might identify challenges in the logistics that the researcher can adjust before the final version of the survey is sent out. Additionally, the utilization of a pre-test enhances internal validity such as response biases. The participants of the pilot test can also bring ethical concerns related to data privacy to the researcher´s attention or confusing tasks and formulations. All of the previously mentioned arguments aid in improving the survey design, instructions, and structure, which might ultimately lead to a clearer understanding on the part of the participants and can result in more accurate responses, enhancing the quality of the research.

3.2.4   Sampling

The following subsections will describe the sample as well as the sampling procedure in greater depth.

3.2.4.1   Sampling Procedure

In order to conduct an experiment that gathers generalizable findings, an appropriate sample size had to be determined. According to Hair et al. (2006), it is typically recommended that per analyzed group a minimum of 20-30 observations is collected, as this ensures a desired level of statistical power. The scholars also state that a random allocation of the participants to the different groups is important to attain a representative sample (Hair et al., 2006). Other researchers such as Schoenfelder et al. (2007), further support this suggestion, as they describe that each group of an experiment requires a number of 30 participants in order for it to apply to the Central Limit Theorem. This theorem states that as the sample size increases, the sampling distribution reaches normality, making it easier to extrapolate the findings to a larger population as these become more accurate and better predictions can be made (Schoenfelder et al., 2007). Due to the afformentioned reasons, a sample size of approximately 80 participants was deemed appropriate for this master´s thesis. The experiment was executed in the form of an online

survey and the data were obtained through a panel data provider, due to the research funding that was provided after the researcher applied for the Merit Scholarship at Modul University. In order to reach the desired sample size, the survey was activated for one week.

The requirements for participating in the experiment were that each respondent was of legal age, therefore at least 18 years old, and had a current residency in Austria. The individuals that took part in the online survey and met the predefined criteria for it represented the sample unit for this thesis. The method utilized to gather the participants was panel sampling, which posed several advantages. First, a high completion rate can be expected as the respondents have actively chosen to be part of the experiment and are therefore more likely to finish the survey (Hsiao, 2007). Second, this sampling method is very time efficient as research panels are designed to provide researchers with a large pool of individuals willing to take part in such activities, allowing the experiments to collect their desired sample within a short period of time (Hsiao, 2007). In addition, the participants of the experiment were compensated with a small sum of money for their participation, which gave them a further incentive to carry out the survey conscientiously (Blossfeld et al., 2009). Third, it enables the researcher to solely target individuals based on predecided characteristics, making it more efficient (Blossfeld et al., 2009). Lastly, panel sampling provides a pool of qualified individuals that have been screened by the provider beforehand, ensuring that the survey´s objectives will be met (Hsiao, 2007). Within a time period of seven days, the online survey gathered a total of 267 respondents. Since the experiment was divided into three groups, each of them entailing a different advertising stimulus, the respondents were randomly allocated to one of them, either to the group showing a stimulus with a positive appeal, a negative appeal, or a neutral approach. The experiment groups collected data from 92, 94, and 81 participants respectively.

3.2.4.2 Sample Participants

The experiment has been conducted with a total of 272 participants, which only includes individuals over the age of 18 who are currently residents of Austria. After the erroneous records were removed from the dataset, the total number of completed records was 267. A table summarizing their demographics in terms of gender, age, and education level can be found in table 1, 2, and 3 below, respectively. The total sample consists of 131 females (49.1%), 135 males (50.6%), and one diverse respondent (0.3%).

The age structure of the participants shows a high range, as the youngest respondent is 18 years old, while the oldest participant is 83 years old. The average age of the sample is precisely 47.73 years. A closer look reveals that 97 of the respondents are under the age of 40 years, which represents 36.3%. In contrast, 170 of the respondents are 41 years old or older, which makes up 63.7% of the total sample.

In terms of education, 13.9% of respondents report having a university degree, 18% a high school diploma, 24.3& have attended a vocational school, 34.9% have completed an apprenticeship, and 8.9% finished compulsory schooling.

The wide range of age groups and educational levels of the sample offers several advantages. For example, it contributes to representativeness as it better reflects the actual population, and results can be better extrapolated because they can be generalized to a broader range of people.

Gender	Number	Percentage (%)
Female	131	49.1
Male	135	50.6
Diverse	1	0.3
Total	267	100

TABLE 1 GENDER DISTRIBUTION OF THE SAMPLE

Age	Number	Percentage (%)
Minimum	18	-
Maximum	83	-
Mean	47.72	-
40 and below	97	36.3
41 and above	170	63.7

TABLE 2 AGE DISTRIBUTION OF THE SAMPLE

Education	Number	Percentage (%)
University	37	13.9%
High school	48	18%
Vocational school	65	24.3%
Apprenticeship	93	34.9%
Compulsory schooling	24	8.9%

TABLE 3 EDUCATION LEVEL OF THE SAMPLE

With regards to the distribution of the sample among the three experimental groups, with each group shown a different stimulus that used one of the three appeals, the neutral group reached 81 respondents, the positive appeal condition reached 91, and in the negative condition, 94 individuals participated.

3.3 Data Analysis

The subsequent sections illustrate how the collected data was prepared for the consequent analysis and how the analysis was conducted to examine the underlying hypotheses of this thesis research.

3.3.1 Data Preparation

The experiment was conducted using the online survey tool SoSci Survey and was distributed for a period of seven days. After all data sets were collected, they were downloaded in the form of an SPSS file and the survey was inactivated. The data set was then imported into the statistical software SPSS, which was used to analyze the data. As not all participants passed the integrated attention checks or answered the survey completely and multiple test data sets were still parts

of the file, a data cleaning was performed in order to eliminate erroneous records and ensure data validity before running the analyses. Consequently, 267 complete data sets were extracted and used for the preliminary and main analysis of the data. In addition, because some of the questions were worded in opposite ways, certain variables had to be reverse-coded to ensure a consistent interpretation of the data. Lastly, compounds were created in order to combine multiple variables and create higher-level variables sought for more complex analyses. In addition, compounds also contribute to a clearer display of the results and can facilitate the interpretation of the data.

3.3.2 Preliminary Analysis

The preliminary analysis consists of a reliability analysis and an evaluation of the manipulation checks. First, the reliability analysis was performed to ensure the reliability of the survey and measurement scales utilized. To calculate the internal consistency of the scales and to assess the measured constructs, the statistical measure Cronbach's alpha was used and interpreted. After successful completion of the reliability tests, the manipulation checks were assessed. These are incorporated in a survey to test the efficacy of an experimental manipulation, in this case, a stimulus, and to ensure that it elicits the desired responses. For the manipulation check, the effect of advertising appeals on participants' feelings was tested on a scale ranging from negative to positive. For this purpose, an ANOVA with a post-hoc test was conducted with the group as the factor variable and the emotional scales (negative–positive) as the dependent variable. In addition, an ANOVA was performed focusing on specific emotions, either positive or negative. Here, the group served as the factor variable and a composite score for the positive and negative emotions represented the dependent variable.

3.3.3 Main Analysis

The main analysis aimed at testing the underlying hypothesis formulated for this thesis. In order to answer the first hypothesis a one-sample t-test was conducted only using the data from the group with the positive stimulus and the composite scores for the positive and negative emotions. The same procedure was carried out to test the second hypothesis with the only difference being that only the data of the group to which the negative appeal was assigned was selected. To answer the third and fourth hypotheses, a regression analysis was conducted using

a composite score for the positive and negative emotions as the independent variable and the composite score for the donation intention items as the dependent variable. For each of the last two hypotheses, an ANOVA was performed. For the fifth hypothesis test, the variable gender served as a factor variable, excluding all records that did not include information on males or females and the dependent variable was represented by a composite score for the items on altruistic values. To perform the final hypothesis test, a new variable was calculated to reflect only high and low altruistic values. For this purpose, all data below the scale mean of 1 to 3.5 were classified as low and all data above, from 3.51 to 7, were classified as high. An ANOVA was then conducted with the group and the new variable for altruistic values as factor variables and the composite score for the negative emotions of guilt and shame as the dependent variable.

4 RESULTS AND DISCUSSION

The fourth main section of this thesis displays and discusses the outcomes of the analyses conducted to test the underlying hypotheses. The statistical tests were performed using the tool SPSS. After the analyses performed are described, the results will be interpreted and compared with the findings of past studies.

4.1 Preliminary Data Analysis

The following subsections will examine the preliminary data analysis, which consists of the reliability tests for the constructs of this thesis as well as the analysis of the two manipulation checks undertaken in the online survey, in greater depth. Both analyses aim to identify if the reliability and manipulation were effective.

4.1.1 Reliability Analysis

Reliability analyses are a meaningful measure to check the reliability of the scales and measurement instruments used in the questionnaire and to see if consistent results have been produced (SPSS Tutor, n.d.). It is important to consider the internal consistency, as this provides an assessment of the relationship between the individual items of a scale and whether they measure the same construct (Bill, 2020). Thus, a high level of consistency indicates a good fit between the items (Bill, 2020). Furthermore, the reliability analysis also gives insights into the validity of the measurement and thus tells whether a measurement instrument is reliable and represents the desired constructs (SPSS Tutor, n.d.). For these reasons, a reliability analysis was performed for all of the constructs measured. Table 5 depicts a summary of these five constructs including their subsequent items and their corresponding Cronbach´s Alpha and Cronbach´s Alpha if item deleted.

Cronbach's alpha is a measure of the internal consistency of applied scales and describes how well the items of a construct fit together. The higher its value, the better the items of a scale fit together, which is why it can then be concluded that the same construct is being measured. A value of 0.7 or higher indicates a high level of internal consistency. As shown in Table 5, all of the five constructs, altruistic beliefs, donation intention, empathy, self-efficacy, and emotions,

have a high value of 0.761, 0.907, 0.930, 0.935, and 0.833 respectively. For this reason, all Cronbach´s Alpha values are considered significant.

Table 5 also outlines the Cronbach´s Alpha if item deleted, however, since all of them reflected a similar value and removing one item did not make a considerable difference in the Cronpach's alpha of the construct, none of the items were removed.

Measures	Cronbach´s Alpha if item is deleted	Cronbach´s Alpha
Altruistic Beliefs		**.761**
- *I have a moral obligation to help anyone in need.*	.736	
- *Cooperation: Increasing positive benefits for the community.*	.723	
- *Equality: equal opportunity for all*	.731	
- *Social justice: eliminating injustice, caring for the vulnerable.*	.735	
- *A world of peace: free from war and conflict*	.739	
- *Helping: working for the welfare of others*	.721	
- *Wealth: material possessions, money*	.763	
- *Authority: the right to lead or command*	.762	
- *Social power: control over others, dominance*	.775	
- *Influence: having an impact on people and events*	.722	
Donation Intention		**.907**
- *I would like to donate to charities or non-profits in the next four weeks.*	.888	
- *I would donate the next time I have the opportunity.*	.884	
- *I would never consider donating to this organization.*	.954	
- *After seeing the charity's advertisement, it is very likely that I would make a donation to this organization.*	.877	
- *I would donate in the near future.*	.874	
- *I would like to donate as soon as possible.*	.881	
- *It is likely that I would donate to this organization.*	.876	

Empathy		.930
- *Reading the ad, I put myself in the shoes of a needy child.*	.891	
- *I imagined how it would feel to be a needy child.*	.929	
- *After seeing the ad, I empathized with needy children.*	.874	
Self Efficacy		.935
- *I trust that I can overcome obstacles and challenges in donation activities.*	.913	
- *I trust in my ability to make a difference through a donation.*	.898	
- *I believe that my donation can help children in need.*	.905	
Emotions		.833
After seeing the advertisement I feel...		
- *Humiliated*	.824	
- *Embarrassed*	.824	
- *Remorseful*	.802	
- *Ashamed*	.826	
- *Optimistic*	.816	
- *Positive*	.828	
- *Guilty*	.812	
- *Encouraged*	.816	
- *Hopeful*	.823	
- *Enthusiastic*	.810	

TABLE 4 RELIABILITY ANALYSIS

4.1.2   Manipulation Check

In the course of an experimental study, it is important to investigate the effectiveness of the manipulation to ensure that the conditions stimulate the desired effect. Therefore, two manipulation checks were included in the online survey to ensure that the stimuli of the

experiment with the negative, positive, or neutral appeals also convey the intended emotions to the viewers.

The first manipulation check aimed to verify whether the orientation of the emotion was correctly understood by the participants, namely, whether the stimulus received was perceived as positive, negative, or neutral. Thus, the participants indicated their emotions felt on a scale of -4 (negative feelings) to 4 (positive feelings). For this first manipulation check, an ANOVA was performed. The descriptives demonstrate that the group with the positive stimulus denotes the highest mean with $M_{Positive}$=6.02 (SD=2.000), followed by the one with the neutral stimulus with $M_{Neutral}$=4.44 (SD=1.943), and the group with negative stimulus records the lowest mean with $M_{Negative}$=4.14 (SD=2.092) (see Table 6). A significant effect was detected between the groups in terms of the participants´ perceived feelings ($F_{(2, 264)}$=23.002, p<0.001) (see Table 8). To further investigate the specific differences between the three groups, a Post-hoc-test was conducted. The results show that there is no significant difference between the negative and neutral groups (p=0.606) (see Table 7). This outcome, therefore, indicates that the participants in both groups felt similar emotions. Moreover, there is a significant difference between the positive and neutral groups (p<0.001). This suggests that, on average, both groups felt significantly different emotions. Finally, the positive and negative groups were compared. Again, a significant difference is found in the emotions felt by the participants (p<0.001). In terms of homogeneity of variances, indicated by Levene's test for equality of error variances, no violation of the assumption was found (p=0.514). In addition, a large effect size was indicated by the partial eta squared with η^2=0.148. In summary, the ANOVA output shows that the stimuli elicited different emotional responses between the groups. Thus, the results indicate that the manipulation check was successful and the stimuli elicited the desired emotional responses.

	Mean	Std. Deviation
Negative	4.14	2.092
Neutral	4.44	1.943
Positive	6.02	2.000

TABLE 5 MEANS AND STANDARD DEVIATION FOR THE GROUPS

Questionnaire	Negative		Neutral		Positive	
	Neutral	**Positive**	**Negative**	**Positive**	**Neutral**	**Negative**
Sig.	0.606	<0.001	0.606	<0.001	<0.001	<0.001

TABLE 6 SIGNIFICANCE LEVELS - POST-HOC TEST

Source	F	Sig.	Partial Eta Squared
Group	23.002	<0.001	0.148

TABLE 7 RESULTS OF TEST BETWEEN SUBJECT EFFECTS

To investigate the second manipulation check, a MANOVA was conducted. The aim of this analysis was again to determine whether all groups felt the intended emotions as a result of the respective stimuli, however, in this statistical test a different scale was used as the dependent variable. The scale consisted of ten emotions, nameley the composite scores of the emotions hope, joy, guilt, and shame. The output of the analysis indicates that the positive group showed a higher mean for the emotions of hope & joy (M=3.961, SD=1.378) and a lower one for guilt & shame (M=2.780, SD=1.440) (see Table 9). The negative group, on the other hand, denotes a higher mean for the emotions of guilt & shame (M=3.351, SD=1.461) than for hope & joy (M=3.145, SD=1.403). The Box´s test for equality of the covariance matrices revealed no significant difference between the groups (Box's M = 4.631, F = 0.763, p = 0.599). This means that the covariance matrices of the groups are comparable. When considering the partial eta squared, a moderate effect size is demonstrated (η^2= 0.062). The Multivariate test shows a significant effect (Pillai'trace=0.123, $F_{(4, 528)}$=8.684, p<0.001) (see Table 10). This indicates that there is a significant difference between the groups in terms of perceived emotions. Thus, the second manipulation check can also be considered successful.

Questionnaire		Mean	Std. Deviation
Hope & Joy	**Negative**	3.145	1.403

	Neutral	3.104	1.342
	Positive	3.961	1.377
Guilt & Shame	**Negative**	3.351	1.461
	Neutral	3.168	1.477
	Positive	2.780	1.440

TABLE 8 MEANS OF GROUPS BY EMOTIONS

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Pillai´s Trace	0.123	8.684	4.000	528.000	<0.001	0.062

TABLE 9 RESULTS OF MULTIVARIATE TEST

						95%Confidence Interval	
Dependent Variable	**Group**	**Group**	**Mean Difference**	**Std. Error**	**Sig.**	**Lower Bound**	**Upper Bound**
Hop&Joy	**Negative**	**Neutral**	0.0410	0.20855	0.844	-0.3697	0.4516
		Positive	-0.8162	0.20174	<0.001	-1.2134	-0.4190
	Neutral	**Negative**	-0.0410	0.20855	0.844	-0.4516	0.3697
		Positive	-0.8572	0.20960	<0.001	-1.2699	-0.4445
	Positive	**Negative**	0.8162	0.20174	<0.001	0.4190	1.2134
		Neutral	0.8572	0.20960	<0.001	0.4445	1.2699
Guilt& Shame	**Negative**	**Neutral**	0.1832	0.22118	0.408	-0.2523	0.6187

		Positive	0.5706	0.21396	0.008	0.1493	0.9919
	Neutral	Negative	-0.1832	0.22118	0.408	-0.6187	0.2523
		Positive	0.3875	0.22229	0.082	-0.0502	0.8252
	Positive	Negative	-0.5706	0.21396	0.008	-0.9919	-0.1493
		Neutral	-0.3875	0.22229	0.082	-0.8252	0.0502

TABLE 10 RESULTS OF POST-HOC TEST, MULTIPLE COMPARISONS

4.2 Hypotheses Testing

The following subsections will explain how each Hypothesis was tested and interpret the results of these analyses.

In order to test the first hypothesis of this thesis, which states that positive advertising appeals have a stronger impact on the emotions of hope & joy than on the emotions of guilt & shame, a one-sample t-test was conducted. To conduct the analysis, composite values were first formed for the variables hope & joy and for guilt & shame. The test only considered the data of the group that was given a positive stimulus in the experiment. When examining the output of the statistical test, the data already implies that positive appeals have a greater impact on the positive emotions (M=3.960, SD=1.377) than on the negative emotions (M=2.780, SD=1.440), t(91)=27.594, p<0.001. The effect sizes for hope & joy (Cohen's d=2.877) and guilt & shame (Cohen's d=1.931) are high in both cases, indicating that the differences in emotions between the groups are substantial. Moreover, the t-values for the positive emotions (t=27.594) and the negative emotions (t=18.519) are significant, indicating that the differences in emotions between groups are not random. Specifically, the p-value (p<0.001) shows that significant results were found, supporting the hypothesis that positive advertising appeals have a greater impact on the emotions of hope & joy than on the emotions of guilt & shame. Table 11 depicts the output of the conducted analysis. Hence, H_1 is supported.

	Mean	Std. Deviation	t	df	One-Sided p	Two-Sided p
Hope & Joy	3.961	1.377	27.594	91	<0.001	<0.001
Guilt & Shame	2.780	1.440	18.519	91	<0.001	<0.001

TABLE 11 RESULTS OF ONE-SAMPLE T-TEST AND DESCRIPTIVES

The second hypothesis states that negative appeals have a stronger influence on the emotions of guilt & shame than on the emotions of hope & joy. To test this hypothesis, the same procedure was used as for the previous one, therefore, a one-sample t-test was performed, considering only the records of the group that received a negative advertising stimulus during the experiment. Similar to the previous results, the t values for hope & joy (t=21.735) and guilt & shame (t=22.232) are in both cases significant, which implies that the disparity in the emotions among the groups is not the result of random variations. The means, effect sizes, and significance level for the negative emotions (M=3.351, SD=1.461) and the positive emotions (M=3.145, SD=1.403), t(94)=22.232, p<0.001, indicate that the results are significant. Table 13 provides a summary of the values mentioned in order to visualize the results.

	Mean	Std. Deviation	t	df	One-Sided p	Two-Sided p
Hope & Joy	3.145	1.403	21.735	93	<0.001	<0.001
Guilt & Shame	3.351	1.461	22.232	93	<0.001	<0.001

TABLE 12 RESULTS OF ONE-SAMPLE T-TEST AND DESCRIPTIVES

To take a more comprehensive look at the hypothesis, a MANOVA was also performed to analyze the differences in the effects in terms of emotions if the different advertising appeals. When having a look at the descriptives, it shows that the emotions of hope and joy indicate a lower mean of M=3.145 (SD=1.403) in relation to the negative advertising appeal, while guilt and shame reach a slightly higher mean of M=3.351 (SD=1.461) (see Table 14). When focusing on

the positive group, the emotions of hope and joy demonstrate a significantly higher mean of 3.961 than the emotions of guilt & shame with a mean of M=2.780 (SD=1.440). In order to verify the homogeneity of variances, which evaluates whether the distribution of values is roughly equal among the different groups, Levene´s Test of Equality of Error was taken into consideration (Field, 2009). The homogeneity of variances is ensured in this case, as for hope & joy (p=0.840) and guilt & shame (p=0.968) the significance levels lie above 0.05 (p>0.05). Moreover, the homogeneity of covariances could be detected through the Box´s test, p=0.599. The output generated from the conducted MANOVA indicated a significant difference among the experiment groups and the emotions of guilt & shame (Pillai´s trace=0.123, F(4,528)=8.684, p<0.001) (see Table 15). The partial eta squared, η2=0.62, demonstrates a moderate effect.

After evaluating the results of the analysis, the second hypothesis can be accepted, denoting that negative advertising appeals have a stronger influence on the emotions of guilt & shame than on the emotions of hope & joy.

For the purpose of examining the effects of specific emotions on willingness to donate, a regression analysis was conducted. Two hypotheses were tested in the process: The third hypothesis states of this thesis that the emotions investigated in this thesis, hope, joy, shame, and guilt, have an impact on individuals´ donation intentions. The fourth hypothesis builds on the previous one and claims that the negative emotions of guilt and shame have a stronger impact on donation intention than the positive emotions of hope and joy. After the regression analysis was performed, the output shows that the model was overall significant (F(2,264)= 59.428, p<0.001), indicating that the studied emotions have a significant impact on donation intention (see Table 16). Furthermore, the coefficient analysis also shows that the emotions of guilt & shame have a significant influence on an individual´s willingness to donate ((B=0.380, SE=0.053, β=0.374, t=7.212, p<0.001) (see Table 17). The analysis indicated the same result for the emotions of hope & joy (B=0.371, SE=0.054, β=0.353, t=6.813, p<0.001), although the effect of these was smaller than for the negative emotions. For these reasons, the third hypothesis can be accepted, since all investigated emotions have an influence on the donation intention. Although the standardized beta coefficients for hope & joy (β=0.353) were lower than those for the emotions guilt & shame (β=0.374), the very small difference indicates a non-significant difference between the two predictor variables, leading to rejection of H4.

	Sum of Squares	df	Mean Square	F	Sig
Regression	185.409	2	92.704	59.438	<0.001
Residual	411.826	264	1.560		

TABLE 13 RESULTS OF ANOVA

	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig.**
Hope & Joy	0.371	0.054	0.353	6.813	<0.001
Guilt & Shame	0.380	0.053	0.374	7.212	<0.001

TABLE 14 RESULTS OF COEFFICIENTS

To investigate the difference in altruistic beliefs between females and males, an ANOVA was conducted, with gender representing the independent variable and altruistic values as the dependent variable. The fifth hypothesis of this thesis states that altruistic beliefs are stronger in females than in males. In order to perform the statistical test a composite score for the items measuring altruistic beliefs was created. The descriptive statistics show that the mean of altruistic beliefs among male participants amounts to M=4.882 (SD=0.827), while the mean among female participants accounts for M=5.127 (SD=0.823) (see Table 18). After examining the Levene´s Test of Equality of Error Variances, a significance level of p=0.764 can be seen, indicating that the homogeneity of variances marks no violation. The performed ANOVA demonstrated that there is a significant difference in altruistic beliefs among males and females $F(1, 264)=5.902$, p=0.016 (see Table 19). Given that the effect size indicated by the partial eta squared is $\eta 2=0.022$, it can be concluded that there is a small effect, therefore the fifth hypothesis can be accepted, stating that altruistic beliefs are stronger for females than for males.

	Mean	Std. Deviation
Male	4.881	0.827
Female	5.127	0.823

TABLE 15 MEANS AND STANDARD DEVIATION FOR THE GENDERS

Source	F	Sig.	Partial Eta Squared
Group	5.902	0.016	0.022

TABLE 16 RESULTS OF TEST BETWEEN SUBJECT EFFECTS

To examine the moderating influence of altruistic beliefs on the relationship between negative emotional appeals and negative emotions, a two-step analysis was conducted. Hypothesis six states that altruistic beliefs moderate the influence of negative emotional appeals on the emotions of guilt and shame, such that stronger values enhance this effect. Before the statistical test could be performed, a new variable was created that categorized altruistic values into high and low. The reported values below the mean of M=5.0109, from 1 to 5.0109, were categorized as low, while those with values between 5.0109 and 7 were categorized as high. The means for the negative group were M_{ABLow}=3.1860 (SD=1.57685) and M_{ABHigh}=3.4802 (SD=1.35665) (see Table 20). In the first step, an ANOVA with the experimental conditions and the binary altruistic variable as factor variables, and negative emotions as dependent variables was conducted. The analysis revealed a significant model. There was a significant main effect of the experimental condition ($F_{(2, 261)}$ = 3.292, p = 0.039) as well as a marginally significant interaction effect ($F_{(2, 261)}$ = 2.375, p = 0.095). An inspection of the contrast effects revealed that individuals with high altruistic values differed significantly in terms of their negative emotions experienced when being exposed to a negative vs. a positive advertisement (MPositiveHigh = 2.4980, SDPositiveHigh = 1.26959, MNegativeHigh = 3.4903, SDNegativeHigh = 1.35665, p < 0.01) (see Figure xy). On the contrary, individuals with a low altruistic value did not experience significant differences in negative emotions (MPositiveLow = 3.1023, SDPositiveLow = 1.56593, MNegativeLow = 3.1860, SDNegativeLow = 1.57685, p= 0.80).
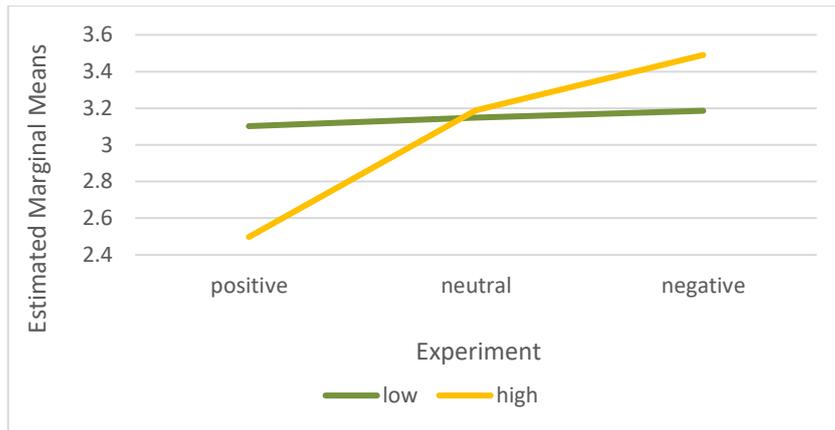
FIGURE 12 INTERACTION EFFECT OF ALTRUISTIC VALUES X ADVERTISING APPEALS

To further test if this difference occurs for negative appeals only, the analysis proceeded with the subsample of all responents exposed to the negative appeal condition. The output of an ANOVA with the high-low altruistic values and negative emotions as dependent variable demonstrates that altruistic beliefs significantly moderate the influence of negative emotional appeals on the emotions of guilt and shame, therefore, stronger values enhance this effect ($F(1,182)=6.462$, $p=0.012$) (see Table 21). In addition, the effect size indicated by partial eta squared denotes a very small effect size with $\eta2=0.034$. Therefore, Hypothesis Six is supported.

		Mean	**Std. Deviation**
Negative Emotions	**AB High**	3.1860	1.57685
	AB Low	3.4802	1.35665

TABLE 17 MEANS AND STANDARD DEVIATION FOR ALTRUISTIC BELIEFS - NEGATIVE GROUP

Source	**F**	**Sig.**	**Partial Eta Squared**
Group	6.462	0.012	0.034

TABLE 18 RESULTS OF TEST BETWEEN SUBJECT EFFECTS

4.3   Additional Insights

In addition, the online survey also investigated the current giving behavior of all participants. The first question asked which type of charity organization they most preferred when making a donation. It was interesting to see that more than half of the respondents (51.3%) expressed a preference for organizations that support health causes. The second most popular type of charity was related to "animal welfare" (44.5%), closely followed by "social aid and poverty reduction" (43.5%). Organizations dedicated to "environmental protection and nature conservation" are preferred by 19.1% of the respondents and "education and research" charities by 19.1%. Only a fraction of the respondents chose the charities "art and culture" and "religion and spirituality" with 3.3% and 3% respectively. A bar chart depicting the results visually can be seen in Figure 12.
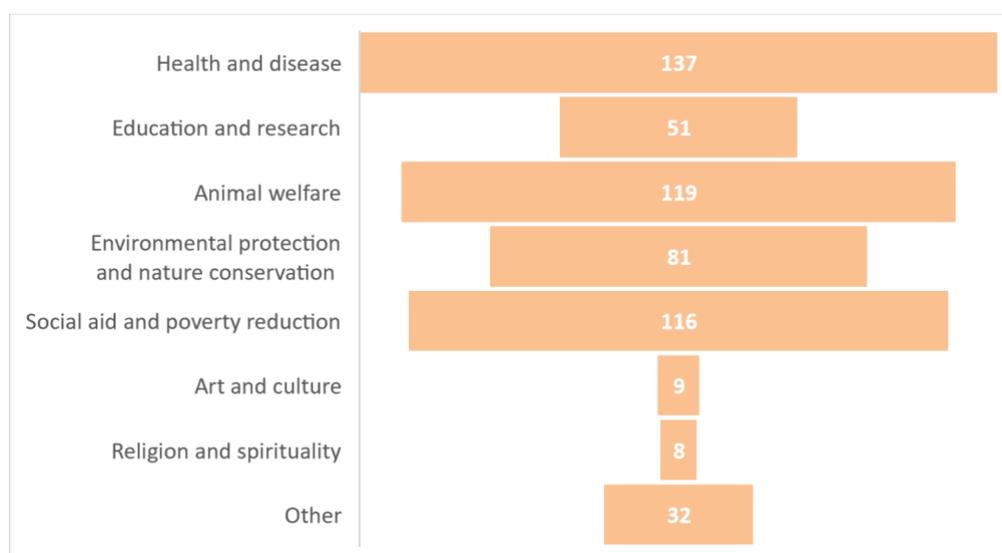
FIGURE 13 PREFERRED TYPE OF CHARITABLE ORGANIZATIONS

The next question the respondents were asked to answer was how often they donate per year. Figure 13 represents these findings in the form of a bar chart with the number of donations per year on the horizontal axis and the number of people on the vertical axis. It can be seen that the chart is strongly skewed to the right so that donating once or twice a year is the most frequently mentioned answer of the recipients with 22.1% and 22.5% respectively. 18.7% of respondents indicated that they do not donate at all, which is the third most common response. A strong dip can be noted between the numbers five and twelve, with only 0.7% of people donating six or eight times a year and 1.1% of participants indicating they donate ten times a year. The bar chart shows a slight increase from 12 annual donations onwards, with 6%

and 6.4% of participants stating that they donate on average 12 or more than 14 times a year respectively.
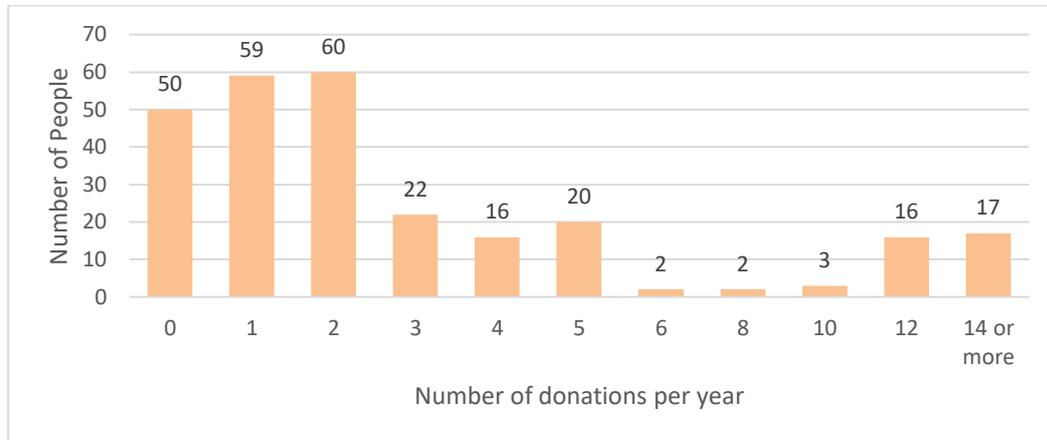
FIGURE 14 NUMBER OF DONATIONS PER YEAR

The final question on the participants' current donation behavior related to the average amount they donate per donation. Various participants, 32.3 %, stated that they donate between 11 and 20 euros per donation, which was the most frequently given answer. The second most common amount is between one and ten euros per donation, indicated by 26.3% of respondents, followed by 41 to 50 euros with 16.6%. It is interesting to note that only 1.4% of respondents stated that they donate between 51 and 90 euros, but then a sharp increase can be seen with 7.4% of the respondents stating that they give 91 to 100 euros per donation. However, on closer inspection, this can be attributed to the fact that these respondents donate less frequently per year than those who donate less money per donation. A visualization of this finding is shown in Figure 14.
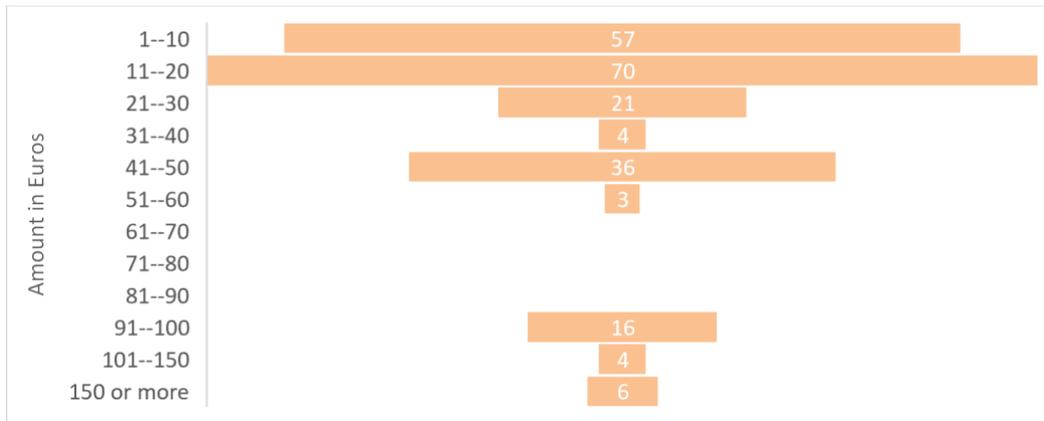
FIGURE 15 AVERAGE DONATION AMOUNT IN EUROS

4.4 Data Analysis Summary

The fourth chapter of this thesis was dedicated to the data analysis of the conducted experiment. Two successful manipulation checks were performed and the six underlying hypotheses were tested and interpreted. A summary of which statistical tests were used for which manipulation check and hypotheses and whether they were accepted or rejected can be found in Table 22 and Table 23.

Manipulation	Testing method	Result
Manipulation advertising appeals	ANOVA & MANOVA	Manipulation check was successful

TABLE 19 RESULTS OF THE MANIPULATION CHECK

	Hypotheses	Testing Method	Result
H_1	Positive appeals have a stronger impact on the emotions of (a) hope and (b) joy than on the emotions of guilt and shame.	T-Test & MANOVA	accept
H_2	Negative appeals have a stronger impact on (a) guilt and (b) shame than on the emotions of hope and joy.	T-Test & MANOVA	accept
H_3	The emotions (a) hope (b) joy (c) guilt, and (d) shame impact donation intention.	Regression Analysis	accept
H_4	The impact of negative emotions (guilt and shame) on donation intention is stronger than the impact of positive emotions (hope and joy)	Regression Analysis	reject
H_5	Altruistic values are stronger for women than for men.	ANOVA	accept
H_6	Altruistic values moderate the impact of negative emotional appeals on (a) guilt and (b) shame, so that stronger values amplify this effect.	ANOVA	accept

TABLE 20 RESULTS OF THE HYPOTHESES TESTING

5 CONCLUSION AND DISCUSSION

Apart from crises such as pandemics, wars, or inflation, which constantly demand increased funding for charity organizations to address inequalities for the growing number of people in need and other sustainable development goals, giving behavior is declining. Since charities are already having great difficulty in raising sufficient funding, it is of utmost importance to improve current marketing strategies to encourage people to increase their donation behavior. In addition, the advent of social media has led charities to shift their marketing strategies to social platforms, which requires further and new strategies to reach and engage with consumers. Several previous studies have shown that emotional advertising appeals have a positive impact on donation intention. Therefore, it is critical to further explore this approach and investigate which emotions have the greatest impact. Different scholars have studied the topic of emotional appeals in different contexts, which is why this thesis builds on the results of these. Therefore, this research investigates the influence of emotional advertising appeals in digital charity marketing campaigns on donation intention. Specifically, this study aims to verify the effect of emotional appeals on donation intention, addresses the different effects that positive and negative appeals cause, and seeks to determine whether guilt and shame appeals have a greater impact on consumers' donation intentions than hope and joy appeals. Additionally, this thesis takes individuals´ levels of altruistic beliefs into account and aims to explore whether altruism moderates the impact of the negative emotional appeals on the emotions of guilt and shame so that stronger values amplify this effect. Lastly, this study also touches on the topic of gender differences and hypothesizes that altruistic beliefs are stronger for women than for men.

With the aim of answering the predefined research questions, a quantitative research approach with an experimental design is pursued in this thesis. For the purpose of gathering sufficient data to test the underlying hypotheses, an online experiment was conducted in which a total of 267 individuals participated. The data was then analyzed and interpreted using various statistical tests that indicated whether the hypotheses were accepted or rejected. Additionally, the survey revealed further information about the respondents´ current donation behavior, disclosing that the top three types of charitable organizations that people prefer to donate to are in the fields of health and disease, social aid and poverty reduction, and animal welfare. Furthermore, the online experiment found that nearly 20% of participants do not give to charity at all, while about 45% give to charity once or twice a year. Lastly, 59% of all respondents stated that the average amount per donation is between one and 20 euros.

In order to verify the effect and explore the responses positive advertising appeals have on consumers, the first hypothesis states that positive appeals have a stronger impact on the emotions of (a) hope and (b) joy than on the emotions of guilt and shame (H_1). In order to test this, a one-sample t-test was performed, which indicated that there is a significant impact between positive appeals and the emotions of hope & joy. Therefore the hypothesis was accepted. Various scholars have found comparable results in their studies, supporting the results of this thesis (Reed, 2021; Strick et al., 2009; Yousef et al., 2022).

Similar to the first hypothesis, the second one claims that negative appeals have a stronger impact on (a) guilt and (b) shame than on the emotions of hope and joy (H_2). After performing a one-sample t-test s well as a MANOVA, the results indicate that there is a significant impact between negative advertising appeals and the emotions of guilt & shame, which ultimately leads to an acceptance of the hypothesis. This finding goes hand in hand with the previously reviewed literature (Brennan & Binney, 2010; Cotte et al., 2005).

The investigation of the third hypothesis (H_3) regarded the assumption that the emotions of hope, joy, guilt, and shame impact an individual´s donation intention. The conducted regression analysis indicated that this hypothesis can be supported. This outcome supports the findings of several other scholars, such as Krebs (1970), who attribute a high effectiveness to guilt appeals in persuading consumers to make a donation. Furthermore, Brennan & Binney (2010) also describe that shame appeals can trigger a moral dissonance in the viewer and ultimately motivate consumers to make a donation. Several other scholars such as Bereczkei et al. (2007), Yousef et al. (2022), and Urbonavicius et al. (2019), note similar findings leading to the outcome that the uncomfortable feeling caused by guilt and shame appeals in the viewer can be relieved by a moral act such as donating, whereby these negative emotions can influence the actions and thus the donation intention of a person. In terms of positive appeals, Yousef et al. (2022) found that the emotion of hope has an impact on the intention to donate, as individuals who aspire a better world are more likely to donate to a cause that can fulfill this dream if they feel hopeful or joyful. Moreover, the results of the conducted analysis show that the positive and negative emotions studied have slightly different degrees of influence on consumer behavior. The fourth hypothesis (H_4) deals with this subject matter and claims that the influence of the negative emotions of guilt and shame on the intention to donate is stronger than the influence of the positive emotions of hope and joy. While the performed regression analysis shows differing standardized beta coefficients for the positive and negative emotions, the difference is so minor that it does not indicate significance. Thus, H4 had to be rejected. Contrarily, in the study of

Krebs (1970) the researcher found that negative emotional appeals are more often employed in charity advertisements, as they are more effective in motivating a viewer to donate. In addition, Frank et al. (2022) discovered that negative emotions are perceived more strongly in the consumers´ minds when processing information, which lead to the conclusion that negative emotional appeals are more effective than positive ones. Chang & Lee (2010) examined emotional advertising appeals in their study and in the context of the negativity bias, they also concluded that negative emotions have a more substantial effect on the viewer of an advertisement and are more likely to cause a consumer reaction such as a donation. These findings thus differ greatly from the results of this study, which may well be due to the different cultures investigated. For this reason, it is important to conduct further studies on this topic, as no definitive answers can be given to this complex subject. Furthermore, it would be of great interest to identify potential moderating variables that influence the relationship between advertising appeals and donation intention.

Furthermore, the construct of altruistic values was examined in this thesis in relation to gender. Hypothesis five (H₅) therefore states that these are more pronounced in women than in men. This hypothesis is based on several factors, including that human behavior is fostered by reproductive intentions (Brunel & Nelson, 2003). According to Brunel & Nelson (2003), women are influenced by generous and altruistic appeals because of their nurturing and caring nature. Various scholars such as Hupfer (2006), Martinez-Levy et al. (2017), and Shelley & Polonsky (2002) claim that men tend to be more egoistic because they place great value on their independence, while women tend to act more altruistically. After conducting an ANOVA, the results of this thesis´ experiment reveal that there is a significant difference between the genders, stating that altruistic values are stronger for women than for men.

Finally, this study examined altruistic values as a moderating variable related to the intention to donate. The final hypothesis (H₆) states that altruistic values moderate the effects of negative emotional appeals on the emotions of guilt and shame, so that stronger values enhance this effect. According to scholars Friedman (1985) and Hoffman (1998), altruism is closely related to the emotions of guilt and shame and acts as a dominant driver of empathy. Berman et al. (2018) contend that high levels of empathy increase the likelihood that individuals will engage in generous acts, such as contributing to charitable causes. These findings are further supported by the results of the experiment in this paper. After conducting an ANOVA, the statistical outcomes indicate that individuals who have strong altruistic values have stronger feelings of

guilt and shame under the negative appeal condition. Since significance was found for this hypothesis, the H_6 was accepted and further confirmed the results of previous literature.

Concluding, this thesis was able to establish by means of an experiment that the emotions of hope, joy, guilt, and shame influence the donation intention of an individual. Although based on previous research the assumption was made that negative emotions have a stronger impact on donation intention than positive ones, this hypothesis could not be attributed any significance. Regarding altruistic values, this study confirmed that women have stronger altruistic values than men. In addition, a significant effect was found that altruistic values can play the role of a moderator, varying the effects of negative emotional appeals on the emotions of guilt and shame, such that stronger values enhance this effect. These findings are crucial for marketers in the charity sector in Austria, as they provide them with further insights and knowledge for developing new strategies. Even though most of the results are in line with previous research, it is of great importance to further explore these topics.

5.1 Contribution to Knowledge

The results of this study provide a deeper insight into the topics of advertising appeals and donation intention and add to the current literature. Despite the fact that a large number of researchers have already dealt the constructs of positive and negative advertising appeals in the past, this study provides a focus on four specific emotions that were examined in more detail to understand their effectiveness in charity marketing. In addition, the construct of altruistic values was included to explore differences in gender and to understand whether these values can serve as moderators and amplify the impact of negative emotional appeals on the emotions of guilt and shame.

In alignment with the current literature, it was found that positive appeals have a stronger impact on the emotions of hope and joy than on the emotions of guilt and shame and that negative appeals have a stronger impact on the emotions of guilt and shame than on the emotions of hope and joy. Previous research has proven that emotions are an effective strategy for influencing consumer behavior. This study supports this assumption and identified a direct relationship between the investigated emotions and donation intention. In accordance with prior research, the results confirm that emotional advertising appeals are an effective strategy to improve people's giving behavior, especially in the charity context.

Additionally, the experiment also investigated whether negative emotions have a stronger influence on the donation intention of consumers than positive emotional appeals. After a review of the existing literature, there is extensive research that argues in favor of this assumption. However, the analysis of the hypothesis did not find a significant difference between the appeals, therefore, it is of great importance to investigate this relationship further, possibly under different conditions, in other countries and cultures, and under consideration of confounding variables that were not examined in this experiment.

Furthermore, this study confirms the assumption of many researchers that altruistic values are more pronounced in women than in men. A further step was taken when the construct of altruistic values was tested as a moderator to see whether it could enhance the effect of negative emotional appeals on the feelings of guilt and shame. A significant effect was found in support of this hypothesis. Only a limited number of researchers have examined this phenomenon, therefore, further research is needed to assign greater relevance to this finding. Additionally, since this thesis is one of the few research papers that have taken altruistic values into consideration in relation to emotional advertising appeals, it should serve as a basis and inspiration for further studies to gain more diverse data.

5.2 Implications for Relevant Stakeholders

The primary objective of this study was to find and verify strategies to help charities improve their marketing efforts to raise sufficient funding. Due to various crises, such as the Covid 19 pandemic and inflation, people's giving behavior initially declined, which created a great need for more effective marketing strategies. This issue is further aggravated by the growing number of people in need and the pressure to achieve the SDGs by the year 2030. In addition, there is growing competitiveness among existing charity organizations whose biggest challenge is obtaining adequate funding. For this reason, this study is of great importance as it can provide stakeholders with important insights into effective strategies that can help minimize the disparities of this world.

In accordance with previous literature a significant relationship between emotional advertising appeals and donation intention was detected, indicating that the utilization of the emotions of hope, joy, guilt, and shame in an advertisement impacts individuals´ giving behavior. For this reason, marketers are advised to use this strategy to persuade consumers into taking

appropriate action. While the reliance on positive vs. negative appeals does not make any difference in terms of promoting positive emotions, the negative emotions of individuals with high altruistic values can be strengthened by the use of negative appeals. From a practical perspective, this provides valuable and new knowledge for targeting strategies.

Since the results of the experiment showed that women tend to have stronger altruistic values than men and that the assumption that these mitigate the effect of negative emotional appeals on guilt and shame, indicating that stronger values enhance this effect, new insights for stakeholders could be provided. These findings suggest, for instance, that women in particular should be more strongly targeted by negative emotional advertising due to their tendency to have higher levels of altruism, which makes them more likely to be persuaded by advertising to act accordingly. In particular, negatively valued advertising appeals seem to be effective for this purpose, which is why marketers should focus on them when they want to increase consumers' willingness to donate.

5.3   Limitations and Suggestions for Future Research

Despite the fact that this experimental study provides valuable insights for various stakeholders, a few limitations must be considered. One of them is that the artificially created advertising stimuli are related to only one specific cause, namely starvation in Africa, which might introduce biases and alter the participants´ emotional reactions. For this reason, the findings might not be applicable or generalizable to other contexts or causes. Furthermore, it is important to note that the respondents were exposed to one of the three stimuli in an isolated and controlled environment and, due to an installed timer, they were obligated to inspect the advertisement for a period of 20 seconds. In real-life settings, however, individuals are exposed to a multitude of advertisements simultaneously and have the freedom to draw their attention toward sensations that are most likely to address their interests. For these reasons, the responses given by the participants could have potentially been influenced by the environment in terms of exposure and engagement.

Another factor that poses a limitation to the study is the use of an online experiment. Since this method does not allow the monitoring of the respondent, possible consequences could have been that the participants hurried through the questionnaire and did not provide true information about their actual behavior.

A final important factor is the geographical location, as this study only interviewed participants from Austria. Due to the difference in values and beliefs between cultures, behavioral patterns as well as attitudes may differ. For this reason, the location has to be taken into account, which is why it is important to keep in mind that the results of this experiment may not be extrapolatable to a wider population in other countries without conducting further research.

In order to gain deeper and more generalizable insights into the effects of emotional advertising appeals on the intention to donate, it is advisable to reconsider the limitations of this study in future research and adapt the design of the experiment accordingly. It would also be interesting to investigate possible moderating or confounding variables that potentially influence the impact of promotional appeals on donation behavior.

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APPENDICES

APPENDIX 1: ONLINE EXPERIMENT (POSITIVE APPEAL)

soSci
oFb - der onlineFragebogen

0% ausgefüllt

Liebe Teilnehmer/in,

In dieser Umfrage geht es um die Beurteilung unterschiedlicher Werbungen.

Bitte beachten Sie, dass Ihre Teilnahme an dieser Studie völlig freiwillig ist und dass alle Antworten streng vertraulich behandelt werden. Ihre Identität wird anonym gehalten, und Ihre Antworten werden nur zu Forschungszwecken verwendet.

Wenn Sie unten auf die Schaltfläche "Start" klicken, bestätigen Sie, dass Sie die obigen Informationen gelesen haben und damit einverstanden sind, und dass Sie daher freiwillig an der folgenden Umfrage teilnehmen.

Weiter

Laura Höfer, Modul University – 2023

Bitte nehmen Sie sich einen Moment Zeit, um sich diese Werbung anzusehen.
Im Folgenden werden Ihnen Fragen dazu gestellt.

Der „Weiter" Button erscheint nach 20 Sekunden.

1. Welche Farbe hatte das Logo der Hilfsorganisation auf der Werbung, die Sie zuvor gesehen haben?

AFRIKIDS

AFRIKIDS

AFRIKIDS

AFRIKIDS

AFRIKIDS

Weiter

2. Bitte geben Sie an, ob diese Werbung eher positive oder negative Gefühle vermittelt.

Negative Gefühle								Positive Gefühle
-4	-3	-2	-1	0	1	2	3	4
○	○	○	○	○	○	○	○	○

Weiter

3. Wie fühlen Sie sich, nachdem Sie diese Werbung gesehen haben?

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
ermutigt	○	○	○	○	○	○	○
peinlich berührt	○	○	○	○	○	○	○
schuldig	○	○	○	○	○	○	○
gedemütigt	○	○	○	○	○	○	○
enthusiastisch	○	○	○	○	○	○	○
positiv	○	○	○	○	○	○	○
reumütig	○	○	○	○	○	○	○
hoffnungsvoll	○	○	○	○	○	○	○
beschämt	○	○	○	○	○	○	○
optimistisch	○	○	○	○	○	○	○

Weiter

4. Wie würden Sie Ihre Spendenbereitschaft beschreiben, nachdem Sie diese Werbung gesehen haben?
Geben Sie an inwiefern die folgenden Aussagen auf Sie zutreffen.

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
Ich würde in naher Zukunft spenden.	○	○	○	○	○	○	○
Ich würde das nächste Mal spenden, wenn ich die Gelegenheit dazu habe.	○	○	○	○	○	○	○
Ich möchte so bald wie möglich spenden.	○	○	○	○	○	○	○
Es ist wahrscheinlich, dass ich zu dieser Organisation spenden würde.	○	○	○	○	○	○	○
Ich würde nie in Betracht ziehen, zu dieser Organisation zu spenden.	○	○	○	○	○	○	○
Nachdem ich die Werbung der Hilfsorganisation gesehen habe, ist es sehr wahrscheinlich, dass ich eine Spende and diese Organisation tätigen würde.	○	○	○	○	○	○	○
Ich möchte in den nächsten vier Wochen an Wohltätigkeitsorganisationen oder gemeinnützige Einrichtungen spenden.	○	○	○	○	○	○	○

Weiter

5. Bitte kreuzen Sie bei dieser Skale genau den Mittelpunkt an:

1	2	3	4	5
○	○	○	○	○
.	.	.	.	.

Weiter

6. Stimmen Sie mit den folgenden Aussagen überein?

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
Ich habe eine moralische Verpflichtung, jedem zu helfen, der in Not ist.	○	○	○	○	○	○	○

7. Im Folgenden finden Sie eine Liste von 10 Werten, zu denen jeweils eine kurze Erläuterung gegeben wird. Bitte geben Sie an, wie wichtig jeder Wert für Sie als Leitprinzip in Ihrem Leben ist:

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
Kooperation: Steigerung des positiven Nutzens für die Gemeinschaft	○	○	○	○	○	○	○
Einfluss: Einfluss auf Menschen und Ereignisse haben	○	○	○	○	○	○	○
Gleichheit: Chancengleichheit für alle	○	○	○	○	○	○	○
Soziale Gerechtigkeit: Beseitigung von Ungerechtigkeit, Fürsorge für die Schwachen	○	○	○	○	○	○	○
Soziale Macht: Kontrolle über andere, Dominanz	○	○	○	○	○	○	○
Autorität: das Recht, zu führen oder zu befehlen	○	○	○	○	○	○	○
Helfen: sich für das Wohlergehen der anderen einsetzen	○	○	○	○	○	○	○
Eine Welt des Friedens: frei von Krieg und Konflikten	○	○	○	○	○	○	○
Reichtum: materielle Besitztümer, Geld	○	○	○	○	○	○	○

Weiter

8. Geben Sie an inwiefern die folgenden Aussagen auf Sie zutreffen.

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
Nachdem ich die Anzeige gesehen hatte, fühlte ich mich in bedürftige Kinder hinein.	○	○	○	○	○	○	○
Beim Lesen der Anzeige versetze ich mich in die Lage eines bedürftigen Kindes.	○	○	○	○	○	○	○
Ich stellte mir vor, wie es sich anfühlen würde, ein bedürftiges Kind zu sein.	○	○	○	○	○	○	○

9. Geben Sie an inwiefern die folgenden Aussagen auf Sie zutreffen.
Nachdem ich diese Werbung gesehen habe...

	stimme gar nicht zu					stimme voll zu	
	1	2	3	4	5	6	7
...glaube ich, dass meine Spende bedürftigen Kindern helfen kann.	○	○	○	○	○	○	○
...vertraue ich in meine Fähigkeit, durch eine Spende etwas zu bewirken.	○	○	○	○	○	○	○
...vertraue ich darauf, dass ich Hindernissen und Herausforderungen bei Spendenaktivitäten überwinden kann.	○	○	○	○	○	○	○

Weiter

10. Welche Art von Wohltätigkeitsorganisationen bevorzugen Sie, wenn Sie spenden?

☐ Gesundheit und Krankheit

☐ Bildung und Forschung

☐ Tierschutz

☐ Umwelt- und Naturschutz

☐ Soziale Hilfe und Armutsbekämpfung

☐ Kunst und Kultur

☐ Religion und Spiritualität

☐ Sonstiges

11. Wie oft spenden Sie im Jahr an Wohltätigkeitsorganisationen

Ich spende   [＿＿＿] Mal im Jahr

12. Wie viel Geld spenden Sie normalerweise bei jeder Spende an eine Wohltätigkeitsorganisation?

Durchschnittlicher
Spendenbetrag: [＿＿＿] Euro

Alter   [＿＿＿] Jahre

13. Geschlecht

[Bitte auswählen] ⬍

14. Höchste abgeschlossene Ausbildung

[Bitte auswählen] ⬍

Weiter

Vielen Dank für Ihre Teilnahme, Zeit und Engagement! Ihre Antworten wurden übermittelt; Sie können das Browserfenster jetzt schließen.

Appendix 2: Online Experiment (Negative Appeal)

Liebe Teilnehmer/in,

In dieser Umfrage geht es um die Beurteilung unterschiedlicher Werbungen.

Bitte beachten Sie, dass Ihre Teilnahme an dieser Studie völlig freiwillig ist und dass alle Antworten streng vertraulich behandelt werden. Ihre Identität wird anonym gehalten, und Ihre Antworten werden nur zu Forschungszwecken verwendet.

Wenn Sie unten auf die Schaltfläche "Start" klicken, bestätigen Sie, dass Sie die obigen Informationen gelesen haben und damit einverstanden sind, und dass Sie daher freiwillig an der folgenden Umfrage teilnehmen.

Weiter

Laura Höfer, Modul University – 2023

Bitte nehmen Sie sich einen Moment Zeit, um sich diese Werbung anzusehen.
Im Folgenden werden Ihnen Fragen dazu gestellt.

Der „Weiter" Button erscheint nach 20 Sekunden.

Appendix 3: Online Experiment (Neutral Appeal)

soSci
oFb - der onlineFragebogen

0% ausgefüllt

Liebe Teilnehmer/in,

In dieser Umfrage geht es um die Beurteilung unterschiedlicher Werbungen.

Bitte beachten Sie, dass Ihre Teilnahme an dieser Studie völlig freiwillig ist und dass alle Antworten streng vertraulich behandelt werden. Ihre Identität wird anonym gehalten, und Ihre Antworten werden nur zu Forschungszwecken verwendet.

Wenn Sie unten auf die Schaltfläche "Start" klicken, bestätigen Sie, dass Sie die obigen Informationen gelesen haben und damit einverstanden sind, und dass Sie daher freiwillig an der folgenden Umfrage teilnehmen.

Weiter

Laura Höfer, Modul University – 2023

Bitte nehmen Sie sich einen Moment Zeit, um sich diese Werbung anzusehen.
Im Folgenden werden Ihnen Fragen dazu gestellt.

80 MILLIONEN KINDER IN AFRIKA HABEN ZU WENIG ZUM ESSEN

Spenden Sie und bewirken Sie Veränderungen.

AFRIKIDS

Der „Weiter" Button erscheint nach 20 Sekunden.