



THE IMPACT OF MESSAGE FRAMING, VISUAL APPEAL AND DONATION PROXIMITY ON THE EFFECTIVENESS OF CAUSE-RELATED MARKETING CAMPAIGNS

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fundraising



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Abstract

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Corporate social responsibility (CSR) has become part of many companies' DNA. Some enterprises link this corporate philanthropy to their business interests by selling product-charity bundles. Much is known about the circumstances in which cause-related marketing (CRM) works well, though little research has been done about the design of CRM campaigns. This paper seeks to understand which product-charity bundle components should be used in order to have an impact on consumers. With data obtained through a questionnaire with an experimental design component, the research examines whether the way a donation message is framed, the type of visual appeal and the country of donation reception, affect the effectiveness (measured through purchase probability) of CRM campaigns. The results suggest that consumers are more likely to purchase product-charity bundles when the donation message is framed directly, a negative visual appeal gets presented and when the donation receiving institution is from a foreign country that consumers have a mental proximity to. In addition, it is found that sadness related negative emotions mediate the effect of message framing and visual appeal on the likelihood of purchase. Finally, the role of consumer values on the design of CRM campaigns is analysed. It is found that consumer values moderate the success of some experimental conditions. For consumers cherishing tradition and security, physical donation proximity seems more important than mental donation proximity to a foreign country. The opposite is true for consumers valuing universalism, as they favour mental proximity to a country other than their home country. The value materialistic hedonism is further negatively related to the effectiveness of CRM.

Keywords: cause-related marketing (CRM), product-charity bundles, message framing, physical / mental donation proximity, visual appeals, negative emotions, consumer values

Resumo

O IMPACTO DA VERBALIZAÇÃO DAS MENSAGENS, DE APELO VISUAL E DA PROXIMIDADE DA DOAÇÃO NA EFICÁCIA NAS CAMPANHAS DE MARKETING DE CAUSAS

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A responsabilidade social empresarial (RSE) tornou-se parte do DNA de muitas empresas. Algumas companhias vinculam esta filantropia empresarial aos seus interesses comerciais através da venda de pacotes produto-caridade. Embora se saiba bastante sobre as circunstâncias em que o marketing de causas (MdC) é eficaz, a questão do design de campanhas de MdC tem sido relativamente pouco estudada. Este trabalho procura investigar que componentes dos pacotes produto-caridade devem ser usadas para se obter maior impacto nos consumidores. Com os dados obtidos através de um questionário com uma componente experimental, a pesquisa examina se a forma da verbalização de uma mensagem, o tipo de apelo visual e o país de recepção da doação afetam a eficácia (medida através da probabilidade de compra) de campanhas de MdC. Os resultados sugerem que os consumidores são mais propensos a comprar pacotes produto-caridade quando a mensagem de doação é verbalizada diretamente, o apelo visual é negativo e a instituição que recebe a doação é de um país estrangeiro com qual consumidores têm uma proximidade psicológica. Além disso, verifica-se que os efeitos da verbalização das mensagens e do tipo de apelo visual na probabilidade de compra são mediados por emoções negativas relacionadas com tristeza. Finalmente, investiga-se a forma como os valores dos consumidores afetam a eficácia de campanhas de MdC, não só por efeito directo como também como moderador dos efeitos das variáveis experimentais. Os resultados empíricos sugerem que para os consumidores que apreciam tradição e segurança, a proximidade física da doação é mais importante do que a proximidade psicológica com um país estrangeiro. O efeito oposto é encontrado para os consumidores que valorizam o universalismo, devido ao facto de estes favorecerem a proximidade psicológica a um país diferente do seu país de origem. O hedonismo materialista está além disso negativamente relacionado com a eficácia do MdC.

Palavras-chave: marketing de causas (MdC), pacotes produto-caridade, verbalização de mensagens, proximidade física / psicológica, apelo visual, emoções negativas, valores do consumidor

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List of Abbreviations

ANOVA	=	Analysis of variance
CPLP	=	Comunidade dos Países de Língua Portuguesa
CRM	=	Cause-related marketing
CSR	=	Corporate social responsibility
GDP	=	Gross domestic product
KMO	=	Kaiser-Meyer Olkin
MdC	=	Marketing de causas
PCA	=	Principle component analysis
RSE	=	Responsabilidade social empresarial

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1. Introduction

A variety of techniques serve marketers to react to changing social norms and changes in markets, such as rising competition. One approach is the investment in social aspects (Ćorić, Živadinović & Dropuljić 2008). By taking social responsibility, companies hope to improve their corporate image and heighten customers' loyalty (Strahilevitz 1999). Through the strengthened relationship between company and clients, higher sales numbers and a favourable positioning relative to competitors can be reached (Brønn & Vrioni 2001; Ćorić, Živadinović & Dropuljić 2008). Hence, companies use charity donations as a differentiation strategy and a unique positioning (Brønn & Vrioni 2001). Most companies however, do not purely donate to charity foundations, but link the donation to the purchase of their products (Strahilevitz 1999). This alignment of corporate philanthropy and business interests, in a product-charity bundle, is called 'cause-related marketing' (CRM) (Strahilevitz & Myers 1998; Varadarajan & Menon 1988).

This idea of linking the acquisition of a product with a donation to charity is not new. On the contrary, for years firms have used charity donations as purchase incentives. In 1983 American Express announced that they would donate a cent from each transaction and a dollar for each new card member for the renovation of the Statue of Liberty (Ćorić, Živadinović & Dropuljić 2008). Even today, CRM remains a widely used marketing strategy. Brands such as American Express (Barone, Miyazaki & Taylor 2000), Sony, Timberland (Chang 2011), IBM and Coca-Cola (Smith 1994) are just a few examples of companies following this strategy.

Consumers' response to CRM actions is diverse. Cones' (2010) Cause Evolution Study shows that 80% of consumers would be willing to switch brands, equal in quality and price, to one involved in CRM and 46% would choose a generic over a well-known brand. Further, 19% of consumers were willing to buy a more expensive brand when it supports a cause.

Even though there is evidence that consumers' attitudes towards cause marketing are usually positive (Farache et al. 2008), there are signals that not all consumers react favourably towards firms involved in CRM. In a study of Webb and Mohr (1998), half of the sample expressed negative feelings about companies being involved in cause marketing. This negativity arises through scepticism about the implementation and cynicism about the firms' motives. Yet marketers in the U.S. have invested \$1.68 billion on CRM sponsorships in 2010 (IEG 2010) with the hope of increasing sales (Anuar & Mohamad 2011). Sales of product-charity bundles might be influenced by the CRM campaign components. Though little is known about how the components and design of CRM campaigns impact consumers' response to such marketing initiatives. This paper therefore addresses the question of which CRM components influence consumers' response to these campaigns. How to best frame charity calls on product packages, the effect visual appeals can have and how the country of

donation reception can influence the effectiveness of CRM campaigns will be focus of this paper.

The paper is organized as follows: section 2 provides a general review of literature on the topic CRM campaigns. In the following section, hypotheses are developed regarding how message framing, visual appeal and donation proximity affect the effectiveness of CRM campaigns. Section 4 describes the methodology adopted in an experimental study whose main objective is to test the hypotheses previously developed. Results are presented in section 5 and findings discussed in the following section. Finally, in section 7, conclusions and further research are defined.

2. Literature Review

This section provides a general review of literature on several topics related to CRM. Literature applied to develop the hypotheses is presented in section 3.

Several elements of a CRM campaign play a role in consumers' response to these campaigns (Webb & Mohr 1998). Strahilevitz and Myers (1998) have studied consumers' behaviour when having to choose between a donation and a discount. They imply that under some conditions consumers prefer to donate to a good cause instead of receiving actual rebates or gifts. This is especially the case when charity marketing gets bundled with frivolous products, such as chocolate truffles or luxury accessories, and applies less when the donation gets bundled with practical products, satisfying basic needs. Strahilevitz (1999) additionally found that the preference for choosing a charity donation over a price discount does not only depend on the type of product being sold, but also on the amount of charitable giving or discount respectively. Placing consumers in the position of having to choose between a donation and a price discount of the same amount, consumers tend to pick the donation significantly more often at low values, such as 1% - 5% of the product price, than they do at high values of 25% - 50% of the product price (Strahilevitz 1999). The same study reasons further that at relatively low values of donation or price discount, consumers do not tend to consider the product type as a decision factor for or against the charity donation. At higher values though, the charity donation was chosen significantly more times when bundled with a frivolous product (Strahilevitz 1999).

The success of CRM campaigns is not only influenced by the type of product and the donation amount, but also by the brands' image. Pracejus and Olsen (2004) show that the fit between a brands' image and the type of donation chosen can be an important predictor of the success of a product-charity bundle campaign. When there is a high fit between what a brand stands for and the charity organization chosen, consumers are willing to abandon other features of the product. This means that when a CRM campaign supporting children is attached to a

diapers brand, consumers would, for example, be willing to purchase a package with a lower quantity.

Besides product and brand related attributes consumer characteristics can influence the success of CRM campaigns. These demographic and socioeconomic characteristics of consumers who are more likely to donate were investigated by another stream of research. Considering the influence of age on consumers' donor behaviour, Lee and Chang (2007) found that, in general, older people are more likely to donate than younger people are. Other research suggests more specifically, that donations increase with age at a decreasing rate, but only until the age of 61 - 66 years old, after which they decrease again (Belfield & Beney 2000; Schlegelmilch, Love & Diamantopoulos 1997). Furthermore, gender can be a predictor for the probability of donating to a good cause. Females are generally more likely to donate than males (Lee & Chang 2007; Schlegelmilch, Love & Diamantopoulos 1996) but the amount given by males and females that donate does not differ (Mesch et al. 2002). While males donate a specific amount to one charitable organization, females tend to donate to several institutions, donating less to each of them (Andreoni, Brown & Rischall 2003). Regarding single females, Mesch et al. (2002) have found that they are 14% more likely to donate than single men. Income moreover influences the donation behaviour of consumers. Schlegelmilch, Love and Diamantopoulos (1997) claim that an increased income results in a more altruistic behaviour, and therefore increases both, the likelihood of giving and the amount given to charity. Belfield and Beney (2000) state more precisely that as the income of an individual increases by 1%, the amount donated increases by 0.4% – 0.55%. Another study however suggests that income is only a predictor for the probability of a donation among whites, and not among blacks (Mesch et al. 2002). A relationship between a consumers' educational level and his or her donation behaviour has also been found. Mesch et al. (2002) suggest that for whites an increased education leads to a higher response to charity advertising, while for blacks there is no socioeconomic difference. Lee and Chang (2007) additionally studied the impact family structure can have on donation behaviour and imply that consumers with children, as well as married people, are more likely to donate.

It is further known that an individual's personal involvement with a subject can affect his or her donor behaviour. This means for example, that someone who had a beloved animal has the tendency to support animal welfare. Bennett (2002) has found that poorer consumers are more likely to donate to the needy, richer people prefer to give to the Third World and environmental and ecological causes. He has additionally justified that older consumers prefer to give to health charities, while consumers between 18 and 24 years old prefer giving to children, homelessness, the Third World and environmental charities. In addition to the type of charity, the organizational values of a charity institution are also important for consumers. Bennett (2002) has found that consumers that donate rather high amounts prefer to donate to

organizations that stand for 'sound and tradition', while hedonists prefer entrepreneurial charity institutes.

Not only can consumers' characteristics affect their donation behaviour, but their social life and the corresponding influences of family and friends can also be a predictor of the probability of donating. When closely related people are giving to charity, consumers might want to do the same (Youn & Kim 2008). Other studies however, show that individuals that are rejected also tend to donate to charity. These individuals seek methods to be liked by others and to improve their social status. One of these methods is through donation, which they believe makes them appear to be more attractive to others (Li 2011).

The literature has identified some circumstances in which companies should use charity donations and to whom they should address them in order to reach high success rates. However, once a company has decided to run a product-charity bundle campaign, little research has been done about how to design this campaign in order to have an impact on consumers. The main goal of this paper is therefore to examine the impact of different CRM campaign attributes on consumers.

3. Hypotheses development

This section discusses whether the way the message is framed, the visual appeal presented and the country of donation reception chosen affect the effectiveness of CRM campaigns. Furthermore, how consumers with different values react to message framing, visual appeal and donation proximity is assessed.

3.1 Message Framing in Product-Charity Bundle Campaigns

One aspect the existing literature (e.g., Pracejus & Olsen 2004; Strahilevitz & Myers 1998) has not taken into account is the fact that the design of the CRM message could influence consumers' perception and preference for a product. A donation message can be formed directly or indirectly. An indirect message focuses on the communicator, using the term 'I' or 'we', such as used in a study by Strahilevitz and Myers (1998, p. 442), stating "We will donate 50¢ to the MARCH OF DIMES". By contrast, a direct message focuses on the consumer by making use of the term 'you'. In this sense the message used by Strahilevitz and Myers (1998) could also have been formulated directly, "You will donate 50¢ to the MARCH OF DIMES". Even though the outcome of both messages is exactly the same, the direct statement could give consumers the feeling that they are donating for a good cause directly, while the indirect one might make them feel as not being significantly involved in the donation process. This section reviews literature on this topic and explains why consumers might prefer a direct to an indirect message in CRM campaigns.

In the past, altruism and self-interest have been seen as two contradictory human characteristics. While people focusing on their self-interests were described in a negative way, people that were concerned with the well-being of others were described as selfless (Flynn & Black 2010). Research suggests that today such a strict separation between altruism and self-interest cannot be made anymore, as pure altruism is not the main explanation for donating. One of the reasons consumers give to charity can be illustrated by a press conference statement of New York City Mayor Michael Bloomberg, who said “We're put here on this earth to share and to help each other. And nothing I will ever do –or you or anybody else that's generous– will give you as much pleasure as you get when you look in the mirror just before you turn off the light and say, 'Hey, you know, I'm making a difference'.” (Bruinius 2010). Bloomberg says that he feels happy about helping others, which means that his own happiness is tied to making other people happy, and therefore the selfless thought of helping also includes a certain degree of selfishness. This selfish motive for doing a good deed is defined as ‘impure altruism’ (Andreoni 1989), and comprises that consumers themselves gain utility in the form of positive emotions from donating to a good cause (Andreoni 1990). Andreoni (1989) describes these positive emotions as a ‘warm glow’, and Bennett (2002) specifies that donors gain pleasurable emotions of calmness, self-worth and physical warmth. This is related to the ‘negative state relief model’, which implies that consumers do not donate through the concern for the welfare of others, but because they want to feel better themselves and want to reduce their own negative feelings (Li 2011) or avoid these (Bennett 2002). Consumers want to feel good about themselves, which they can only get by they themselves making a donation, not someone else (Andreoni 1990; Rose-Ackerman 1996). This might be an indicator for a direct statement being more effective than an indirect one.

Belfield and Beney (2000) disclose that prestige seeking and social positioning are another reason for donating. Consumers wanting to gain social status are not concerned with their own emotions, as opposed to consumers longing for the ‘warm glow’, but with their public self-consciousness. This implies that self-aspects that are publicly visual are more important for them than the hidden self-aspects (Scheier & Carver 1985). Hence, consumers evolve in charitable giving in order to create a positive image in the eyes of others (Becker 1974). In order to create a favourable idea about themselves, they then purchase products based on a company’s CRM campaign (Piliavin & Charng 1990). As consumers believe that they can only reach the prestige and social status they are longing for through making a donation themselves, not someone else, it is assumable that a direct statement can satisfy consumers needs more than an indirect message can.

Another reason for altruistic behaviour is the social influence of consumers’ surroundings that makes them acquire a product-charity bundle because it is socially approved (Basil, Ridgway & Basil 2001; Youn & Kim 2008). Thornton, Kirchner and Jacobs (1991) underline this idea by

saying that when asking for a donation face-to-face, people contribute out of perceived social pressure of losing their image in public, and not necessarily for pure altruistic reasons. Hsu, Liang and Tien (2005) further say that some people believe that having the ability to donate to charity is a mark of good citizenship, and as the desire for positive interpersonal relationships is one of the most central human needs (Li 2011), that they gain by being a good citizen, they feel the pressure to donate (Hsu, Liang & Tien 2005). It is assumable that consumers hold the belief that they are able to fulfil social requirements only by they themselves making a donation, which is an additional indicator of a direct statement possibly being more effective than an indirect one.

Another reason why a direct statement could have more impact on consumers is the fact that through the Internet, consumers got used to being addressed directly (Jiang 2002). Through this one-to-one targeting online, consumers might want to feel addressed personally in a CRM statement.

To summarize, there are three main reasons why consumers donate to charity. First, impure altruism that makes consumers experience a 'warm glow'. Second, consumers seek prestige and a high social positioning. Third, the influence of a consumers' surrounding and social pressure are reasons for donating. In all three cases, consumers can reach their goal through the perception of making a donation themselves, which the direct message can give them. Consequently one would anticipate the following hypothesis to be true:

H1: CRM campaigns with direct messages are more effective than those with indirect messages.

3.2 Visual Appeals in Product-Charity Bundle Campaigns

Previous research has suggested that portraying images on product packages makes consumers focus their attention on the product and increases the likelihood of a purchase. This is because pictures are more vivid stimuli than words, which means that they are faster and easier noticeable for consumers (Underwood & Klein 2002). Images can be recognized and recalled faster (Joseph, Waln & Stone 1984), and by looking at a product picture a consumer is more likely to imagine what the product looks, tastes, feels and smells like (Underwood & Klein 2002). If an image can trigger a consumers' belief about the product, a charity advertisement displaying a picture may also make consumers imagine the foundation of the need for this donation. This suggests that a company promoting a charity can use the image as a control cue that communicates for example 'this child is hungry and needs your help'. Having this in mind, it is surprising that many studies have placed little attention on visual appeals, but instead conducted experiments with sample CRM vouchers that focused purely on verbal statements (e.g., Huhmann & Brotherton 1997). This section discusses how

different visual appeals can influence consumers' attitudes towards CRM campaigns. In particular we look at the difference between positive and negative visual appeals.

Marketers can apply positive appeals, creating feelings of joy by showing consumers what they can achieve by using a specific product or service. In charity advertising, a joy appeal could for example, outline the success achieved through already made donations (Burt & Strongman 2005). As the majority of marketers make use of positive appeals in advertising though, consumers are often overwhelmed by these stimuli and therefore only notice a very small portion of all advertising messages (Cotte & Ritchie 2005). Further, marketers can also make use of guilt appeals, which are emotional appeals provoking feelings of guilt (Hibbert et al. 2007). Generally three types of guilt appeals can be distinguished: reactive guilt, anticipatory guilt and existential guilt (Huhmann & Brotherton 1997). One of them corresponds to the negative emotion being created in CRM: 'existential guilt', also called 'social-responsibility guilt', which results from the gap between the consumers' well-being and the well-being of others (Coulter, Cotte & Moore 1999; Hibbert et al. 2007). In product-charity bundle campaigns, negative emotions such as guilt appeals are used as a strategy to increase the likelihood of purchase of the respective product (Chang 2011). Negative emotions can further create a shock-effect in consumers' minds, which makes them focus their attention on the ad. Through the dramatic presentation of the problem, consumers moreover feel that the solution of this problem is also very important (Young 2006). In the case of product-charity bundle campaigns, the solution would be the donation made through the purchase of a product.

Previous research on general charity advertising reveals that when displaying visual appeals of children, a negative visual appeal is leading to a higher likelihood of donation than a positive visual appeal (Burt & Strongman 2005). Chang and Lee (2010) found that when expressing emotions through verbal statements, the negative appeal was also found to lead to a more positive evaluation of CRM than the positive appeal does. It is likely that this effect is also valid for visual elements of product-charity bundle campaigns.

While in general CRM is more effective with frivolous than with practical products, especially regarding high priced goods (Strahilevitz & Myers 1998), the opposite is true for the use of negative emotions in CRM campaigns. Negative emotions seem most effective when paired with pure practical products, or products containing practical and frivolous values (Chang & Chen 2010). When coupled with a frivolous product, especially at high donation magnitudes, consumers show negative reactions toward the brand (Chang 2011).

In addition to the type of product, the intensity of the negative emotion may also be a predictor of success of a CRM message. Hibbert et al. (2007) imply that the use of negative emotions in classical charity advertising only has a positive effect up to a specific level. When negative

emotions get too strong, consumers tend to block them and the ad is perceived to be ineffective or even negatively affects consumers' evaluation of the product. This behaviour gets explained through the 'negative state relief model' indicating that consumers want to reduce their own negative feelings (Li 2011), either through purchasing the product or by ignoring the advertisement (Hibbert et al. 2007). This very thin line between negative emotions being effective or leading to a damaging outcome may also be valid in CRM campaigns. The 'reactance theory' further states that if consumers believe that an advertising message is trying to push them into purchasing a product, they feel a loss of their free choice and create negative feelings toward the brand. Many consumers, instead of reacting positively to negative emotions in CRM, feel manipulated and believe that the only goal of the company making use of these negative emotions in advertisements is to make money (Coulter & Pinto 1995). This in turn leads to a feeling of anger, rejection and negative attitudes towards the product and not as initially planned a feeling of guilt (Hibbert et al. 2007). Chang (2011) adds that the negative reaction towards the ad can be explained by the fact that the use of negative emotions in advertising violates consumers' expectations.

To summarize, a paradox between the use of positive and negative emotions in advertising can be noticed: positive emotions make consumers feel good as they see the result of their donation (Burt & Strongman 2005), but the risk of not being noticed by consumers due to the overflow of positive stimuli from the advertising environment is high (Cotte & Ritchie 2005). On the contrary, an advertisement triggering negative emotions can be used to capture consumers' attention (Young 2006), but there is a peril of consumers reacting negatively to the advertisement (Hibbert et al. 2007). Even though there are some threats involved in making use of negative emotions; existing literature suggested that the negative appeal is more effective in CRM. The following hypothesis is suggested:

H2: CRM campaigns illustrating negative visual appeals are more effective than those showing positive visual appeals.

3.3 Donation Proximity in Product-Charity Bundle Campaigns

While literature has identified how different demographical groups react to different charity institutions, little is known about whether the country or region of donation reception influences consumers' attitudes towards CRM campaigns. The topic donation proximity will also be researched in this study. More specifically, we are interested in investigating whether consumers prefer to make a donation supporting their own country instead of aiding a foreign one that they however feel somehow connected to.

Existing research has defined donation proximity as the physical distance between the donation recipient and the consumer, which can be local, regional, national (Varadarajan &

Menon 1988) or international (Anuar & Mohamad 2011). Hyllegard et al. (2011) find that the geographic scope of the donation does not influence consumers' attitudes toward CRM campaigns. Anuar and Mohamad (2011) support this idea and say that for the Malaysian market, there is no evidence that consumers prefer local causes to national or international ones. Ross, Patterson and Stutts (1992) have come to different conclusions and have found that consumers prefer local causes to national ones. Grau and Folse (2007) found that less involved consumers generally prefer to donate to local causes as they either affect themselves directly, or if not, they at least help their local community.

While some papers show the impact of cause-proximity on consumers' evaluation of CRM actions, it has not yet been evaluated how individuals react to countries that are not physically close, but in other ways connected to the country of origin of the donor. According to Bennett (2002), the donation behaviour of a consumer is influenced by the individual involvement with a subject. This involvement can possibly not only be seen in a consumers' home country, but also in other countries a consumer has a connection to. The donation proximity in this case has to be interpreted differently. Rather than a physical proximity measuring the physical distance between donor and recipient (Ross, Patterson & Stutts 1992), there can also be a mental proximity. Sacchetti and Sugden (2004) define this mental proximity as being present when a group of individuals share similar or related views, thoughts and feelings, independent of geographical borders. Adapting this concept to CRM, this could mean that the mental proximity could describe a consumers' psychological involvement with a country, which is not limited to a consumers' home country. For Portuguese consumers, the physical proximity is restricted to the country of Portugal, while the mental proximity exceeds the borders of Portugal and possibly reaches up to other Lusophone countries. This possible feeling of mental proximity is not only based on the same language of Lusophone countries, but can also be seen in several other factors. Within the population of Portugal (about 10.5 million people), there are 220,428 habitants from Lusophone countries. This number represents 66% of all foreigners living in Portugal (Serviço de Estrangeiros e Fronteiras 2010). Teixeira and Albuquerque (2005) say that, to this number supervene the habitants with Portuguese nationality, originally coming from former Portuguese colony countries. From Angola for example, there were 124,756 habitants with Portuguese nationality in Portugal in 2001. This multiculturalism in Portugal makes Portuguese consumers come into contact with people from other Lusophone countries every day, and automatically leads to a strong relationship between citizens from these countries. Furthermore, Lusophone countries are the first choice for Portuguese citizens to emigrate. According to the Brazilian Ministry of Justice, 50,000 Portuguese asked for a permanent visa in Brazil in the first six months of 2011 (Coelho 2011).

Portuguese citizens do not only interact with Lusophone habitants in their private lives, but there are also many business relationships between Lusophone companies. Lusophone

countries all belong to the 'Comunidade dos Países de Língua Portuguesa (CPLP)' which results in having an alliance and friendship security between the belonging countries. Business relationships ought to be facilitated and a strong bond of cultural and language issues constructed (CPLP 2012). This shows that for Lusophone countries, the retention of their common culture and the well-being of all Lusophone countries is important.

To summarize, there is physical proximity that allows helping one's own country, and mental proximity that is based on the connection consumers have, not only to their own country, but also to other regions of the world. There is some evidence that consumers' attitudes towards CRM do not differ by the level of physical donation proximity (Anuar & Mohamad 2011; Hyllegard et al. 2011), which could mean that mental proximity, rather than physical proximity, is important. When a consumer holds mental proximity with several countries, other cues, such as a countries' need for a donation, could lead him or her to make a decision for or against a donation to a specific country. In the case of Portugal, there is possible mental proximity with Lusophone countries. Considering the fact that all other Lusophone countries have a lower gross domestic product (GDP) per capita, measuring the economic performance of each country, than Portugal (International Monetary Fund 2011), for Portuguese consumers a CRM campaign promoting a donation to these countries could be more effective than one where a Portuguese institution is the donation receiver. On the other hand, there is also evidence that consumers value physical proximity (Grau & Folse 2007; Ross, Patterson & Stutts 1992). Cone's (2004) Corporate Citizenship Study revealed further that, in times of economic crises, consumers prefer to donate to their own surroundings before thinking about giving to others. Considering the Portuguese economic situation today, one can assume that Portuguese consumers do not only value physical proximity, but also have a stronger mental proximity towards Portugal than they have to other countries. This leads to the following hypothesis:

H3: CRM campaigns focusing on physical and mental donation proximity to an institution from a consumer's home country (national) are more effective than those focusing on mental donation proximity to an institution from a country other than a consumer's home county (international).

3.4 The Interrelationship between Consumer Values and the Attitudes toward Product-Charity Bundle Campaigns

A wide stream of research reveals how demographics influence consumers' donor behaviour. Today however, demographics are not used exclusively to describe target customers of companies. Instead, psychographic consumer characteristics, such as attitudes, values and lifestyles, are also found to be an effective way of segmenting (Barry & Weinstein 2009). The present research seeks to examine if and how consumer values can influence consumers'

attitudes towards CRM campaigns in general, and how values influence the response towards the three experimental factors message framing, visual appeal and donation proximity.

Research suggests that consumer values influence ethical consumption behaviour (Anderson & Cunningham 1972; Shaw et al. 2005), fair-trade products consumption behaviour (Doran 2009; Fraj & Martinez 2006) and attitudes towards companies involved in corporate social responsibility (CSR) (Basil & Weber 2006). Several studies reveal more specifically that there is a link between CRM and values, which indicates that the attitudes toward CRM campaigns can vary by consumer values (Bennett 2002; Bigné-Alcañiz, Currás-Pérez & Sánchez-García 2009; Kropp, Holden & Lavack 1999; Lavack & Kropp 2003).

Research discloses that consumers that value security, warm relationships and self-fulfilment are very likely to show positive attitudes towards CRM (Kropp, Holden & Lavack 1999). To expand this knowledge about the interrelationship between consumer values and attitudes toward CRM campaigns, we investigated some of the ten core values described in Schwartz's 'Theory of Basic Human Values' (Schwartz, Caprara & Vecchione 2010). One of these values is hedonism. For individuals cherishing hedonism, the most important is their own pleasure and satisfaction (Ros, Schwartz & Surkiss 1999) and their own well-being is put over the welfare of others (Schwartz, Caprara & Vecchione 2010). When having to decide between donating to a good cause and investing in ones own pleasure, consumers high in hedonism are likely to decide to reward themselves. This leads to the assumption that hedonism does not lead consumers to respond positively to charity advertisements. It can be hypothesized:

H4: The effectiveness of CRM campaigns is negatively affected by hedonism.

Tradition and security are two further values described in the 'Theory of Basic Human Values'. While consumers prizing tradition are committed to customs and ideas; Consumers who value security are longing for stability, security and harmony of everything and everyone around them (Schwartz, Caprara & Vecchione 2010). Universalism represents another value that is shared by individuals that understand, appreciate and protect the welfare of all people and nature (Ros, Schwartz & Surkiss 1999). According to Schwartz, Caprara and Vecchione (2010) the values tradition and security are closely related, and are followed by rather conservative individuals. Consumers high in universalism by contrast are open to change and other cultures (Burroughs & Rindfleisch 2002).

It is likely that individuals longing for tradition and security are cherishing physical proximity, hence seeking the welfare of their own region or country, while consumers valuing universalism appreciate mental proximity, seeking for better living conditions of habitants of other Lusophone countries. The following hypotheses are therefore proposed:

H5: For individuals valuing tradition and/or security, CRM campaigns focusing on physical and mental donation proximity to an institution from their home country (national) are more effective than those focusing on mental donation proximity to an institution from a country other than their home country (international).

H6: For individuals valuing universalism, CRM campaigns focusing on mental donation proximity to an institution from a country other than their home country (international) are more effective than those focusing on physical and mental donation proximity to an institution from their home country (national).

4. Methodology

In order to investigate whether the hypotheses can be supported, we conducted an experiment using an online survey among Portuguese citizens. This section specifies the composition of the sample and describes the experimental scenario and conditions. Finally, the structure of the questionnaire used to assess differences between experimental conditions is presented.

4.1 Participants

Participants were recruited by email or through Facebook. A total of 252 interviews were completed. Out of the 252 interviews, one was excluded for data analysis due to inconsistent answers, leading to a sample size of 251.

The sample consists of 122 male (48.6% of respondents), and 129 female (51.4%) respondents. 126 respondents (50.2%) are non-donors, 125 donors (49.8%), from which 55 (21.9% of all respondents) have donated once within the last year, and 70 (27.9%) more than once. 236 respondents (94%) have Bachelor or Master studies, the remaining 6% completed 12 years of schooling. 94.8% of respondents are between 18 and 30 years old, 5.2% are over 30 years old.

4.2 Research Design

i. Scenario

Respondents were asked to read a short shopping scenario (see Appendix A) that put them into the condition of having to choose between their favourite box of chocolates, and one they have never purchased before, though possibly being attractive because of a charity voucher being printed on its package.

As the experiment was mainly done with students that (among other things) prefer donating to children charities (Bennett 2002), the fictitious 'Kids Care Foundation' was chosen as the institution the donation would go to.

ii. Experimental Conditions

The effects of message framing, visual appeal and donation proximity on consumers' response to CRM campaigns were examined by exposing participants to different versions of the above mentioned voucher (see Appendix B). A 2 (message framing: direct vs. indirect) x 2 (visual appeal: negative vs. positive) x 2 (donation proximity: national vs. international) between subject design was adopted. Respondents were randomly assigned to one of the eight experimental versions. The message-framing factor was manipulated using two sets of messages: set A ('You will donate 5% of the product price to [...]') (direct condition) and set B ('We will donate 5% of the product price to [...]') (indirect condition). Manipulation of the visual appeal was also done at two levels: an image of a happy child (positive condition) and an image of a crying child (negative condition). The donation proximity factor was manipulated by the institution the donation was stated to be going to, which was either 'Kids Care Foundation Portugal' (national condition) or 'Kids Care Foundation Mozambique' (international condition). Mozambique, as opposed to Portugal, was selected for the experiment due to the pre-test (see Appendix C).

To eliminate the possibility of biases through variations in contextual cues, each voucher was identical in layout, information, format and picture size, with the exception of changes in the research variables.

iii. Structure of the Questionnaire

The effectiveness of CRM was measured as the likelihood of giving up the taste and quality of the consumers' favourite chocolates. More specifically, respondents had to indicate the likelihood of purchasing the product-charity bundle on a seven-point Likert scale from 'definitely not' to 'definitely' (Q1). To evaluate the most important voucher properties, consumers had to indicate how different attributes described the voucher they had been exposed to on a six item, five-point Likert scale from 'very poor' to 'very good' (Q2). A further question (Q3) asked respondents to rate the emotions the voucher had made them experience. According to Parrott (2000) there are primary, secondary and tertiary emotions. Primary emotions are a first, instinctive response to a situation. Secondary emotions are emotional reactions to the primary emotions. Like this, a consumer might feel ashamed after having experienced the primary emotion sadness. Tertiary emotions are emotions that evolve from secondary emotions. Charity advertising is typically not expected to evoke all types of emotions (Coulter & Pinto 1995). Hence, ten secondary emotions related to the primary emotions fear, sadness, joy, love and anger, taken from Parrott (2000), were selected on the basis of probable suitability in CRM and measured on a five-point Likert scale from 'not at all' to 'extremely'. Further, subjects self-evaluated their own values by indicating on a twelve item (Q4) and ten item (Q5), nine-point Likert scale to which extent different statements described them, from 'does not describe me at all' to 'describes me completely'. These statements were

adapted from Bruner and Gordon (2009) and ought to measure consumers' values hedonism, materialism, universalism, tradition, benevolence and security. Finally, the questionnaire included the socio-demographic items gender, nationality, education and age, and sorted consumers into donors and non-donors.

5. Results

i. Attitudes towards different conditions of CRM vouchers

We predicted that consumer attitudes toward CRM campaigns, measured through the likelihood of purchase, would be more positive when a direct message (H1), a negative visual appeal (H2) and a national donation condition (H3) instead of an indirect message, a positive visual appeal and an international donation condition are used, respectively. Tables 1 and 2 report the results of an Analysis of Variance (ANOVA) model that includes the main effects of the three experimental factors, as well as their two-way interaction effects.

TABLE 1
EFFECT OF EXPERIMENTAL FACTORS ON THE LIKELIHOOD OF PURCHASE (ANOVA)

Variable	MSE	F	Sig. (p)
Message framing	4.937	3.964	.048
Visual appeal	55.889	44.869	.000
Donation proximity	18.047	14.489	.000
Message framing x visual appeal	4.645	3.729	.055
Donation proximity x message framing	1.364	1.095	.296
Donation proximity x visual appeal	2.196	2.196	.185

Note. MSE = mean-square error; Coding of message framing: 0 = indirect, 1 = direct; Coding of donation proximity: 0 = national, 1 = international; Coding of visual appeal: 0 = positive, 1 = negative

TABLE 2
EFFECT OF EXPERIMENTAL FACTORS ON THE LIKELIHOOD OF PURCHASE
(DESCRIPTIVES)*

Variable	N	Mean	SD	Lower Bound**	Upper Bound**
Message framing					
Direct	126	4.96	.100	4.481	4.875
Indirect	125	4.68	.100	4.763	5.156
Visual appeal					
Positive	124	4.35	.100	4.148	4.543
Negative	127	5.29	.099	5.096	5.487
Donation proximity					
National	120	4.55	.102	4.349	4.751
International	131	5.09	.098	4.895	5.280
Message framing x visual appeal					
Direct					
Positive	60	4.35	.144	4.066	4.634
Negative	66	5.57	.138	5.297	5.840
Indirect					
Positive	64	4.34	.140	4.066	4.617
Negative	61	5.02	.143	4.733	5.296

Note. N = number of cases for the respective condition; $N_{\text{Total}} = 251$; SD = standard deviation

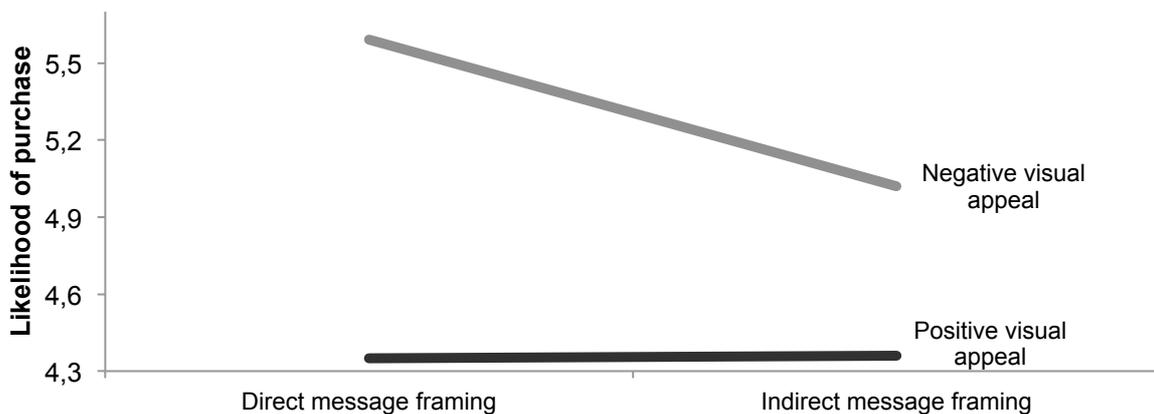
* The table only shows descriptives of experimental factors that showed $p < .10$ in the ANOVA table 1

** Lower and upper bound for 95% confidence interval for mean

Tables 1 and 2 show that hypothesis 1, which states that direct message framing is more effective than indirect message framing, was supported ($F(6,244) = 3.964$, $p = .048$; $M_{\text{Direct}} = 4.96$, $M_{\text{Indirect}} = 4.68$). Furthermore, hypothesis 2, which predicted the negative visual appeal to be more effective than the positive visual appeal, was substantiated ($F(6,244) = 44.869$, $p = .000$; $M_{\text{Positive}} = 4.35$, $M_{\text{Negative}} = 5.29$). Hypothesis 3 implied that consumers would show more positive reactions toward CRM messages focusing on physical and mental proximity to a consumers home country rather than one focusing on mental proximity to a country other than a consumers home country. This hypothesis can be rejected as the opposite seems to be true ($F(6,244) = 14.489$, $p = .000$; $M_{\text{National}} = 4.55$, $M_{\text{International}} = 5.09$). CRM vouchers promoting a donation for a Mozambiquean institution were more effective than those donating for a Portuguese one. Hence, there are different levels of effectiveness for all of the experimental factors. The direct message, negative visual appeal and international condition seem to be more effective than the indirect message, positive visual appeal and the national condition, respectively. The factor with the strongest impact on likelihood of purchase was found to be visual appeal, while the one with the smallest impact was message framing (see Table 2).

The interaction effects between these conditions were also tested. There was homogeneity of variance between groups, as assessed by Levene's test for equality of error variances. Only the interaction of message framing and visual appeal was found to be statistically significant at the 10% level ($F(6,244) = 3.729$, $p = .055$). A simple main effects analysis showed that the negative visual appeal condition was leading to significantly higher purchase intentions when paired to a direct statement, than when paired to an indirect statement ($F(1,247) = 7.944$, $p = .005$; $M_{\text{NegativeAppeal*Direct}} = 5.59$, $M_{\text{NegativeAppeal*Indirect}} = 5.02$). There were no statistically significant differences between the factors of message framing when being paired to the positive visual appeal condition ($F(1,247) = .002$, $p = .964$; $M_{\text{PositiveAppeal*Direct}} = 4.35$, $M_{\text{PositiveAppeal*Indirect}} = 4.36$) (see Figure 1).

FIGURE 1
THE EFFECTIVENESS OF CRM CAMPAIGNS AS A FUNCTION OF MESSAGE FRAMING
AND VISUAL APPEAL



ii. Emotions

Now that we know that the direct message, the negative visual appeal and the international condition are more effective than the other levels of each factor, it is interesting to try to find reasons for these effects. Therefore, respondents were asked to rate the degree to which they felt specific emotions, taken from Parrott (2000), when being exposed to the voucher. First, a Principle Components Analysis (PCA) was run on these ten emotions. The suitability of PCA was assessed through the Kaiser-Meyer Olkin (KMO) measure of sample adequacy (KMO = .912) and the Bartlett's test of Sphericity ($\chi^2(45) = 2928.361$, $p = .000$) that suggested that the sample was factorable. PCA revealed two components that had eigenvalues greater than one, and which explained 69.77% and 11.81% of the total variance, respectively. However, as a three factor solution was more meaningful in interpretability and increased the explanatory power of the model, a fixed number of three factors, explaining 89% of variance, was indicated to be extracted. A Varimax orthogonal rotation was used to aid interpretability. The first factor was found to be strongly correlated with nervousness, shame, sadness and disappointment. The emotion nervousness is a secondary emotion evolved from the primary emotion fear, while the other three emotions are related to the primary emotion sadness (Parrott 2000). Factor one therefore, describes sadness related negative emotions and was labelled 'sadness'. This factor accounted for 34% of all variation. According to Parrott (2000), the emotion guilt is a tertiary emotion of sadness, which could mean that factor one represents the negative emotion that was investigated in previous studies. Factor two, explaining another 28% of total variation is correlated with the items optimism and contentment that are related to the primary emotion joy, and the item affection that is related to the primary emotion love (Parrott 2000) was named 'joy'. Factor three is referred to as the 'anger' factor, explaining 27% of total variation being framed by the items irritation, horror and disgust that are reactions to the primary emotions anger and fear (Parrott 2000) (see Table 3). Cronbach's alpha for the three-item scale were all satisfactory ($\alpha > .85$ in all cases).

TABLE 3
ROTATED COMPONENT COEFFICIENTS FOR PCA WITH VARIMAX ROTATION OF EMOTIONS

Items	Component 1 Sadness	Component 2 Joy	Component 3 Anger
Nervousness	.886	-.266	.258
Shame	.859	-.318	.240
Disappointment	.807	-.362	.320
Sadness	.781	-.430	.259
Optimism	-.358	.853	-.286
Affection	-.380	.832	-.304
Contentment	-.384	.828	-.301
Disgust	.194	-.235	.893
Horror	.294	-.235	.867
Irritation	.288	-.296	.797

Note. N = 251; Major loadings for each item are bold

A multiple regression analysis, displayed in Table 4, was then run to assess the relationship between these factors and the likelihood of purchase. Only the factor sadness ($R^2 = .202$, $F(3,247) = 20.802$, $p < .001$, $\beta = .429$), describing the sadness related negative emotions, was found to significantly affect the likelihood of purchase.

TABLE 4
EFFECT OF EMOTIONS ON THE LIKELIHOOD OF PURCHASE (MULTIPLE REGRESSION)

Variable	Dependent variable: Likelihood of purchase
Sadness	.538*** (.071)
Joy	-.108 (.071)
Anger	.128 (.071)
Constant	4.841*** (.071)
N	251
R^2	.202

Note.

*Significant at the 5% level

**Significant at the 1% level

***Significant at the 0.1% level

In order to assess whether the success of the direct message, negative visual appeal and international donation proximity condition is linked to sadness related negative emotions, an n-way ANOVA, reported in Tables 5 and 6, was then conducted. Results revealed that only the message framing ($F(3,247) = 17.629$, $p = .000$; $M_{\text{Direct}} = .20$, $M_{\text{Indirect}} = -.21$) and the visual appeal ($F(3,247) = 140.732$, $p = .000$; $M_{\text{Positive}} = -.59$, $M_{\text{Negative}} = .58$) showed statistically significant levels of felt sadness between the two levels of each factor (see Figure 2).

TABLE 5
EFFECT OF EXPERIMENTAL FACTORS ON SADNESS (ANOVA)

Variable	MSE	F	Sig. (p)
Message framing	10.765	17.629	.000
Visual appeal	85.939	140.732	.000
Donation proximity	.271	.443	.506

Note. MSE = mean-square error; Coding of message framing: 0 = indirect, 1 = direct; Coding of donation proximity: 0 = National, 1 = International; Coding of visual appeal: 0 = positive, 1 = visual appeal

TABLE 6
EFFECT OF EXPERIMENTAL FACTORS ON SADNESS (DESCRIPTIVES)*

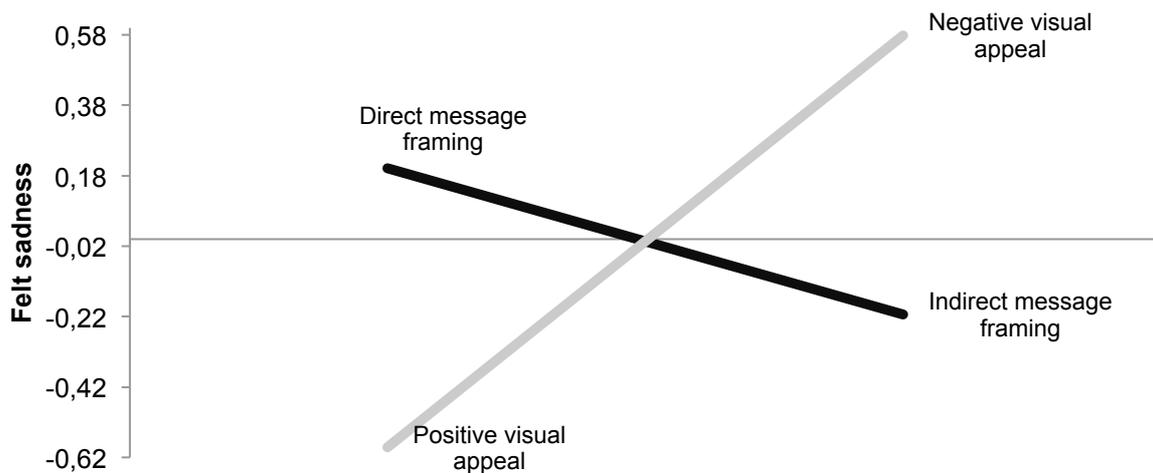
Variable	Mean	SD	Lower Bound**	Upper Bound**
Message framing				
Direct	.201	.070	.064	.338
Indirect	-.214	.070	-.351	-.076
Visual appeal				
Positive	-.592	.070	-.730	-.454
Negative	.579	.069	.442	.716

Note. SD = standard deviation

* The table only shows descriptives of experimental factors that showed $p < .05$ in the ANOVA table 5

** Lower and upper bound for 95% confidence interval for mean

FIGURE 2
EFFECT OF MESSAGE FRAMING AND VISUAL APPEAL ON SADNESS



iii. Mediator between experimental factors and the likelihood of purchase

The previous results have shown that the direct message framing and the negative visual appeal condition were more effective than the indirect message and the positive visual appeal. Further, it was shown that these conditions made consumers experience higher levels of sadness related negative emotions and that these emotions were the only ones significantly affecting the likelihood of purchase. Subject to the mediation effect, it is possible that the relationships between the experimental factors and the likelihood of purchase are not direct but mediated by the level of felt sadness (Baron & Kenny 1986). This would mean that once controlled for sadness, the effect of the experimental factors on the purchase probability would shrink. These mediation effects ought to be part of this analysis. Specifically, we want to measure to what extent sadness related negative emotions are evoked by message framing and visual appeal.

To test the assumption that the experimental factors and the likelihood of purchase do not stand in direct relationship with one another, the analytical framework for mediational analysis of Baron and Kenny (1986) was followed. This framework outlines that three independent regression conditions must be met: (1) the independent variable (experimental factors) must be significantly related to the mediator (sadness), (2) the mediator (sadness) must significantly affect the dependent variable (likelihood of purchase), and (3) a regression of the dependent variable (likelihood of purchase) on both, the independent variable (experimental factors) and the mediator (sadness) must show that the relationship between the independent variable (experimental factors) and the dependent variable (likelihood of purchase) is either reduced (partial mediation), or becomes non-significant (full mediation). In the case of full mediation, there is one single dominant mediator while, when a partial mediation takes place, there are multiple mediating factors.

Analysis, reported in Table 7, confirmed that there is a significant direct relationship between (1) the message framing and sadness ($R^2 = .052$, $F(1,249) = 13.721$, $p < .001$, $\beta = .229$), (2) sadness and the likelihood of purchase ($R^2 = .184$, $F(1,249) = 56.095$, $p < .001$, $\beta = .429$), and (3) no significant relationship between message framing and likelihood of purchase ($R^2 = .185$, $F(2,248) = 28.109$, $p > .05$, $\beta = .031$) when sadness and message framing were included simultaneously in the regression model. A Sobel test confirmed that the likelihood of purchase for the direct and indirect message framing is fully mediated by sadness related negative emotions (Sobel $t = 3.32$, $p = .001$). Table 7 shows further that sadness accounts for the relationship between visual appeal and the likelihood of purchase, as the relationship between visual appeal and the likelihood of purchase ($R^2 = .147$, $F(1,249) = 42.888$, $p < .001$, $\beta = .383$) is significantly reduced when including visual appeal and sadness simultaneously in the regression model ($R^2 = .209$, $F(2,248) = 32.853$, $p < .01$, $\beta = .199$). The Sobel test (1982) confirmed this partial mediation (Sobel $t = 6.28$, $p = .000$). These results confirm that the assumption of a mediated effect of message framing and visual appeal on the likelihood of purchase can be confirmed.

TABLE 7
MEDIATION TESTS FOR EXPERIMENTAL FACTORS AND THE LIKELIHOOD OF PURCHASE

	Dependent variable: sadness		
	Message framing	Visual appeal	Donation proximity
Step 1	.456*** (.123)	1.185*** (.102)	.051 (.127)
Step 2	.538*** (.072)	.538*** (.072)	.538*** (.072)
Step 3a	.320* (.157)	.960*** (.147)	.557*** (.155)
Step 3b	.079 (.148)	.498** (.176)	.585*** (.139)
Mediation	Full mediation	Partial mediation	No mediation

Note. Step 1 = regression of independent variable on mediator; step 2 = regression of mediator on dependent variable; step 3a = regression of independent variable on dependent variable; step 3b = regression of dependent variable on both, independent variable and mediator. In the table only the coefficient of the independent variable is shown.

For the scope of this mediation analysis the coding of donation proximity and visual appeal were reversed as Sobel tests are only conductible with positive values. Therefore the following is valid: coding of message framing: 0 = indirect, 1 = direct; coding of donation proximity: 0 = national, 1 = international; coding of visual appeal: 0 = positive, 1 = negative

*Significant at the 5% level

**Significant at the 1% level

***Significant at the 0.1% level

This means that the direct message and the negative visual appeal do not completely lead to a higher likelihood of purchase because of its direct connection to purchase probability, but rather because the direct message and the negative appeal make consumers experience stronger sadness related negative emotions than the indirect message and the positive visual appeal, respectively.

iv. Voucher attributes

In addition to indicating the level of felt emotions, consumers were also asked to rate how different attributes described each voucher. In order to assess differences in voucher attributes for the two levels of each factor, first, a multiple regression analysis, reported in Table 8, assessed the impact of the voucher attributes on the likelihood of purchase. There were significant positive relationships between the likelihood of purchase and attractiveness ($R^2 = .674$, $F(6,244) = 84.171$, $p < .001$, $\beta = .335$), emotional arousal ($p < .001$, $\beta = .258$), credibility ($p < .01$, $\beta = .147$), eye catchiness ($p < .05$, $\beta = .121$) and persuasiveness ($p < .05$, $\beta = .143$). This means that when the attractiveness, emotional arousal, credibility, eye catchiness and persuasiveness of the voucher increases, the likelihood of purchase also rises. The attractiveness is found to have the strongest impact on the likelihood of purchase, followed by emotional arousal. Further, it is known that the attribute emotional arousal describes emotion sadness, as sadness was found to be the only emotion significantly affecting the likelihood of purchase (see Table 4).

TABLE 8
EFFECT OF VOUCHER ATTRIBUTES ON THE LIKELIHOOD OF PURCHASE
(MULTIPLE REGRESSION)

Variable	Dependent variable: Likelihood of purchase
Attractiveness	.479*** (.076)
Emotional arousal	.287*** (.065)
Credibility	.168** (.062)
Eye catchiness	.148* (.065)
Persuasiveness	.166* (.065)
Pleasantness	.074 (.046)
Constant	.361 (.256)
N	251
R ²	.674

Note.

*Significant at the 5% level

**Significant at the 1% level

***Significant at the 0.1% level

Next, five n-way ANOVAs, reported in Tables 9 and 10, examined how the respondents' perceptions of the voucher attributes were affected by each experimental factor. Considering the message framing, significant differences between the two conditions could be found for attractiveness ($p = .041$; $M_{\text{Direct}} = 3.42$, $M_{\text{Indirect}} = 3.20$), credibility ($p = .000$; $M_{\text{Direct}} = 3.82$, $M_{\text{Indirect}} = 2.96$) and persuasiveness ($p = .000$; $M_{\text{Direct}} = 3.74$, $M_{\text{Indirect}} = 2.73$). The visual appeal showed significant differences between the two conditions in the attributes attractiveness ($p = .000$, $M_{\text{Positive}} = 3.11$, $M_{\text{Negative}} = 3.50$), emotional arousal ($p = .000$; $M_{\text{Positive}} = 2.85$, $M_{\text{Negative}} = 4.32$), credibility ($p = .000$; $M_{\text{Positive}} = 3.09$, $M_{\text{Negative}} = 3.68$), eye catchiness ($p = .000$; $M_{\text{Positive}} = 3.02$, $M_{\text{Negative}} = 3.99$) and persuasiveness ($p = .000$; $M_{\text{Positive}} = 2.81$, $M_{\text{Negative}} = 3.66$). Finally,

for the donation proximity, significant differences between the two conditions were found for the attributes attractiveness ($p = .003$; $M_{\text{National}} = 3.15$, $M_{\text{International}} = 3.47$) and emotional arousal ($p = .039$; $M_{\text{National}} = 3.48$, $M_{\text{International}} = 3.70$).

TABLE 9
EFFECT OF EXPERIMENTAL FACTORS ON VOUCHER ATTRIBUTES (ANOVA)*

Variable	MSE	F	Sig. (p)
Attractiveness			
Message framing	2.983	4.228	.041
Visual appeal	9.661	13.693	.000
Donation proximity	6.192	8.775	.003
Emotional arousal			
Message framing	1.439	1.968	.162
Visual appeal	135.734	185.579	.000
Donation proximity	3.135	4.286	.039
Credibility			
Message framing	46.200	49.056	.000
Visual appeal	21.593	22.928	.000
Donation proximity	.362	.385	.536
Eye catchiness			
Message framing	3.137	3.827	.052
Visual appeal	59.497	72.583	.000
Donation proximity	.226	.276	.600
Persuasiveness			
Message framing	62.557	86.203	.000
Visual appeal	45.151	62.218	.000
Donation proximity	.000	.000	.984

Note. MSE = mean-square error; coding of message framing: 0 = indirect, 1 = direct; coding of donation proximity: 0 = national, 1 = international; coding of visual appeal: 0 = positive, 1 = visual appeal

* The attribute pleasantness was not included in the analysis as it does not statistically significant effect the likelihood of purchase

TABLE 10
EFFECT OF EXPERIMENTAL FACTORS ON VOUCHER ATTRIBUTES
(DESCRIPTIVES)*

Variable		Mean	SD	Lower Bound**	Upper Bound**
Donation proximity					
Attractiveness	National	3.15	.077	2.999	3.301
	International	3.47	.074	3.320	3.610
Emotional arousal	National	3.48	.078	3.321	3.629
	International	3.70	.075	3.551	3.847
Message Framing					
Attractiveness	Direct	3.42	.075	3.269	3.565
	Indirect	3.20	.075	3.050	3.346
Credibility	Direct	3.82	.087	3.647	3.989
	Indirect	2.96	.087	2.787	3.129
Visual appeal					
Attractiveness	Positive	3.11	.076	2.962	3.260
	Negative	3.50	.075	3.357	3.651
Emotional arousal	Positive	2.85	.077	2.698	3.002
	Negative	4.32	.076	4.174	4.474
Credibility	Positive	3.09	.087	2.922	3.266
	Negative	3.68	.086	3.512	3.852
Eye catchiness	Positive	3.02	.081	2.857	3.178
	Negative	3.99	.081	3.834	4.152
Persuasiveness	Positive	2.81	.077	2.658	2.960
	Negative	3.66	.076	3.510	3.809

Note. SD = standard deviation

* The table only shows descriptives of the experimental factors and attributes that showed $p \leq .05$ in the ANOVA table 9

** Lower and upper bound for 95% confidence interval for mean

v. Effect of values on consumers' responses to experimental stimuli

So far, previous results have shown that the direct message, the negative visual appeal and the international condition lead to a higher likelihood of purchase than the indirect message, positive visual appeal and national condition. This section assesses if these results remain constant across various consumers with different values.

To measure different consumer values, respondents evaluated their own values by indicating the degree to which twenty-two statements described them. A PCA was then run on these statements, whose appropriateness was assessed and confirmed through the KMO measure (KMO = .865) and Bartlett's test of Sphericity ($\chi^2(210) = 4177.771$, $p = .000$). Due to a low correlation of one variable with the factor, an item with loading less than .30 was excluded from the analysis (Kline 1994). Four components were revealed by PCA which had eigenvalues greater than one and which explained 23.96%, 19.39%, 15.61% and 13.95% of the total variance, respectively. The questionnaire was designed to measure six values. PCA aggregated twice two of them, leading to the four-component solution. These aggregations are not surprising as the combined values are closely related (Schwartz, Caprara & Vecchione 2010). The four-component solution therefore met the interpretability criterion, as the data was consistent with the values the questionnaire was designed to measure (Bruner & Gordon 2009). The four components explained 72.90% of the total variance. A Varimax orthogonal rotation was used to aid interpretability. The first factor evaluates the self-pleasure and self-satisfaction, as well as material possessions, as highly important and this is termed 'materialistic hedonism'. The second factor is named 'universalism' as it describes the wish for equality and peace all over the world. Tradition and safety get combined in the third factor, which is labelled 'tradition and security'. Factor four is related to the constant willingness to help others, and is called 'benevolence' (see Table 11). Cronbach's alpha was satisfactory for each factor ($\alpha > .80$ in all instances).

After having identified four main consumer values, a multiple regression analysis, reported in Table 12, was conducted to investigate not just the main effect of consumers' values on the likelihood of choosing a CRM offer (H4), but also how such values moderate the effect of donation proximity (H5 and H6) on the likelihood of purchase. Results suggest that the value materialistic hedonism ($R^2 = .629$, $F(11,239) = 36.382$, $p < .001$, $\beta = -.419$) significantly affects the likelihood of purchase negatively, while the values universalism ($p < .001$, $\beta = .470$) and benevolence ($p < .001$, $\beta = .339$) have a significant positive effect on the purchase probability. This leads to the support of hypothesis 4 as consumers valuing materialistic hedonism do not tend to show a high likelihood of purchase.

TABLE 11
 ROTATED COMPONENT COEFFICIENTS FOR PCA WITH VARIMAX ROTATION OF
 CONSUMER VALUES

Items	Materialistic hedonism	Universalism	Tradition & security	Benevolence
Having a good time is important to me	.922	-.037	-.063	-.061
I seek every chance that I get to have fun	.906	-.033	-.009	-.104
It is important to me to do things that give me pleasure	.890	.020	-.045	-.059
It bothers me that I can't afford to buy all the things I like	.871	-.103	-.061	-.192
I like a lot of luxury in my life	.845	-.152	-.040	-.259
I like to own things that impress people	.845	-.185	-.063	-.216
In my pinion there is too much inequality between the countries and people of the world	-.033	.829	-.099	.192
I care about the environment	-.035	.803	.032	.212
There should be equal opportunities for everyone n the world	-.122	.770	-.248	.253
I like to get to know different ideas and beliefs	-.134	.758	-.199	.274
World peace is one of my biggest desires	-.052	.756	.063	-.032
Problems in the world don't interest me much as long as it doesn't affect me directly	.073	-.707	.129	-.186
I want my nation to be presented against enemies	-.017	-.063	.838	.053
Customs and traditions are important to me	-.234	-.188	.842	.013
I wish stability for my society	.036	.112	.795	.120
I hold on to religious faith and beliefs	-.298	-.252	.761	-.009
The feeling that others care about me is the most important to me	.111	-.083	.669	.118
Others can completely rely on my word	-.191	.220	.038	.818
I always say the truth	-.259	.115	.054	.815
If others need help they can always count on me	-.271	.321	.165	.766
I would never betray my friends or family	-.064	.378	.168	.744

Note. N = 251; Major loadings for each item are bold

To test hypotheses 5 and 6, interaction effects between consumer values and the factor donation proximity were also included in the model. For this matter, each condition was coded (message framing: 0 = indirect, 1 = direct; visual appeal: 0 = negative, 1 = positive; donation proximity: 0 = international, 1 = national). While in general the national condition is significantly less effective than the international condition ($p < .01$, $\beta = -.103$), results showed that for consumers valuing universalism ($p < .001$, $\beta = -.242$) and benevolence ($p < .01$, $\beta = -.161$) the national condition leads to an even fewer likelihood of purchase than in the general model, hence an even higher purchase probability when being exposed to the international condition. On the contrary, for consumers valuing tradition and security the national condition leads to

higher purchase intentions than the international condition ($p < .001$, $\beta = .314$). These results substantiate hypotheses 5 and 6, and indicate that consumer values moderate the effect of the experimental conditions.

TABLE 12
EFFECT OF EXPERIMENTAL FACTORS AND VALUES ON THE LIKELIHOOD OF PURCHASE (MULTIPLE REGRESSION)

Variable	Dependent variable: Likelihood of purchase
Message framing	.184 (.101)
Donation proximity	-.327** (.102)
Visual appeal	-.355** (.110)
Materialistic hedonism	-.526*** (.077)
Universalism	.590*** (.071)
Tradition & security	-.009 (.072)
Benevolence	.425*** (.071)
Donation proximity x universalism	-.442*** (.104)
Donation proximity x materialistic hedonism	.145 (.109)
Donation proximity x tradition & security	.603*** (.112)
Donation proximity x benevolence	-.293** (.104)
Constant	5.025*** (.103)
N	251
R ²	.626

Note. Coding of message framing: 0 = indirect, 1 = direct; coding of donation proximity: 0 = international, 1 = national; coding of visual appeal: 0 = negative, 1 = positive; For answering H4, H5 and H6 only the interaction effects of consumer values and the experimental factor donation proximity are needed. A further analysis of the interaction effects of consumer values and the experimental factors message framing and visual appeal did not reveal statistically significant interaction effects.

*Significant at the 5% level

**Significant at the 1% level

***Significant at the 0.1% level

6. General Discussion

Results support the prediction that direct message framing is leading to a higher likelihood of purchase than indirect message framing. A mediator analysis revealed that the relationship between message framing and purchase probability is not direct but fully mediated by sadness related negative emotions. This means that once a consumer does not experience sadness related negative emotions when being exposed to a CRM message, the likelihood of purchase also decreases. Results further show that consumers consider the direct message to be more attractive, credible and persuasive than the indirect message.

The negative visual appeal was further found to be more effective than the positive visual appeal. This finding is in line with previous research by Chang and Lee (2010). Analysis

showed that this result is not due to a complete direct relationship between visual appeal and likelihood of purchase, but rather because this relationship is partially mediated by sadness related negative emotions. This indicates that a visual appeal evoking sadness, which the negative appeal is fulfilling more than the positive appeal, increases the likelihood of purchase. Results additionally show that the negative visual appeal is more attractive, credible, eye-catching, persuasive and emotionally arousing than the positive appeal.

It was shown that the negative visual appeal leads to higher purchase probabilities when presented together with a direct message than when illustrated with an indirect one, whereas for the positive visual appeal, there are no significant differences between the two factors. Even though there is no research that examines these interaction effects, responses can be taken from the classic advertising industry where the use of negative emotions is a commonly used strategy (Hibbert et al. 2007) that makes consumers purchase a product in order to avoid their own negative feelings (Li 2011). To obtain these effects, marketers most often present the negative emotion with a direct message that strengthens the effects of negative activation (Huhmann & Brotherton 1997). Huhmann and Brotherton (1997) state that the negative emotion appeal works best when consumers blame themselves for the negative outcome, which can be achieved through the combination of a negative visual appeal and a direct message framing. By contrast, the positive visual appeal evokes feelings of joy that consumers do not have to eliminate (Cotte & Ritchie 2005) so that the purchase of the product is no longer considered as indispensable. A joy appeal could signal to consumers that the wished outcome has already been reached, which could make it irrelevant for consumers to consider responsibility for this achievement and therefore a distinction between direct and indirect message framing is not made. Considering the negative visual appeal however, consumers can only have the certainty of eliminating their own negative feelings by acting themselves, which outlines the importance of framing a direct message. Our results moreover indicate that consumers do not purchase product-charity bundles in order to gain prestige or because of social pressure, as was assumed in the hypotheses development (see section 3.1), but rather because they want to avoid and reduce their own negative feelings, outlined by the 'negative state relief model' (Bennett 2002; Li 2002). The negative visual appeal makes consumers experience negative emotions of sadness. When these visual appeals are combined with a direct message, consumers blame themselves for the situation visualized by the image. Consumers are then confronted with negative feelings, which they try to reduce through the purchase of the product-charity bundle.

Our results have further provided evidence that the communication of a Mozambiquean institution as donation receiver is more effective than the use of a Portuguese institution. Mozambique as opposed to Portugal was rated to be more attractive and emotional arousing. These results suggest that mental proximity is much more important than physical proximity.

As mental proximity can subsist with several countries, it is assumable that consumers also use other characteristics of the donation recipient as cues to decide for or against the purchase of a product-charity bundle. One of these characteristics might be the economic performance of a country or living standard of its inhabitants. This finding is inconsistent with existing research, showing that consumers prefer to donate to their home country (Grau & Folse 2007; Ross, Patterson & Stutts 1992), but supports experiments showing the contrary (Anuar & Mohamad 2011; Hyllegard et al. 2011). It can be assumed that whether or not consumers favour physical donation proximity depends on the culture and lifestyles of each country, and that this cannot be generalized. Portuguese consumers seem to place little attention on physical proximity though, instead holding a strong mental proximity with the country Mozambique.

Different consumer values were further identified: universalism, materialistic hedonism, benevolence and tradition and security. Results have shown that the value materialistic hedonism affects the likelihood of purchase negatively. This is in line with the characteristics of consumers rating high in materialistic hedonism, as they are more concerned with their own well-being than with the welfare of others (Ros, Schwartz & Surkiss 1999; Schwartz, Caprara & Vecchione 2010). Additionally was analysed whether consumers valuing tradition and security differ in response towards CRM campaigns to consumers valuing universalism. While consumers in general showed higher purchase intentions when the international condition was presented, consumers ranking high in tradition and security responded more positively towards the national condition. The characteristics of consumers valuing tradition and security are in line with these results, as they are concerned with their own surroundings (Schwartz, Caprara & Vecchione 2010). In comparison, individuals valuing universalism showed higher purchase intentions when exposed to the international condition. Consumers valuing universalism are enthusiastic about getting to know other cultures (Burroughs & Rindfleisch 2002) and hence it is likely that they have a high mental proximity with foreign countries such as Mozambique. These results suggest that consumer values moderate whether physical or mental donation proximity is more important, and hence influences the success of CRM campaigns.

7. Conclusions and Further Research

Social responsibility is increasingly important for companies today (Ćorić, Živadinović & Dropuljić 2008), and donation promises on product packages can provide a basis of competitive advantage (Brønn & Vrioni 2001; Ćorić, Živadinović & Dropuljić 2008; Strahilevitz 1999). The results of this study show that in some circumstances the benefits of CRM calls can depend on the design and components of these messages. Analysis has revealed that marketers, given the same conditions used in the experiment, should use a direct message in

interaction with a negative visual appeal. Furthermore, our results suggest that it is favourable to focus on mental proximity to needy countries rather than physical proximity. For Portuguese citizens this means that an institution supporting a Lusophone country, such as Mozambique, should be supported. It is however, not recommendable to standardize the choice of CRM components, as high response rates can more likely be reached when the message is framed individually (Jiang 2002). The findings of this study suggest that marketers should consider the values of their target group and adapt the CRM campaign components accordingly. The findings have validity for Portuguese citizens and it is thus recommended to use them exclusively for the Portuguese market.

Several potential limitations should be considered when reviewing the results of this study. Due to limitations of time and funding, data was collected through an online experimental questionnaire, which does not allow for full control of the procedure of the survey, nor the surroundings of respondents. In addition, a fictitious question asking consumers to self-report the likelihood of purchase, cannot measure the actual likelihood of purchase (Romaniuk, Nguyen & East 2010). Results are therefore limited to showing the factors of each condition that are bought with a higher probability, but do not show the actual likelihood of purchase of each voucher. The experiment could be repeated in a mock store, where experimental subjects would receive a specific amount of money to purchase a box of chocolates. By doing this, actual sales numbers could be measured.

Another limitation is represented in the use of experimental subjects. 94.8% of respondents are between 18 and 30 years old, which does not allow for generalization of results to all social groups. Even though many of the results might have a wide applicability, the results are culturally rooted and can only reliably be used for the Portuguese market. For this research, the fictitious institution 'Kids Care Foundation' was used. As literature reveals, the choice of this organization can alter the effectiveness of CRM (Bennett 2002) and hence possibly also the experimental factors of this study. Therefore the experiment should be repeated with different institutions examining whether the type of foundation affects the effectiveness of message framing, visual appeal and donation proximity.

The research placed respondents into the scenario of having to purchase a box of chocolates. Previous studies (e.g., Strahilevitz 1999) suggest that at low donation magnitudes, as was used in this experiment, the type of product does not influence consumers' decision for or against a purchase of product-charity bundles. Future research should verify whether these results remain valid considering all experimental conditions, or if for instance the Mozambique appeal only leads to a higher purchase intention when paired with a specific type of product. It would also be interesting to see whether the national condition is found to be more attractive when being sold with goods manufactured in Portugal.

The study showed consumers' impulse reactions towards the charity campaign. It would be worthwhile to learn about the long-term consequences that respective vouchers have on a brand's image. For example, many marketers don't make use of guilt appeals because they fear that it could affect the image of their brands in a damaging way (Young 2006). But can negative emotions such as sadness connected to the brand over a certain period of time negatively affect the success of that brand? Might, in the long run, the indirect message framing be more effective for the companies' image than the direct message framing?

It is known that consumers' purchasing behaviour differs between the offline environment and the online world (Chu et al. 2010). In addition, it is known that consumers often donate out of perceived social pressure and social desirability (Basil, Ridgway & Basil 2001; Belfield & Beney 2000; Piliavin & Charng 1990; Youn & Kim 2008), which could lead to the assumption that the success of a charity campaign depends on whether the product is sold online or offline. This topic would be an interesting subject for further investigation.

Mozambique was chosen to represent countries that Portuguese citizens have a mental proximity to. To confirm that the results of this study are also valid for other countries, a further study should be conducted. A pre-test eliminated the possibility that consumers react more positively towards the Mozambique condition than towards the Portugal condition due to their memories of a natural catastrophe. However, other factors could have influenced these effects. Further, the experiment was conducted with a black child, which could have evoked a stronger connection to Mozambique than it did to Portugal. The study should be repeated including both a white and a black child in the experiment.

9. Appendices

Appendix A: Questionnaire

Introduction message: Dear participants, for my master thesis I am conducting a survey about differences in consumer preferences for product attributes. It would be nice if you could take 3-5 minutes to answer a few questions.

There are no right or wrong answers. Concerning anonymity, your answers are totally confidential and will not be used for other reasons than this research.

If you have any questions, please contact me at boenisch.kira@gmail.com

Thank you very much in advance,

Kira Bönisch

Q1: You have invited a friend for dinner and want to offer a nice box of chocolates for desert. The sweet shop you've entered carries a huge selection of chocolates, and you see the box of chocolates you normally buy. You know that these chocolates have the taste and quality that you like. However, another box of chocolates from another known brand has captured your attention through a voucher it has printed on its package:

Here 1 out of the 8 vouchers gets shown (see appendix A3)

The price and size of this box are exactly the same as your favorite chocolates, but since you have never tried it before, you don't know if it has a similar taste. As the prices in this sweet shop are relatively high, you must pick only one box of chocolates.

How likely would you be to purchase the chocolates with the charity voucher instead of the one you usually purchase?

- 1 Definitely not
- 2 Very unlikely
- 3 Unlikely
- 4 Neither likely, nor unlikely
- 5 Likely
- 6 Very likely
- 7 Definitely

Q2: How would you rate the charity voucher you have just seen based on the following attributes?

	Very poor	Poor	Average	Good	Very good
Attractive					
Emotionally arousing					
Credible					
Eye catching					
Persuasive					
Pleasant					

Q3: To what extent did you experience the following emotions when looking at the voucher you have just seen?

	Not at all	Very little	Moderately	Very much	Extremely
Nervousness					
Irritation					
Optimism					
Affection					
Shame					
Horror					
Disgust					
Sadness					
Contentment					
Disappointment					

Q4: Here are a series of statements that may or may not describe you. Please provide points from 1 – 9 stating to which extent the statements describe you.

	Does not describe me at all	2	3	4	5	6	7	8	Describes me completely
If others need help they can always count on me									
I hold on to religious faith and beliefs									
There should be equal opportunities for everyone in the world									
Others can completely rely on my word									
I always say the truth									
I like to get to know different ideas and beliefs									
Problems in the world don't interest me much, as long as it doesn't affect me directly									
World peace is one of my biggest desires									
I would never betray my friends and family									
I care about the environment									
Customs and traditions are very important to me									
In my opinion there is too much inequality between the countries and people of the world									

Q5: Here are another series of statements that may or may not describe you. Using the same scale, please provide points stating to which extent the statements describe you.

	Does not describe me at all	2	3	4	5	6	7	8	Describes me completely
I want my nation to be protected against enemies									
I seek every chance that I get to have fun									
It bothers me that I can't afford to buy all the things I like									
I wish stability for my society									
I like to own things that impress people									
It is important to me to do things that give me pleasure									
I want my family and friends always to be safe									
The feeling that others care about me is the most important to me									
Having a good time is important to me									
I like a lot of luxury in my life									

Q6: What is your gender?

- Male
- Female

Q7: What is your nationality?

Portuguese

Other

Q8: Have you donated for charity within the last year?

No

Yes, once

Yes, more than once

Q9: What is your educational level?

Basic (up to 6 years of schooling)

Secondary (7-12 years of schooling)

Bachelor Degree (Licenciatura)

Master Degree

Q10: How old are you?

Under 18

18 – 21

22 – 24

25 – 30

31 – 35

Over 35

Appendix B: Vouchers used in experiment



You will donate 5% of the
product price to

**Kids Care Foundation
Portugal**

*for every product sold until December, 31st 2012



You will donate 5% of the
product price to

**Kids Care Foundation
Portugal**

*for every product sold until December, 31st 2012



You will donate 5% of the
product price to

**Kids Care Foundation
Mozambique**

*for every product sold until December, 31st 2012



You will donate 5% of the
product price to

**Kids Care Foundation
Mozambique**

*for every product sold until December, 31st 2012



We will donate 5% of the
product price to

**Kids Care Foundation
Portugal**

*for every product sold until December, 31st 2012



We will donate 5% of the
product price to

**Kids Care Foundation
Portugal**

*for every product sold until December, 31st 2012



We will donate 5% of the
product price to

**Kids Care Foundation
Mozambique**

*for every product sold until December, 31st 2012



We will donate 5% of the
product price to

**Kids Care Foundation
Mozambique**

*for every product sold until December, 31st 2012

Appendix C: Pre-test for donation proximity

Through an increase in consumer journeys around the world and the existence of diverse telecommunications, natural disasters that were regional or local before, have now become global (Alexander 2006). Evidence has shown that the donation behaviour of a consumer changes after natural catastrophes have taken place. Not do consumers only tend to donate more but the number of donors also increases (Brown & Minty 2008). Portuguese consumers, for example, donated more than 1.2 million Euros to the earthquake victims of Haiti that had happened in January 2010 (Lopes 2010). It is assumable that consumers donated this amount only because they saw the urgent need for it. Today, many consumers still unconsciously remember countries, where natural disasters have taken place in the past, as countries with higher need for donation than other countries or regions. For testing hypothesis 3, stating that CRM campaigns are more effective when supporting a national, rather than an international institution, it is important though, that the attractiveness of donating to an international institution, is not due to a natural catastrophe, but rather the fact that Portuguese consumers prefer donating to that country.

Twenty-nine Portuguese subjects rated their knowledge of catastrophes of seven countries in an online questionnaire by selecting the countries that they could remember a natural catastrophe had taken place from a list (see table A for results).

The Lusophone country chosen for the research is Mozambique ($M_{\text{knowledge of disaster}} = 0\%$), which will be compared with Portugal in order to test hypothesis 3. Respondents of the pre-test, even though answering an online questionnaire were chosen carefully and did not participate in the main study.

TABLE A
KNOWLEDGE OF NATURAL CATASTROPHES IN SEVERAL COUNTRIES

Country	Percentage of people that remember a natural disaster in this country
Burkina Faso	0 %
Mozambique	0 %
Haiti	97 %
Thailand	52 %
East Timor	3 %
Somalia	7 %
Guinea-Bissau	0 %

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