



UNIVERSITY OF TWENTE.

COMMUNICATION SCIENCE

**IT'S NOT WHAT YOU SAY
IT'S HOW YOU SAY IT**

*A STUDY ABOUT THE INFLUENCE OF NARRATIVES AND
MESSAGE FRAMING ON CHARITABLE DONATIONS*

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Abstract

Due to the decline of the Dutch society's trust towards emergency relief charities, charitable organizations find themselves in need to get back on their feet. As individual donations provide a considerable amount of their funding, understanding ways that increase the effectiveness of charitable advertising aimed at young people, is crucial to their success.

Possible strategies that increase effectiveness in advertising are the use of gain- and loss-frames and the use of narratives. Little is known about these strategies in the context of emergency relief charities. As such, this research addresses to what extent message frames and narrative usage influence donation behavior, and if the interaction of these strategies has any influence. Furthermore, the study also considers religiosity as a possible moderator and trust towards the charitable sector as a possible covariate.

Within this study, a 2 (gain frame vs. loss frame) x 2 (narrative vs. non-narrative) between-subjects (n = 131) factorial experimental design by means of an online survey was conducted. Narratives and message frames were tested in terms of their effect on donation intention, attitude towards the advertisement and attitude towards the organization. For these dependent variables, trust was found to be a significant covariate.

The results revealed that narrative texts and gain frames had positive effects on attitude towards the advertisement as opposed to using non narrative texts and loss frames. Also, the findings revealed an influence of religiosity as a moderator on the effect of message framing on donation intention. Secondly, the findings of the study did not uncover an effect of message framing and narrative use on donation intention and attitude towards the organization. It also did not reveal an effect of the interaction between message framing and narrative usage. Further research is advised in this field to develop a better understanding of the influence that message framing and narrative usage can have on charitable advertising in various circumstances.

Table of Contents

| | |
|---|----|
| 1. Introduction | 7 |
| 2. Theoretical Framework | 9 |
| 2.1. <i>Donation Behavior</i> | 9 |
| 2.1.1. <i>Attitude towards the Advertisement</i> | 9 |
| 2.1.2. <i>Attitude towards the Organization</i> | 10 |
| 2.1.3. <i>Target Group Characteristics</i> | 10 |
| 2.2. <i>Message Framing</i> | 11 |
| 2.3. <i>Usage of Narratives in Message Content</i> | 12 |
| 2.4. <i>The Interaction between Framing and Narrative Usage</i> | 13 |
| 2.5. <i>Trust as a Covariate</i> | 14 |
| 2.6. <i>Religiosity as a Moderator</i> | 15 |
| 2.7. <i>Conceptual Model</i> | 16 |
| 3. Methodology | 18 |
| 3.1. <i>Research Design</i> | 18 |
| 3.2. <i>Stimulus Material</i> | 18 |
| 3.2.1. <i>Pre-test</i> | 21 |
| 3.2.2. <i>Manipulation and Moderator Checks</i> | 22 |
| 3.2.2.1. <i>Narrative Element</i> | 22 |
| 3.2.2.2. <i>Message Framing</i> | 22 |
| 3.2.2.3. <i>Religiosity as a Moderator</i> | 22 |
| 3.3. <i>Participants</i> | 22 |
| 3.4. <i>Research Procedure</i> | 24 |
| 3.5. <i>Measurements</i> | 25 |
| 4. Results | 27 |
| 4.1. <i>Descriptive Statistics of Dependent Variables</i> | 27 |
| 4.2. <i>Main Effects</i> | 28 |
| 4.2.1. <i>Trust as a Covariate</i> | 29 |
| 4.2.2. <i>Message Framing on Dependent Variables</i> | 29 |
| 4.2.3. <i>Narrative Usage on Dependent Variables</i> | 29 |
| 4.2.4. <i>Interaction Effect on Dependent Variables</i> | 30 |
| 4.2.5. <i>Religiosity as a Moderator for Message Framing</i> | 30 |
| 4.3. <i>Overview of the Results of the Tested Hypotheses and Adjusted Model</i> | 31 |
| 4.3.1. <i>Tested Hypotheses</i> | 31 |
| 5. Discussion | 33 |
| 5.1. <i>Discussion of Results</i> | 33 |

| | |
|--|----|
| 5.1.1. <i>The Effects of Message Framing</i> | 33 |
| 5.1.2. <i>The Effects of Narratives in Advertisements</i> | 34 |
| 5.1.3. <i>The Effects of the Interaction between Message Framing and Narrative Usage</i> | 35 |
| 5.1.4. <i>The Effects of Religiosity</i> | 35 |
| 5.2. <i>Research Limitations</i> | 36 |
| 5.3. <i>Recommendations</i> | 37 |
| 5.4. <i>Practical Implications</i> | 38 |
| 6. Conclusion | 39 |
| 7. References | 40 |
| 8. Appendix | 45 |
| <i>Appendix A: Survey Questions</i> | 45 |
| <i>Appendix B: Literature logbook</i> | 51 |

1. Introduction

In the past decade, a decline of the Dutch society's trust was shown towards charitable organizations. This is specifically the case when looking at emergency relief charities, due to the negative ways that some of these charities have been presented in the media (Nederlands Donateurspanel, 2018). Even though only few emergency relief charities have been negatively portrayed in the media, the entire sector has suffered with the consequences. An example of an organization which made the Dutch donors question their decision to give, is Oxfam-gate, who were accused of spending donated money in unethical ways. Articles about Oxfam-gate appeared in 2018 regarding employees paying earthquake survivors for sexual favors. This scandal led the European commission to threaten to cease further payments to the charity, leaving the general public to question how their money was being spent (British Broadcasting Corporation [BBC], 2018). The showcasing of these types of news stories, lead to many charitable organizations feeling the effects of the mere few actually being criticized (Nederlands Donateurspanel, 2018). Because of this, Dutch emergency relief charities have been trying to stand in a more positive light, by attempting to prove the necessity for emergency relief aid, in order to counteract the decrease in donations.

At this point in time, charities must focus on increasing their donations in order to sustain the work they are doing. Studies have shown that most charities focus mainly on the older generation in terms of their marketing strategies (Nederlands Donateurspanel, 2016). However, it appears that in recent years, younger people are the most trusting age group towards charitable organizations (Nederlands Donateurspanel, 2016). The Nederlands Donateurspanel (2016), found that young people between the ages of 18 and 30, gave a much higher percentage of their income to charities relative to older generations, above 40. This then, poses the challenge of how charities can best engage with the younger population that appear to have lost less trust in the emergency relief sector than the older generations have.

Advertising and marketing is essential for charities to gain both awareness and funding from the general public. A wide range of media outlets are already used for these goals, such as television and radio adverts, posters, and door to door collection weeks. Studies have shown however, that the attitude a person has towards an advertisement is a main component of its success (Ting & Run, 2015). As such, charities should focus on engaging with their audience and ensure that the public creates a positive attitude towards the marketing campaigns, to increase their donation revenue. This is especially relevant when looking to engage young people. Charities are therefore faced with the challenge of finding new ways to engage young people with their relief work, while also creating a positive attitude towards the marketing campaign.

There are several ways to create engagement with advertising. The first relevant technique to consider is that of using narrative texts. In a practical sense, this relates to whether a marketing campaign makes use of a clear story, with a beginning middle and end. On the other hand, a non-narrative approach may focus solely on naming relevant statistics or a call to action without placing the listener in a story setting (Green & Brock, 2000). Narrative texts have the advantage of providing background information and transporting the reader into an imaginative state, where they can experience the need for relief aid. An example of an effective narrative based marketing campaign is that of UNICEF USA. They created content in which they let a young girl tell her story about what it is like being a refugee, this enables the transportation of the receiver of the content to this scenario. Which creates empathy, in the hopes of increasing funding for their cause (UNICEF USA, 2016).

Contrastingly, Giro555 for example, showcases posters in which they use infographics with statistics of the number of people that need aid, how many people have passed away and where donated money goes after a natural disaster. This technique has been shown to have less impact in transporting the reader to the scene of the devastation, but clearly highlights the need for money to

bring aid to these areas (Nederlandse Omroep Stichting [NOS], 2015) These two examples show how charities can take very different approaches in engaging the public and promoting donations.

Another marketing approach charitable organizations can use is that of message framing. By framing a communicative message in a certain way, charities are able to change perceptions of those receiving the message (Hallahan, 1999). Two main examples of frames used to promote charitable donations are gain frames and loss frames. Gain frames are often used to show the impact of a donation behavior. For example, Giro555 stated in their poster that 25 euros would pay for food for an entire family. On the other hand, a loss frame focuses on the negative consequences of not acting. (NOS, 2015) An example of this was used by the Dutch charity '*Rode Kruis*' when they stated in a poster that 45 euros would prevent a family from starving (Stichting Nederlandse Publieke Omroep 3FM [NPO 3FM], 2018).

These approaches, while very different, can have a major effect on the donation behavior of young people. As such, this study will focus on ways in which the giving behavior of young people can most successfully be increased through effective advertising. More specifically, this study aims to explore whether the combination of message framing and the use of narratives can be effective within the field of charitable advertising, with young people at the core of the advertising campaigns. This has currently not been explored enough within research, especially when focusing on a young target group and emergency relief charities, thus making this research essential to this field.

One final challenge facing charities looking to increase their donation revenue, is that of the demographics of donors. Studies have shown for example, that religious people donate comparatively more money to charities than people who are not religious (Brooks, 2005). While many charities are able to use this to their advantage, other studies have also shown that young people are increasingly rejecting the religious ideology (Norris & Inglehart, 2004). This trend further strengthens the need for charities to focus on engagement and successful advertising to stimulate donation behavior. This study will therefore also consider religion, in order to determine the degree to which it is responsible for stimulating donation behavior as opposed to the sole content of the advertisement.

In order to explore these issues further, this study has adopted several research questions. The first research question is 'To what extent does a narrating element in a charitable advertisement affect young adults' donation behavior?'. This is followed by the second research question of 'To what extent does message framing in a charitable advertisement affect young adults' donation behavior?'. Next, this study will look to answer the third research question, which is 'To what extent does the effect of message framing on young adults' donation intention interact with narrating advertisement.'. And finally, the research question 'To what extent is the effect of message framing and a narrating element on young adults' donation behavior moderated by religiosity?' will also be answered.

To conclude, charities are facing a difficult time. Negative publicity of specific charities has had a large negative impact on the sector as a whole. Additionally, the number of people who often give more to charities, is decreasing. Older generations currently give relatively less than younger generations, and religious people, who often given more to charities, are declining with each generation. It is therefore important for charities to focus on strong advertisement that engages people and promotes more donations. This study aims to explore the factors that influence giving behavior through charitable advertisement. Practically, this forms a basis through which charities are able to structure and target their advertisements to increase success and continue the positive work they do globally, despite the difficult barriers in their way.

2. Theoretical Framework

2.1. Donation Behavior

Acting in a prosocial way is seen by society as being central to healthy dynamics in social groups and is a way of behavior that benefit people other than oneself (Batson, 1987; Toumbourou, 2016).

Altruism is a form of prosocial behavior, as it entails the act of helping another individual. Altruism can be defined as the concern for another's welfare while overcoming one's self-interest (Bar-Tal, 1986; Feigin, Owens, & Goodyear-Smith, 2014). However, according to Bar-Tal (1986), there is a difference between general 'helping' and true altruistic behavior. Altruistic behavior can only be achieved when specific conditions are met regarding the motivation behind the behavior. The act should benefit another; should be done voluntarily and intentionally; the benefit of the act should be the achievement of the goal itself and should be performed without the expectation of an external reward.

Researchers are divided on why people perform altruistic behavior, such as donating to a charity. It has been mentioned that people are motivated internally to donate and be altruistic (Andreoni, 1989; Small, Loewenstein & Slovic, 2007). This idea is created since individuals get psychological benefits from the act of giving. This phenomenon is known as 'warm-glow'. This warm-glow effect refers to prosocial behavior that leads to the contributing individual to experience positive feelings because of their giving actions, regardless of the consequences of their actions. The 'giving' itself is not the most important factor. The positive feelings gained can be in the form of a positive mood, lessening guilt, satisfying desires and feeling like a morally just person (Bekkers & Wiepking, 2011). These personal feelings of satisfaction that come from doing the 'right thing' diverge the act from being fully altruistic, thus these types of acts are often called 'impure altruism' in literature. Other researchers believe that donation behavior can be solely altruistic, when its motivation lies in the consequences of the donations given, and how these influence beneficiaries. This can be the case when the donations are valued by the individual giving, as it increases the charity's output (Andreoni, 1989).

Understanding the processes underlying giving behavior, is crucial in order to understand what influences people to donate. This understanding is central when trying to create effective advertising for charities that are in need of funding, which enable their operations. Thus in this study, factors that could influence specific behavior are positioned as fundamental. The theory of planned behavior (Ajzen, 1985), shows that when individuals have more intention to engage in a certain type of behavior, they are more likely to actually engaging in that behavior. Because of the way that behavioral intention is effective in predicting actual behavior, donation intention is the main dependent variable in this study.

2.1.1. Attitude towards the Advertisement

Behavioral intentions have been shown to be determined by attitudes towards the specified objects shown (Fishbein & Ajzen, 1975). According to Ajzen (1991) attitudes are an evaluation of a subject by an individual. Individuals create their attitudes by means of several features, goals, values and characteristics that relate to the specified subject. These associations can be positive or negative (Ajzen, 1991). There appears to be a relation between attitudes and behavior, specifically the actual behavior and the belonging behavioral intentions. This means, that an individual's behavior is determined by their attitude towards a specific subject. A positive attitude could lead to positive behavioral intentions (Ajzen 1991). In this specific research setting, that would mean that a positive attitude towards the advertisement and the organization presented, could lead to a positive donation intention.

Attitude towards the advertisement is seen as a crucial indicator in advertising effectiveness and efficiency (Ting & Run, 2015). This is because of its relevance to behavior and behavioral intention as it is a predictive factor (Ling, Piew & Chai, 2010). This means that a person's beliefs about an advertisement, influence their behavior. In the case of charitable advertising, this means that a positive attitude towards the advertisement shown, could lead to giving behavior, and thus, to donations. If an advertisement fulfills the dimensions of being interesting, pleasant, likable, good and credible to a certain degree, it can be assumed that the attitude of an individual towards the advertisement will be positive (Nan, 2006). Consequently, this will positively shape an individual's behavioral intention.

2.1.2. Attitude towards the Organization

Attitude towards the charitable organization has also been shown to be crucial in the past years, as the charitable sector has been involved with scandals with high-profile charities. These negative images of the sector have taken a toll on how society perceives charitable organizations in general (Webb, Green & Brashear, 2000). This, on its own, has caused a decrease of a great number of donations. It has been stated that the image that a charitable organization holds, is the most central element of its PR process. This is the case, as it determines whether the initial behavior towards helping is initiated (Bendapudi, Singh & Bendapudi, 1996). In the case of charitable organizations, the goals of the organization and how it reaches those goals, seem relevant in this day and age, as that aspect is often questioned by society (Nederlands Donateurspanel, 2018).

Three factors seem to give the most cues in donor's attitude towards charities are, the familiarity with the charity, the efficiency of the organization in terms of the use of funds and the perceived effectiveness of the charity in meeting its set goals (Bendapudi, Singh & Bendapudi, 1996). If these factors are met in a positive manner, the overall attitude towards the charitable organization will be considered positive too. Another influence that can increase positive attitudes towards charitable organizations, are found in shared values between the donor and the organization itself. Shared values and attitudes create a bond between the organization and the donor, which means that goals set by the organization are of value to the donor, in terms of salience. If this can be met, a more positive image of the charitable organization will occur (Bendapudi, Singh & Bendapudi, 1996). Consequently, it has been shown that the assumption can be made that a positive image of a charitable organization, leads to the increase of monetary donations (Harvey, 1990). To conclude, the factors of attitude towards the organization and the advertisement, should be taken into account when trying to aim towards increased donation intentions, as they directly affect the intention towards charitable giving.

2.1.3. Target Group Characteristics

In most studies relating to charitable donations, when a target group is set, it mostly focusses on people aged 65 or older. This corresponds closely to the focus of most charitable advertisements which are still mostly aimed at people aged 65 or older (Nederlands Donateurspanel, 2016). However, the question about the possibilities for other age groups keeps on coming forward more often in current times. This has emerged since other generations appear to offer chances in terms of donations, as for a while, they have generated a higher score on the pillar of donors trust (Nederlands Donateurspanel, 2016). Because of this, young adults could become an important target group for charities. This means that young adults have become an interesting target group for research too, as it is important to understand how young adults react to charitable advertisements differently than older adults.

Overall, individuals between the ages of 18 and 30 have been donating a lot when looking at this relatively, as they appear to give a higher percentage of their incomes to charities when compared to other age groups (Nederlands Donateurspanel, 2016). Specifically, donations to Giro555, which are aimed towards emergency aid, have been given more and more by the 18 to 30 year-olds than by the age groups of 30-39 and 40-49 year olds. This means that the young adult age group has a lot of potential, advertisement wise, to be targeted and reached with a more positive outcome than perhaps older age groups, especially in the case of Dutch emergency relief charities. Focusing on this target group, would enable the engagement of the current 18 to 30 year-olds, and thus, when they get older over time and their income increases, this loyal donor group, will be potentially able to give more and relatively higher monetary donations.

2.2. Message Framing

Message framing can be used as a form of persuasive communication. To frame a message, is to select aspects of reality and make them appear weightier. This is often done in order to promote or persuade towards particular behaviors, choices, events or attitudes towards an entity (Entman, 1993). Framing, as a property of a text, limits or defines the context or essence of a message, by shaping the interpretations that individuals form about the message (Hallahan, 1999). Thus, consequently, these frames are a reflection of the judgments made by the creators of the message. Framing a message involves the process of inclusion, exclusion or putting an emphasis on an element relevant to the message that is being created. So, while some type of frames represents an alternative balance of information being given, others might just give alternatives in the phrasing terminology (Hallahan, 1999).

Hoeken, Hornikx, & Hustinx, (2012) state that *goal framing* is a type of framing that is used often in the field of persuasive communication. According to Das, Kerkhof and Kuiper (2008) goal framing is also the most effective type of framing when trying to influence potential donors. Thus, fundraising appeals framed within an advertisement coming from a charitable background, are often framed within a goal frame. A goal frame can be implemented into a message in multiple ways. The first one being in the form of a gain frame (Das, Kerkhof & Kuiper, 2008), which is oriented towards the gaining of a positive outcome, an example of this frame can be the following sentence: “Your donation helps to provide nutritional meals to children below the age of 10 in South Sudan”. The effectiveness of the use of a gain frame appears because it can provide the receivers with a look at the positive consequence of helping. As mentioned before, this consequence can be the anticipated ‘warm glow’ effect when helping, which could motivate towards the desired behavior (Cryder, Loewenstein & Seltman, 2013).

Furthermore, Lee and Aaker (2004), reveal that persuasion towards behavior occurs when the end state, matches the focus of the message. Thus, a message where the promotion towards behavior is the end goal, a positive appeal seems more suitable. The opposite can be assumed when the end goal is aimed towards the prevention of behavior.

The second form of goal framing, is a loss frame. It focusses on the negative losses which are the consequences of (not) acting a certain way (Hoeken, Hornikx, & Hustinx, 2012). An example of this type of framing is the following: “Your donation helps to prevent the starvation of children below the age of 10 in South Sudan”. The effectiveness within charity appeals of the loss frame, can be explained because this type of framing provokes negative emotions such as guilt and concern, and these specific emotions help the increase of helping behavior (Bagozzi, Gopinath & Nyer, 1999).

When applied to the context of charitable advertising, the assumption can be made that a gain frame seems more appropriate when a positive end state is advocated for. Like in the example of feeding the children in South Sudan, the first example of: “Your donation helps to provide nutritional meals to children below the age of 10 in South Sudan” can be assumed to have a bigger impact than

when a loss frame was to be used. This is the case as charitable organization advertisements, aim towards promotion of charitable giving, not towards the prevention of certain behavior. This means that the attitude towards the advertisement, generally, would be more positive when a gain frame is used. Furthermore, the overall attitude towards the charitable organization would be more positive when using a gain frame.

H1: People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a gain frame than when they are confronted with an advertisement using a loss frame.

2.3. Usage of Narratives in Message Content

Narratives are often used in persuasive communication to inspire and persuade individuals (Green, 2006). Even though it has been used often, one solid definition of *narrative* has not been formulated and accepted by researchers. This can be seen by the wide array of ways in which narratives have been defined in different studies. However, Hinyard and Kreuter (2007) proposed a definition in their research after drawing on key concepts from other researchers' descriptions of narratives: "A narrative is any cohesive and coherent story with an identifiable beginning, middle, and end that provides information about scene, characters, and conflict; raises unanswered questions or unresolved conflict; and provides resolution" (Hinyard & Kreuter, 2007, p. 778). Henceforth, narrative texts should involve a story with coherent events, people and structure. It should be bound to time and place and should include forms of messages about the topic covered. An example of the use of a narrative text in charitable advertising, could be within an emergency situation like a natural disaster. In this case, a personal story could be attached to the emergency, for example: the story of a person, who survived the disaster but lost their home, could be told within the advertisement.

On the other end, there are texts that are non-narrative. These non-narrative texts miss the aforementioned elements. An example of these non-narratives texts are texts using solely statistical evidence. Within the field of emergency relief, these types of text could be used in advertisements by not giving a personal story to an emergency situation, but instead, using statistical evidence surrounding the situation. For example, by stating the numbers of casualties, destroyed houses and number of people fallen ill during the emergency. An example of an advertisement where a non-narrative text is implemented is in the infographics implemented by Giro555. These posters give statistics of the number of people that are in need of aid, how many casualties there have been and where donated money goes after a natural disaster (NOS, 2015).

Narrative texts are useful in persuasive communication because multiple factors influence and induce processes within the reader. Two of these factors are most apparent within literature that discuss narratives. The first one being transportation and the second being identification. With the influence of the transportation factor, the reader gets 'transported' to the world of the narrative. The reader loses touch with real-world facts, while accepting the facts of the narrative world. This loss of touch may happen on physical or psychological level. For example, the reader might not notice someone entering the room, or the individual might form a distance from reality (Green & Brock, 2000). So, in general, the reader might be less aware of the real-world and its facts, while being immersed in the story. With the use of this transportation factor, the writer can influence the reader without them being aware of this. Because of the immersion in the story, the reader might take on the norms and values of the character in the story. This can be used to change the attitudes of the reader towards a specific goal (Dal Cin, Zanna & Fong, 2004).

Identification can appear next to the factor of transportation. Identification is a process in which the reader factually merges with the character in terms of identity, goals and perspectives (Cohen, 2001). The reader will care about the wellbeing of the character. This will influence the attitude of the reader. A more positive attitude towards something, might be attained if the character has a positive attitude towards that same thing (Green, 2006).

These factors can be useful when trying to push behavior towards donation. Identification and transportation might be able to influence the attitudes of the individuals towards a giving to a certain charity, as the immersive and identifiable characters might value the importance of that behavior. Thus, this would mean that narrative texts are more useful when trying to advertise towards charitable giving behavior than non-narrative texts are. This understanding can be implemented within the sector of emergency relief charities, which is relevant within this research.

H2: People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative than when they are confronted with an advertisement using non-narrative evidence.

2.4. The Interaction between Framing and Narrative Usage

Fundraising has proven to be a complex task, especially considering the negative trend regarding charity organizations. However, there are communication strategies that could help charities increase their public attention and donations. As mentioned before, framing and narratives are forms of persuasive communication, that could possibly influence towards giving behavior, perhaps even more so, when combined in charity advertising. However, according to Das, Kerkhof & Kuiper (2008), this way of combining framing and narratives should be done within a specific strategy. They mention that personalized stories about a suffering individual, should be framed in a positive manner, as this combination appears to generate the most positive attitudes from individuals observing the advertisements. Both in terms of attitude towards the organization and the ad, as well as towards giving to the charity. However, it is crucial that the way of framing should mention ways to help this individual, and how this help/donation will impact this person's life (Das, Kerkhof & Kuiper, 2008). Considering that both narratives and positive framing on their own seem to impact giving behavior largely, this strategy seems useful in charitable advertising.

On the other hand, another strategy appears useful too. If a persuasive message uses statistical evidence to highlight the importance of the charitable work, it is most compelling when the message is combined with a more negative frame. Das, Kerkhof & Kuiper (2008) came to these conclusions due to their research conducted with charitable advertisements in which one text using a narrative, described the story of a person with Leprosy, and mentioned the effects of the disease. The other text that they used, contained statistical evidence regarding the number of victims of the disease. Results showed that giving anecdotal evidence, thus using a narrative, was more persuasive in charitable advertising than giving statistical evidence. (Das, Kerkhof & Kuiper, 2008). In the research Das, Kerkhof & Kuiper (2008) also combined these narrative and non-narrative texts with a gain and a loss frame. From this, it could be concluded that narrative texts are more persuasive when a gain frame is used, and when a non-narrative text is used, a loss frame is more persuasive. However, currently, not much other research has been done to create more evidence towards the effects of the combination of framing and narratives on donation intention, especially when taking other possible influencing factors into account.

H3a: People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a narrative and a loss frame.

H3b: People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a non-narrative and a loss frame than when they are confronted with an advertisement using a non-narrative and a gain frame.

H3c: People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a non-narrative and a loss frame.

2.5. Trust as a Covariate

As has been stated before, trust in a charitable organization impacts the act of giving. The organizational factor of trust should, therefore, be taken into account when addressing forms of persuasive charitable advertisements. Within literature, definitions of trust vary in their content and scope. However, definitions stated in literature can be grouped into two categories.

The first category is a collective of mutual morals, networks, ethics and culture that are constructs of economic coherence (Fukuyama, 1995). This, in general, leads back to the need and the promotion of a functioning society, as it is the core of collective activity (Levi, 1999). In the other category are authors like Anderson and Weitz (1989) who describe it as “one party believing that its needs will be fulfilled in the future by actions taken by the other party” (p. 315). Which is the type of definition of trust that is valuable for charitable advertisement, as donors rely on the charitable organization to reach the goal that in some way, has been promised to them (Hansmann, 1980). Trust in an organization is important in order for a donor to be willing to offer a donation, as it is unlikely that an individual will give a portion of their income to a charity, that they do not trust. Saxton, (1995), argues that a high degree of trust, therefore, is crucial for a greater willingness to donate and donate greater amounts of money.

This suggests that trust significantly influences the credibility and legitimacy that a donor feels towards a charity, as there is a higher moral tone than for the private and public sectors (Hind, 1995). Hence, the inefficiency, corruption and exploitation that is communicated in the media, offend the public trust in charities (Hind, 1995). This has been shown in the Netherlands, as the image of the charity sector has downgraded to a more negative frame (Bekkers, 2011). A reason behind this has been the upcoming negative ways that charities are presented within the media, especially the emergency relief charities have noticed the effects of this (Bekkers, 2011).

Within this research, trust can be seen as a crucial variable in order to determine giving intention. This means that it is related to the dependent variables that are being tested, however for this specific research it is not seen as a variable of primary interests, and thus, is seen as a covariate variable. For this reason, the following research question will be asked, instead of stating a hypothesis:

RQ: Is trust a covariate towards donation intention, attitude towards the advertisement and attitude towards the organization?

2.6. Religiosity as a Moderator

Other factors that might influence giving behavior next to trust, can be more personal. One of these personal factors is the variable of religiosity. Religion can be defined as a collective system of assumptions and habits and processes about life and the earth corresponding to the supernatural that bring the believers together in a community (Yang, 2012). It appeared in literature that when people conform to a religious community, pro-sociality was more apparent than in non-religious people. Saroglou (2013) even mentions that prosocial behavior is an important part of religious people's personality traits, as it relates back to their aspirations, values and morals. Within religious people, this pro-sociality often appears to be manifested in concerns for reputation and self-perception, however, values and social contacts also play a valuable role, explaining why religious people seem more prosocial than others. Charity for people in need is a type of prosocial behavior that is present across people from many religions (e.g., Buddhists, Christians, Hindus, Jews and Muslims) (Saroglou, 2013).

Evidence for this statement can be found in the article of Brooks (2005), where the dramatic difference between churchgoers and their non-religious peers is mentioned. In his research ninety percent of religious respondents donated to charities as opposed to two thirds of non-religious respondents. It showed that believers also gave more to charities, with 2200 dollars against 640 dollars. Even, non-religious charities received more donations from believers than from non-believers (Brooks, 2005). Even amongst youth, the impact of religiousness on giving behavior can be seen. The trust in charitable organizations and the amount of donations are higher among religious youngsters than their non-religious peers (Nederlands Donateurspanel, 2017). This being said, it has been shown that the nature of the religion of the individuals does not matter. According to Brooks (2005), there is no significant difference between religions in charitable giving, be it Protestant, Catholic, Jewish or Muslim beliefs.

However, what does matter is how religious the individuals are, as the higher they score in terms of religiosity, the more likely it will be that they donate to charities (Reitsma, Scheepers & Te Grotenhuis, 2006). Consequently, religiosity will be taken into account within this research as a moderator variable. As it is likely that it affects the strength of the relationship between the dependent variables and donation intention.

According to Koenig and Büssing (2010), there are three crucial factors when trying to grasp the image of the general religiosity of an individual. The first one being organizational religious activity, such as the attendance of religious services or attending other group related religious activities. Another factor of importance is non-organizational religious activity like private prayer, scripture studies or in general performing private religious activities. Lastly, the factor of intrinsic religiosity assesses the personal engagement and motivation towards religion (Koenig & Büssing, 2010).

H4a: The effects of a gain frame on (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be stronger if respondents are more religious

H4b: The effects of narrative use on (A) donation intention, (B) attitude towards the advertisement and (C) will be stronger if respondents more religious.

2.7. Conceptual Model

This research is of societal relevance, as it might help charities to pick the communication form that is the most persuasive and thus most efficient, in order to reach their goal of gaining donors and donations. Specifically, when trying to persuade young adults towards the act of donating. Young adults are relevant as they are relatively trusting towards charities when comparing them with other age groups, all while charities are often still focusing on 65+ year olds. The research is of scientific relevance, as it will work with the combination of narratives and framing and how it influences the donation intention of young adults. Specifically so, when taking the organizational factor of trust and the personal factor of religiousness into account.

From literature, the following research model (see figure 1) and hypotheses (see table 1) can be derived regarding this specific research:

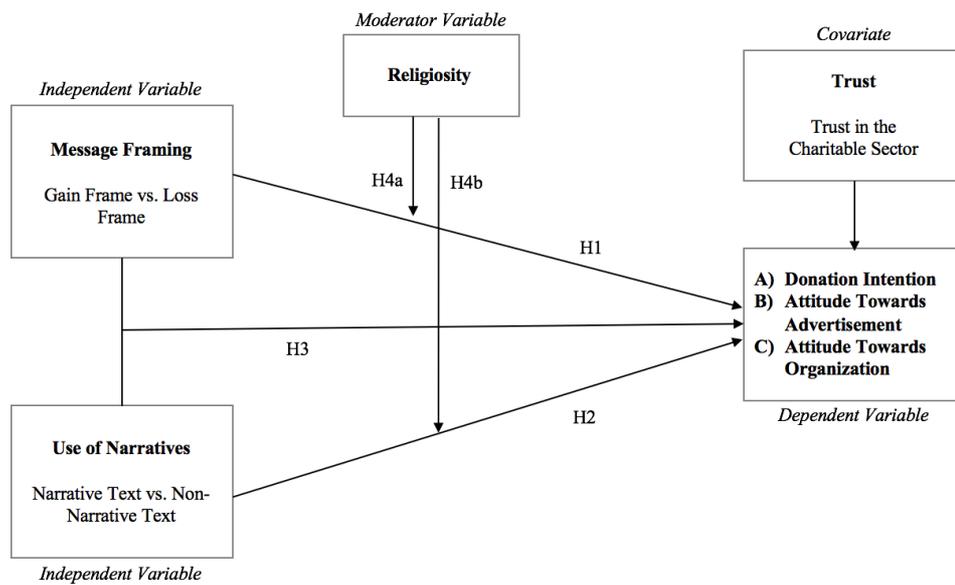


Figure 1. Research model

Table 1

Overview of the tested hypotheses

| No | Hypothesis |
|-----|--|
| H1 | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a gain frame than when they are confronted with an advertisement using a loss frame.</i> |
| H2 | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative than when they are confronted with an advertisement using non-narrative evidence.</i> |
| H3a | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a narrative and a loss frame.</i> |
| H3b | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a non-narrative and a loss frame than when they are confronted with an advertisement using a non-narrative and a gain frame.</i> |
| H3c | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a non-narrative and a loss frame.</i> |
| H4a | <i>The effects of a gain frame on (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be stronger if respondents are more religious.</i> |
| H4b | <i>The effects of narrative use on (A) donation intention, (B) attitude towards the advertisement and (C) will be stronger if respondents are more religious.</i> |

3. Methodology

3.1. Research Design

In order to enable the testing of the conceptual model in figure 1 and its related hypotheses, a fitting research design needed to be chosen. Thus, a two (gain frame/loss frame) by two (narrative/non-narrative) between-subjects factorial experimental design by means of an online survey was chosen.

The 2x2 design was chosen as both the independent variables *Narrative* (narrative text vs non-narrative text) and *Message Frame* (gain frame vs loss frame) and their two levels were implemented. The design is seen as factorial as each subject is assigned to different independent variables. The respondents were assigned to manipulation material that was either a narrative or non-narrative text, which were also combined with either a gain or a loss frame. This leads to the design being a between-subjects design, as different individuals see different manipulations, and the differences between these groups are crucial to creating an understanding of their impact on the respondents.

When all of the conditions are combined, in total, four experimental conditions were set up (see table 2).

Table 2

Experimental conditions

| Experimental Condition | Narrative | Message Frame |
|------------------------|-----------|---------------|
| 1 | Yes | Gain Frame |
| 2 | Yes | Loss Frame |
| 3 | No | Gain Frame |
| 4 | No | Loss Frame |

3.2. Stimulus Material

The manipulations in this study, were based around charity advertisements. In order to be able to test the independent variables of (non-)narratives and message framing, four of these advertisements were formed (see table 3).

For the stimulus material, a fictional charitable organization with the name NoodHulpNederland, which literally translates as ‘emergency relief the Netherlands’, was created. The charity was presented as a Dutch emergency relief charity to the respondents.

The advertisement mainly revolved around written text. For all conditions, it focused around the cyclone disasters of March 2019 in the African country of Mozambique. The poor conditions of the refugee camps were mentioned as central to the spreading of the cholera illness. It was also stated that donations were to be used to improve these camps in terms of hygienic conditions. This information was used in order to create a basis text for the advertisements that was equal across all conditions. This was done to be able to create a clear and valid understanding between the differences in texts when the independent variables were implemented into the text.

Henceforth, for the four different conditions, the style of the how the text was written differed. For the texts that contained the narrative element, the story of a 9-year-old girl named Ana was told. It was stated that her village was destroyed and that she now lives in a refugee camp with her brothers and her mother, and that the living situation there is inadequate. The text focused on the future of children like Ana. This way, the text told a story that involved coherent events, people and structure, which led to the ability to see the text as a narrative one (Hinyard & Kreuter, 2007).

The texts that needed to include non-narrative information were more fact and statistics based. They did not tell a coherent story about events, people and structure.

Thus, they could be seen as a non-narrative texts. The texts mentioned the impact of the cyclones within the country and among its people. The texts stated the causalities of the cyclones and mentioned the people infected with cholera, due to insufficient living situations in the refugee camps.

The manipulations were also framed in different manners. The texts that utilized a gain frame, mostly focused on the improvements that would be able to be made once the charitable organization received donations, and they were also written in a relatively positive tone. The opposite was true for texts that utilized a loss frame. These texts focused on the situation that could not be changed if the organization did not receive donations. It was written in a negative tone.

In all conditions, the advertisements were visually designed in the same way, with a neutral design. This was done in order to make sure that the manipulations would be valid in terms of not creating too much sentiment due to visuals, as for this research, only the impact of the written texts would be measured in terms of impact. The overall design of the advertisements featured an organizational logo, an image of the top view of a cyclone, and finally, a text on the bottom of the advertisement that stated 'If you want to help us realize better refugee camps, you can support NoodHulpNederland with a donation'.

Table 3
Stimulus material

| | Gain Frame | Loss Frame |
|---------------|--|--|
| Narrative | <p style="text-align: center;"> NoodHulpNederland</p> <p>In de nasleep van de cyclonen Idai en Kenneth in Mozambique zijn veel mensen hun huizen en gemeenschappen verloren. Ook het dorp van de 9-jarige Ana is verwoest door de natuurramp. Nu woont Ana in een opvangkamp, samen met haar broertjes en haar moeder, waar primaire levensgoederen nauwelijks aanwezig zijn en waar de infectieziekte cholera snel om zich heen weet te grijpen. Vooral kinderen zijn kwetsbaar.</p> <p>Voor gezinnen als die van Ana wordt door NoodHulpNederland hulp geboden die hun levenssituatie verbetert. NoodHulpNederland helpt met het realiseren van opvangcentra die zijn voorzien van hygiënische watervoorzieningen. Door uw donatie hebben kinderen zoals Ana kans op een gezondere en veiligere toekomst.</p> <p style="text-align: center;">Als u samen met ons wilt helpen betere opvangcentra te realiseren, kunt u NoodHulpNederland steunen met een donatie.</p> | <p style="text-align: center;"> NoodHulpNederland</p> <p>In de nasleep van de cyclonen Idai en Kenneth in Mozambique zijn veel mensen hun huizen en gemeenschappen verloren. Ook het dorp van de 9-jarige Ana is verwoest door de natuurramp. Nu woont Ana in een opvangkamp, samen met haar broertjes en haar moeder, waar primaire levensgoederen nauwelijks aanwezig zijn en waar de infectieziekte cholera snel om zich heen weet te grijpen. Vooral kinderen zijn kwetsbaar.</p> <p>Veel leeftijdsgenootjes van Ana zijn getroffen door deze ziekte, die zich verspreidt in het opvangkamp door het gebrek aan schoon water en sanitaire voorzieningen. Het verbeteren van deze watervoorzieningen is cruciaal om te zorgen dat Ana niet de kans loopt hetzelfde lot te ondergaan als haar leeftijdsgenootjes. Er is voor kinderen zoals Ana geen toekomst zonder uw hulp.</p> <p style="text-align: center;">Als u samen met ons wilt helpen betere opvangcentra te realiseren, kunt u NoodHulpNederland steunen met een donatie.</p> |
| Non-Narrative | <p style="text-align: center;"> NoodHulpNederland</p> <p>In de nasleep van de cyclonen Idai en Kenneth in Mozambique zijn 3 miljoen mensen getroffen. Veel mensen zijn hun huizen en gemeenschappen verloren. Door orkaan Idai kwamen al meer dan 600 mensen om het leven en door de komst van orkaan Kenneth blijft dit aantal stijgen. Overstromingen, als gevolg van de cyclonen, veroorzaken een cholera-epidemie in Mozambique. Het vervuilde water in opvangcentra geeft ziektes als cholera vrij spel, al ruim duizend inwoners zijn besmet. Vooral kinderen zijn kwetsbaar.</p> <p>NoodHulpNederland biedt levensverbeterende hulp aan gezinnen en individuen. NoodHulpNederland helpt met het realiseren van opvangcentra die voorzien zijn van hygiënische watervoorzieningen. Door uw donatie hebben de inwoners van Mozambique kans op een gezonde en veilige toekomst.</p> <p style="text-align: center;">Als u samen met ons wilt helpen betere opvangcentra te realiseren, kunt u NoodHulpNederland steunen met een donatie.</p> | <p style="text-align: center;"> NoodHulpNederland</p> <p>In de nasleep van de cyclonen Idai en Kenneth in Mozambique zijn 3 miljoen mensen getroffen. Door orkaan Idai kwamen al meer dan 600 mensen om het leven. Door de komst van orkaan Kenneth blijft dit aantal stijgen en door de overstromingen, die het gevolg zijn van de cyclonen, is er een cholera-epidemie ontstaan in Mozambique. Door het vervuilde water zijn al ruim duizend inwoners besmet. Vooral kinderen zijn kwetsbaar.</p> <p>NoodHulpNederland biedt hulp aan gezinnen en individuen die in deze slechte levensomstandigheden verkeren. Zonder deze hulp blijft een gebrek aan schoon water en sanitaire voorzieningen bestaan. Het verbeteren van deze watervoorzieningen is cruciaal om de uitbreiding van de cholera-epidemie tegen te gaan. Zonder uw hulp hebben de inwoners van Mozambique geen toekomst.</p> <p style="text-align: center;">Als u samen met ons wilt helpen betere opvangcentra te realiseren, kunt u NoodHulpNederland steunen met een donatie.</p> |

3.2.1. Pre-test

To check the effectiveness of the four stimulus materials, a pretest was conducted. In this pretest, a convenience sample consisting of 12 respondents were exposed to two of the four advertisements that varied in terms of narrative or non-narratives and varied frame-wise. The two advertisements showed to each participant were generated randomly.

After being exposed to the two stimuli, an explanation and description of narratives and non-narratives were given, in order to educate the respondent on what these constructs mean. Then, two statements were given regarding the narrative or non-narrative-ness of the given advertisement (see table 4). These statements were both tested on a seven point Likert Scale. This same exact procedure was done for the message framing variable, to improve reliability, including the explanatory text regarding the constructs of framing, as well as the testing of the corresponding statements on a 7 point Likert Scale (see table 4).

To be able test the differences between the four conditions, an independent t-test was conducted between the means of the variables. This analysis gave the insight into if the stimulus materials were clear and strong enough in terms of the variables that they need to represent. This clear representation was the case for the narrative variable ($M = 1.46$, $SD = 0.46$, $p < .05$) and the gain frame variable ($M = 1.57$, $SD = 0.81$, $p < .05$). Both of these results were significant. This meant that both of these variables differed significantly from the center of the seven point Likert scale, and leaned more towards the needed end of the spectrum.

This situation was not the case for the non-narrative variable ($M = 5.00$, $SD = 2.04$, $p < .05$) and the loss frame variable ($M = 4.30$, $SD = 2.35$, $p < .05$) within the tested advertisement, both of these results were significant however.

Especially the mean of the loss frame narrative leaned close towards the center of the Likert scale. Consequently, the advertisements containing this frame did not appear as a convincing loss frame. However, positively, the loss frame mean did differ significantly from the gain frame mean. The same situation was apparent for the non-narrative variable when comparing it to the narrative aspect of the advertisements. These results could be led back to statements used to test the advertisements, as these could be interpreted in a wrong manner. This could be the case as the statements included some jargon, which could make people insecure about what was meant by the statements.

Taking this information into account, it was chosen to use the tested advertisements in the main-study. In this main-study a manipulation check remained, in order to be able to test the nature of the advertisement again in terms of message framing and (non-)narrative-ness. In the main-study, these statements were adapted in order to leave possible jargon out of the sentences (see table 5). This enabled a clearer and more simplistic understanding of the questions that the participants were asked.

Table 4

Pre-test statements

| (Non-)narrative statements | Message framing statements |
|---|---|
| The advertisement is written in a narrative writing style. | The advertisement is written in a gain frame writing style. |
| The advertisement is written in a non-narrative writing style | The advertisement is written in a loss frame writing style. |

Table 5

Main study statements

| (Non-)narrative statements | Message framing statements |
|---|---|
| The advertisement is written in a story form. | The advertisement describes a grim situation in a positive way. |
| The advertisement gives a sum of facts. | The advertisement describes a grim situation in a negative way. |

*3.2.2. Manipulation and Moderator Checks**3.2.2.1. Narrative Element*

In the main study, the effectiveness of the manipulations was checked in terms of being perceived as a narrative or non-narrative text. As mentioned previously, two statements were given regarding the narrative use of the advertisement. The participants were asked to agree or disagree with these statements on a seven-point Likert scale. Then the mean scores per participant were calculated and an independent-samples t-test was run. Against expectation, the analysis yielded no significant effect between the narrative group ($M = 5.59$, $SD = 1.29$) and the non-narrative group ($M = 2.88$, $SD = 1.39$), $t(129) = 11.75$, $p = .34$. This suggests that caution must be taken when drawing conclusions from the data regarding narrative or non-narrative texts.

3.2.2.2. Message Framing

The effectiveness of the framing manipulation was also checked. The seven-point Likert scale measuring the degree to which participants agreed with framing statements, was compared to the two groups of positive and negative framing. An independent t-test was carried out. As expected, there was a significant difference between the group exposed to the positive frame ($M = 4.75$, $SD = 1.69$), and the group exposed to the negative frame ($M = 2.49$, $SD = 1.06$), $t(129) = 9.29$, $p < .001$. This suggests that the participants were successful in identifying the condition.

3.2.2.3. Religiosity as a Moderator

Within the research, religiosity was measured using The Duke University Religious Index (Koenig & Büssing, 2010). In order to be able to analyze religiosity as a moderator later on, a median split was implemented. This created two groups amongst the variable of religiosity, one group scoring 'low' on religiosity and the other scoring 'high' on the variable. To be able to compare these groups, an independent t-test was conducted. As expected, there was a significant difference between the low religiosity group ($M = 1$, $SD = 0$), and the high religiosity group ($M = 2.84$, $SD = 1.86$), $t(129) = 8$, $p < .001$. What could be noted from these results is that there was an apparent difference, however, the sample overall was not very religious when relating to the 7-point Likert scale that was used to measure religiosity.

3.3. Participants

The sample of this research consisted of 195 Dutch-speaking participants. As has been mentioned previously, the respondents were recruited using a non-probability convenience sampling method. This way of sampling should be taken into account as the sample may or may not represent the overall population accurately, this means that interpretations of data should be made with caution. Of the 195 participants, 24 participants declared that they were older than 30 years of age, and as this research focusses on young adults between 18 and 30, these 24 participants were removed from further analyses. 40 participants did not have sufficient progress with filling in the survey, thus they were

removed as well. The remaining 131 participants were divided among the four research conditions (see table 6)

Table 6
Distribution across conditions

| Condition | n | Percentage (%) |
|-----------|-----|----------------|
| 1 | 32 | 24.4 |
| 2 | 32 | 24.4 |
| 3 | 31 | 23.7 |
| 4 | 36 | 27.5 |
| Total | 131 | 100.0 |

When looking at the sample overall (see table 7), it was noticeable that a slight majority of the subjects were female (54%) as opposed to the slight minority of males (45%). One person did not feel comfortable stating a gender (1%).

The overall age of the sample showed an average age of $M = 23.00$ ($SD = 3.50$). This relatively low average age might be because of the mode of age being 21 years old. For the level of education with regard to the sample population, the majority of 48 of the subjects had a HBO degree (37%), followed by 31 subjects with a WO Bachelor degree (24%), this shows a relatively highly educated sample. Lastly, the majority of the sample mentioned that they were not religious, 72 individuals stated that they were not part of a religious conviction (55%), as opposed to 46 individuals mentioning their religiosity (35%).

13 people did not feel comfortable mentioning their religious or non-religious beliefs (10%).

Table 7
Distribution of respondents' characteristics

| | | n | Percentage (%) |
|--------------------|----------------------|-----|----------------|
| Gender | Male | 59 | 45 |
| | Female | 71 | 54.2 |
| | Would rather not say | 1 | .8 |
| Level of Education | VMBO | 3 | 2.3 |
| | HAVO | 3 | 2.3 |
| | VWO | 15 | 11.5 |
| | MBO | 24 | 18.3 |
| | HBO | 48 | 36.6 |
| | WO Bachelor | 31 | 23.7 |
| | WO Master | 7 | 5.3 |
| Religion | Protestantism | 15 | 11.5 |
| | Catholicism | 28 | 21.4 |
| | Islam | 2 | 1.5 |
| | Judaism | 1 | 0.8 |
| | No religion | 72 | 55 |
| | Would rather not say | 13 | 9.9 |
| | Total | 131 | 100 |

The distribution of the 131 participants across the 4 conditions were also analyzed in terms of gender, education level and religion. For level of education, new groups were made. VMBO, HAVO and VWO were grouped into ‘secondary education’ and WO Bachelor and WO Master were grouped into ‘academic education. Similarly, religion was split into new groups, with Protestantism, Catholicism, Islam, Judaism being grouped into ‘religious’.

When looking at the distribution of these characteristics (see table 8), it could be seen that they were not equally distributed among the four research conditions. For gender, level of education and religion the Chi-squares that were calculated appeared insignificant ($p > .05$), which points to the fact of unequal distribution. This should be taken into account when interpreting the results.

Table 8
Distribution of characteristics across conditions

| | | Conditions | | | |
|--------------------|----------------------|------------|----|----|----|
| | | 1 | 2 | 3 | 4 |
| Gender | Male | 14 | 12 | 18 | 15 |
| | Female | 18 | 19 | 13 | 21 |
| | Would rather not say | | 1 | | |
| Level of Education | Secondary education | 4 | 3 | 7 | 7 |
| | MBO | 6 | 5 | 7 | 6 |
| | HBO | 13 | 17 | 10 | 8 |
| | Academic education | 9 | 7 | 7 | 15 |
| Religion | Religious | 15 | 10 | 13 | 8 |
| | No religion | 13 | 21 | 17 | 21 |
| | Would rather not say | 4 | 1 | 1 | 7 |

3.4. Research Procedure

Firstly, the four manipulation advertisements were created. Secondly, the online questionnaire was created using the survey tool of *Qualtrics*, this could be used through the University of Twente (see appendix A). After the creation of the survey, participants were needed for this experiment, the recruiting of the respondents was done using non-probability convenience sampling within the age group of people between the ages of 18 and 30. These individuals were approached using social media mostly. This was done by posting the survey on Facebook, Instagram, LinkedIn, WhatsApp and SurveySwap. Some snowball sampling occurred as acquaintances shared these posts and their following on these platforms filled in the questionnaire too. A few of the participants were required in-person as well, these people would be acquaintances that had not filled in the questionnaire and were asked to do so on the spot.

The respondents were asked to fill in the online survey questions about communication related to charitable organizations by clicking the link that was posted on social media. After giving consent and reading a short introduction, the respondents were asked to fill in the first part of the questionnaire which related to their overall trust in the charitable sector. After filling in these questions, they were presented with an advertisement which was created as the stimulus for the survey. These advertisements were randomly selected from four different ads. After being exposed to the manipulations, participants were asked to fill in the second part of the survey which enabled the measurement of the dependent variables of donation intention, attitude towards the advertisement and attitude towards the organization. These questions were randomized in order to diminish bias based on question order, and improve reliability. After this, the respondents filled in questions regarding their

demographics, which included a measure relating to religiosity. Finally, the participants were thanked for their time, and it was mentioned that the organization mentioned within the advertisement does not exist in real-life.

3.5. Measurements

The measurement instrument within the online survey consisted of questions measuring the different constructs valuable to this research. The instrument tested the covariate of trust, the dependent variables, the moderator variable of religiosity, it tested the stimulus material itself, and finally it questioned the socio-demographic characteristics of the participants.

The items used in this research were adopted from previous studies and translated from English into Dutch, in order for it to be valid in the context of this study. Most of the items were measured using a seven-point Likert scale, ranging from strongly disagree (1) to strongly agree (7). Exception were made for the constructs of *attitude towards the advertisement* and *religiosity* (see table 9).

The items used to measure the item of *trust towards charitable organizations* were derived from a research conducted by Webb, Green and Brashear (2000). An example item for this was “The money given to charities goes for good causes”.

For the construct of *attitude towards the organization* an adapted version of the items used in the research of Webb, Green and Brashear (2000) was adopted. Within this version, the items did not focus on the general view on charitable organization, but on the specific organization mentioned in the shown advertisement. An example of this being “The money given to NoodHulpNederland goes for good causes”.

Items for measuring the variable of *attitude towards the advertisement* consisted of five opposing pairs of adjectives. These items derived from previous researches by Koring (2015) and Nan (2006). For this item, respondents were asked to rate the advertisement by marking one of seven points along each pair of adjectives. An examples of the pairs used is “unpleasant/pleasant”. The construct of *donation intention* was measured using four items from as scale created by Basil, Ridgway and Basil (2008). An example of one of these four items was “There is a large chance that I will donate to this charitable organization in the near future”.

Questions regarding demographic variables like *gender*, *age*, *educational background* and *religiosity* were asked. The variable of religiosity was looked into during this study in a more intensive manner. For this, items from The Duke University Religious Index were implemented, as has been mentioned previously (Koenig & Büssing, 2010). An example of an item was “I try hard to carry my religion over into all other dealings in life”. Also, two more items questioning how often the respondents attended religious meetings and spend time in private religious activities, which were asked using a six point-scale ranging from *never* (1) to *more than once a week* (6) and from *rarely or never* (1) to *more than once a day* (6). For further analyses the items on the six point-scale were recalculated into a seven-point scale to be able to create overall religiosity scores.

In order to understand the quality of the instruments used, the validity and reliability of the measurements had to be examined. In order to analyze the validity of the items used, separate factor analyses were conducted regarding the constructs intended within the research model (see table 9). The information gathered with these analyses, showed that each construct on its own was valid.

The constructs were seen as valid, as the percentages of variance that was explained was higher than 50 percent for all constructs. Also, the reliability of the constructs, measured with Cronbach’s Alpha Values, appeared satisfactory, as each construct was higher than .70 (see table 9).

Table 9
Individual factor analysis per construct

| Construct | Number of items | Percentage of variance explained (%) | α |
|---|-----------------|--------------------------------------|----------|
| <i>Trust towards charitable organizations</i> | 5 | 68.6 | .88 |
| <i>Attitude towards the organization</i> | 5 | 63.8 | .85 |
| <i>Attitude towards the advertisement</i> | 5 | 75.3 | .91 |
| <i>Donation Intention</i> | 4 | 91.3 | .97 |
| <i>Religiosity</i> | 5 | 78.3 | .93 |

4. Results

4.1. Descriptive Statistics of Dependent Variables

Firstly, the descriptive statistics of the dependent variables, the covariate and the moderator in this study were calculated in order to provide an overview regarding the means across four conditions (see table 10).

Overall, the narrative conditions achieved the highest means when comparing to the non-narrative conditions. When comparing the conditions containing a gain frame with the ones consisting of a loss frame, the gain frame conditions gave the overall higher means. Therefore, the condition containing the combination of a narrative and a gain frame yielded the highest means across the dependent variables. Consequently, the condition consisting of a non-narrative and a loss frame produced the lowest means. Across all conditions the dependent variable of attitude towards the organization gave the overall highest means, while the lowest means were related to donation intention.

Trust as a covariate scored the highest means in the condition containing a non-narrative and a gain frame, and lowest in the condition containing a non-narrative and a loss-frame. For religiosity as a moderator, the means were highest in the condition involving a narrative and a gain frame, and lowest in the condition consisting of a non-narrative and a loss frame.

Table 10

Descriptive statistics of dependent variables across conditions

| | | Narrative | | Non-Narrative | | Total | |
|------------|---------------------------------------|-----------|------|---------------|------|-------|------|
| | | Mean | SD | Mean | SD | Mean | SD |
| Gain Frame | Donation intention | 4.36 | 1.67 | 3.65 | 1.68 | 4.01 | 1.7 |
| | Attitude towards the advertisement | 5.09 | 1.49 | 4.29 | 1.22 | 4.7 | 1.41 |
| | Attitude towards the organization | 5.53 | .92 | 5.39 | .84 | 5.46 | .88 |
| | Trust | 5.09 | 1.06 | 5.45 | .81 | 5.27 | .95 |
| | Religiosity | 2.38 | 1.83 | 2.02 | 1.58 | 2.2 | 1.7 |
| Loss Frame | Donation intention | 3.78 | 1.36 | 3.08 | 1.4 | 3.41 | 1.42 |
| | Attitude towards the advertisement | 4.41 | 1.01 | 3.94 | 1.29 | 4.16 | 1.18 |
| | Attitude towards the organization | 5.13 | .87 | 4.89 | .89 | 5 | .88 |
| | Trust | 5.06 | 1.11 | 4.75 | 1.34 | 4.9 | 1.24 |
| | Religiosity | 1.89 | 1.75 | 1.48 | 1.18 | 1.67 | 1.48 |
| Total | Donation Intention | 4.07 | 1.54 | 3.34 | 1.55 | | |
| | Attitude towards the advertisement | 4.75 | 1.31 | 4.1 | 1.26 | | |
| | Attitude towards the organization | 5.33 | .91 | 5.12 | .9 | | |
| | Trust | 5.08 | 1.07 | 5.07 | 1.17 | | |
| | Religiosity | 2.13 | 1.79 | 1.73 | 1.39 | | |

Note: Measured on seven-point Likert scales (1=completely disagree / 7= completely agree)

4.2. Main Effects

Table 11

Wilks' Lambda of message framing and narrative use, with trust as covariate and religiosity as a moderator

| Source | Wilks' Lambda | | | | | |
|-------------------------------|---------------|------|------------------|-------------|------|----------|
| | Value | F | Hypothesis df | Error df | p | η^2 |
| Trust (as a covariate) | .67 | 17.5 | 3 | 120 | .001 | .3 |
| Message Framing | .97 | 1.4 | 3 | 120 | .25 | .03 |
| Narrative | .95 | 2.18 | 3 | 120 | .09 | .05 |
| Message Framing * Narrative | .99 | .59 | 3 | 120 | .63 | .01 |
| Religiosity * Message Framing | .93 | 3 | 3 | 120 | .03 | .07 |
| Religiosity * Narrative | .98 | .69 | 3 | 120 | .56 | .02 |

Table 12

MANCOVA analysis of message framing and narrative use, with trust as a covariate and religiosity as a moderator, on the dependent variables

| Source | Dependent Variable | F | p | η^2 | |
|---------------------------------------|---------------------------------------|--------------------------------------|------|----------|------|
| Trust (as a covariate) | Donation | 31.54 | .001 | .21 | |
| | Intention | | | | |
| | Attitude towards the advertisement | | | | |
| Message Framing | Attitude towards the organization | 38.36 | .001 | .24 | |
| | Donation | 1.7 | .19 | .01 | |
| | Intention | | | | |
| | Attitude towards the advertisement | | | | |
| | Narrative | Attitude towards the organization | 1.56 | .21 | .01 |
| | | Donation | 3.66 | .06 | .03 |
| Intention | | | | | |
| Attitude towards the advertisement | | | | | |
| Message Framing * Narrative | | Attitude towards the organization | 5.91 | .02 | .05 |
| | | Attitude towards the organization | .26 | .61 | .001 |
| | Donation | 1.37 | .25 | .01 | |
| | Intention | | | | |
| Religiosity * Message Framing | Attitude towards the advertisement | 1.01 | .3 | .01 | |
| | Attitude towards the organization | 1.18 | .28 | .01 | |
| | Donation | 7.3 | .01 | .06 | |
| | Intention | | .87 | .35 | .01 |

| | | | | |
|-------------------------|-------------------|------|-----|------|
| | the advertisement | | | |
| | Attitude towards | | | |
| | the organization | 2.6 | .11 | .02 |
| Religiosity * Narrative | Donation | | | |
| | Intention | .04 | .85 | .001 |
| | Attitude towards | | | |
| | the advertisement | .11 | .74 | .001 |
| | Attitude towards | | | |
| | the organization | 1.21 | .28 | .01 |

4.2.1. Trust as a Covariate

A two-way between subjects MANCOVA analysis was conducted. For this analysis, trust was taken into account as a covariate.

Trust had a significant effect as a covariate on the combined dependent variables, $F(3,120) = 17.5, p < .001$, Wilks' $\Lambda = .67$, partial $\eta^2 = .3$. Furthermore trust had a significant effect as a covariate on the dependent variables of donation intention, $F(1,121) = 31.54, p < .001$, attitude towards the advertisement, $F(1,121) = 7.32, p = .01$, and attitude towards the organization, $F(1,121) = 38.36, p < .001$. This data suggests that trust as a covariate has a positive impact on the effect on the dependent variables.

4.2.2. Message Framing on Dependent Variables

A two-way between subjects MANCOVA analysis was conducted with donation intention, attitude towards the advertisement and attitude towards the organization as the dependent variables. Message framing was the independent variable, and trust was taken into account as a covariate.

There was no significant difference between the message framing groups on the combined dependent variables after controlling for trust. Furthermore, message framing did not have a significant effect on the dependent variables, donation intention, and attitude towards the organization. However, message framing did have a significant effect on the dependent variable of attitude towards the advertisement, $F(1,121) = 4.1, p = .05$. This data suggests that a gain frame advertisement has a positive impact on attitude towards the advertisement relative to a loss frame. Based on these results hypothesis H1B can be supported, and H1A and H1C cannot be supported.

4.2.3. Narrative Usage on Dependent Variables

A two-way between subjects MANCOVA analysis was conducted with donation intention, attitude towards the advertisement and attitude towards the organization as the dependent variables. Narrative use was the independent variable, and trust was taken into account as a covariate.

There was no significant difference between the narrative groups on the combined dependent variables after controlling for trust. Furthermore, narrative use did not have a significant effect on the dependent variables, donation intention, and attitude towards the organization. However, message framing did have a significant effect on the dependent variable of attitude towards the advertisement, $F(1,121) = 5.91, p = .02$. This data suggests that narrative use in an advertisement has a positive impact on attitude towards the advertisement relative to the non-narrative use in an advertisement. Based on these results hypothesis H2B can be supported, and H2A and H2C cannot be supported.

4.2.4. Interaction Effect on Dependent Variables

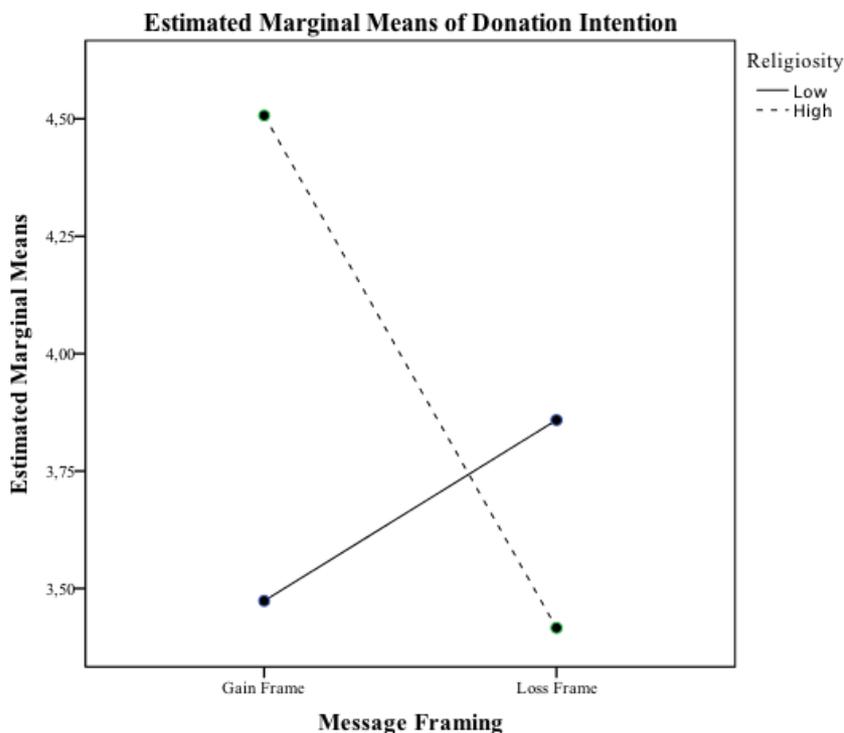
A two-way between subjects MANCOVA analysis was conducted with donation intention, attitude towards the advertisement and attitude towards the organization as the dependent variables. Message framing and narrative use in the advertisements were the independent variables, and trust was taken into account as a covariate.

There was no significant difference between the narrative use and message framing groups on the combined dependent variables after controlling for trust. Furthermore, the interaction between narrative use and message framing did not have a significant effect on the dependent variables, donation intention, attitude towards the advertisement, and attitude towards the organization. Based on these results hypotheses H3a, H3b and H3c cannot be supported.

4.2.5. Religiosity as a Moderator for Message Framing

Next, a moderator analysis was carried out within the two-way between subjects MANCOVA, with religiosity acting as the moderator variable. Donation intention, attitude towards the advertisement and attitude towards the organization were the dependent variables, while message framing was the independent variable. Trust was taken into account as a covariate.

Religiosity had a significant moderation effect on the effect of message framing on the combined dependent variables after controlling for trust, $F(3,120) = 3, p = .03$, Wilks' $\Lambda = .93$, partial $\eta^2 = .07$. Furthermore, religiosity did not have a significant moderation effect on the effect of message framing on the dependent variables of attitude towards the advertisement and attitude towards the organization. However, religiosity did have a significant moderation effect on the effect of message framing on donation intention, $F(1,121) = 7.3, p = .01$. This data suggests that religiosity has a positive impact on the effect of message framing on donation intention. Figure 2 shows this effect with estimated marginal means. Based on these results hypothesis H4aA can be supported, and H4aB and H4aC cannot be supported.



Covariates appearing in the model are evaluated at the following values: Trust = 5.0763

Figure 2. Estimated marginal means of donation intention

4.2.6. Religiosity as a Moderator for Narrative Use

Next, a moderator analysis was carried out within the two-way between subjects MANCOVA, with religiosity acting as the moderator variable. Donation intention, attitude towards the advertisement and attitude towards the organization were the dependent variables, while narrative use was the independent variable. Trust was taken into account as a covariate.

Religiosity had no significant moderation effect on the effect of narrative use on the combined dependent variables after controlling for trust. Furthermore, religiosity did not have a significant moderation effect on the effect of narrative use on the dependent variables of donation intention, attitude towards the advertisement and attitude towards the organization. Based on these results hypothesis H4bA, H4bB and H4bC cannot be supported.

4.3. Overview of the Results of the Tested Hypotheses and Adjusted Model

4.3.1. Tested Hypotheses

Following the previous results, an overview of the tested hypotheses and their conclusions based on the statistical analysis performed could be provided (see table 13).

Table 13
Overview of the results of the tested hypotheses

| No | Hypothesis | Result |
|-----|--|---|
| H1 | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a gain frame than when they are confronted with an advertisement using a loss frame.</i> | H1B: Supported H1A, H1C: Not supported |
| H2 | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative than when they are confronted with an advertisement using non-narrative evidence.</i> | H2B: Supported H2A, H2C: Not supported |
| H3a | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a narrative and a loss frame.</i> | Not supported |
| H3b | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a non-narrative and a loss frame than when they are confronted with an advertisement using a non-narrative and a gain frame.</i> | Not supported |
| H3c | <i>People's (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be higher/more positive if they are confronted with an advertisement containing a narrative and a gain frame than when they are confronted with an advertisement using a</i> | Not supported |

non-narrative and a loss frame.

| | |
|---|--|
| <p><i>H4a</i> The effects of a gain frame on (A) donation intention, (B) attitude towards the advertisement and (C) attitude towards the organization will be stronger if respondents are more religious.</p> | <p>H4aA: Supported H4aB, H4aC: Not Supported</p> |
| <p><i>H4b</i> The effects of narrative use on (A) donation intention, (B) attitude towards the advertisement and (C) will be stronger if respondents are more religious.</p> | <p>Not Supported</p> |

4.3.2. Adjusted Research Model

Corresponding with the tested hypotheses and their conclusions, adjustments were made to the existing research model (see figure 3).

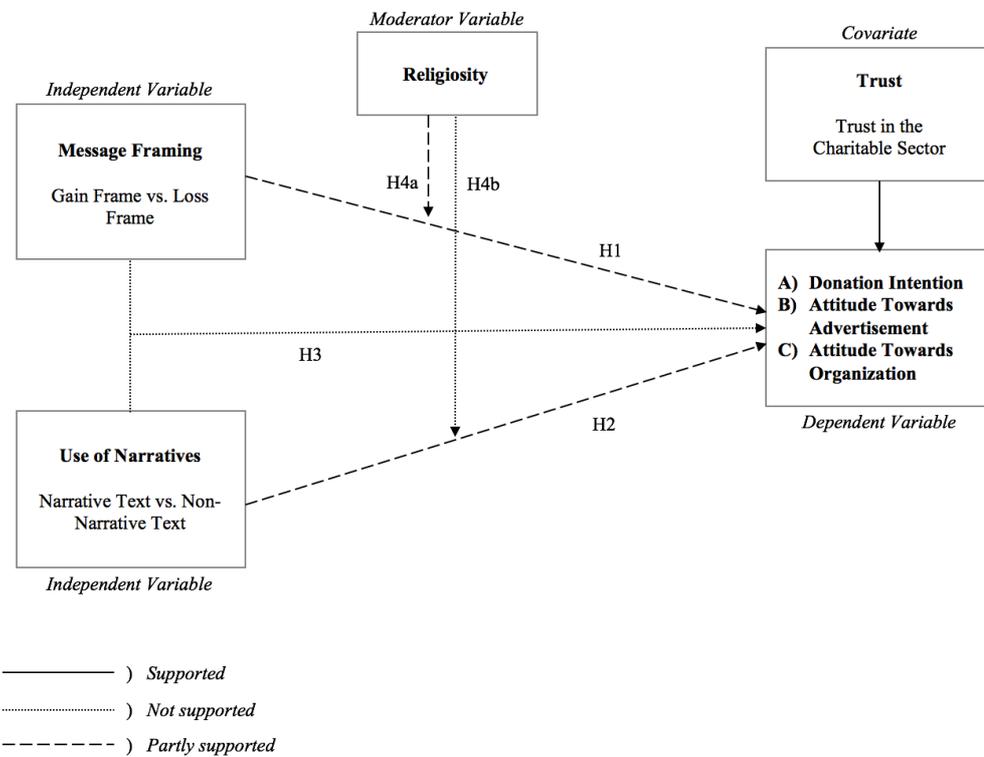


Figure 3. Adjusted research model.

5. Discussion

The aim of this study was to investigate the effects of message framing in combination with the use of narrative texts in advertisements. Specifically, the research aimed at investigating whether gain or loss frames in combination with (non-)narratives could influence donation intention, attitude towards the advertisement and attitude towards the organization, specifically when aiming at young adults as a target group. All while focusing on Dutch emergency relief charities, which have been negatively framed within the media. For this study, religiosity of the individuals seeing the advertisements was taken into account as well as trust towards the charitable sector.

Within this discussion, the found effects of message framing, narratives and its interaction will be explored. Following this, the moderating effects of religiosity will be discussed. Finally, conclusions will be drawn regarding research limitations and recommendations will be given.

5.1. Discussion of Results

5.1.1. The Effects of Message Framing

First, the results regarding the message framing of the advertisements were explored. Trust was found to be a strong covariate. This suggests that when overall trust towards the charity sector is high, the dependent variables were higher too. This is in line with Bekkers (2011) findings, where he found trust to be a determining factor for participants choosing to donate money to charities. Trust in the charity sector increases donation behavior as people have more confidence that their money is being used to positive ends. On the other hand, a lack of trust increases skepticism that the donated money will not be used in ethical ways.

Message framing did not have an effect on all dependent variables predicting donation behavior. It was found that message framing did not have an effect on donation intention and attitude towards the organization. However, message framing did appear to have an impact on participant's attitude towards the advertisement. This was expected and in line with previous studies. Homer and Yoon (1992), state for example that positively framed messages generally generate more positive emotions towards advertisements. This study found similar results, which suggested that gain frame messages led to more positive attitudes towards the advertisement when compared to loss frame messages. This suggests that the framing used in an advertisement affects how a participant perceives it, regardless of the goal of the advertisement or the organization behind it.

Contrastingly, donation intention and participant's attitude towards the organization were not affected by message framing. There are several reasons that could be responsible for these findings. Firstly, using a gain frame may not be enough to create a distinct change within the participants. It might be the case that the individuals would rely on their chronic predominant orientation focus. Research has shown that around half of all people are gain focused, whilst the other half are loss focused (Higgins 1987; Lockwood, Jordan, and Kunda 2002). People who are gain focused, focus on what can be improved and achieved, while loss focused individuals try to avoid suffering. The use of gain frames will have little effect on those that are chronically loss focused and as such, this may have been responsible for the lack of findings in this area. Shiv, Edell and Payne (1997), found similar results as they state that the success of message framing is also highly dependent on the reader's individual cognitive processing state.

Another reason for these findings, could be related to the work of Das, Kerkhof and Kuiper (2008), who found that message framing only had an effect in combination with other factors such as the presence of anecdotal or statistical information. This suggests that message framing alone, perhaps does not have enough influence to affect donation intention or the attitude towards the organization, unless it is in combination with other forms of persuasive communication techniques.

In summary, whilst message framing had an effect on the attitude towards the advertisement itself, the participant's donation intention and their attitude towards the organization was not affected. Practically, this suggests that message framing is perhaps not a strong persuasive tool for promoting an increase in giving behavior amongst young people, though it can impact the way an advertisement campaign is perceived.

5.1.2. The Effects of Narratives in Advertisements

Next, this study looked at the effects of narrative use on donation intention, the attitude of the participants to the advertisement and the attitude they had towards the charitable organization. First, trust was found to be a covariate in this analysis. That is to say, when trust towards the charitable sector was higher, so were the outcomes on each condition being tested for.

The narrative use in advertisements appeared to have a positive effect on the attitude that people had towards that advertisement, as opposed to the use of non-narrative texts. This is in line with other studies in this field. Scholars have suggested several reasons for these findings. Nan (2006), for example, found that if an advertisement fulfills the dimensions of being interesting, pleasant, likable, good and credible to a certain degree, it can be assumed that the attitude of an individual towards the advertisement will be positive. Through the use of narratives, readers get immersed and transported into the story, and as such develop stronger feelings towards the advertisement. Because of this immersion in the story, a change in the attitudes of the reader towards a specific construct can occur (Dal Cin, Zanna & Fong, 2004). This research found results that align with these conclusions, as the immersion in the story, led participants to develop more positive attitude towards the advertisement presented to them.

However, narrative use in advertisements did not have an effect on donation intention and attitude towards the organization. There are several reasons that could be responsible for these findings. Firstly, the narrative perhaps did not evoke enough identification with the character of the story. This could be due to the age difference between the character mentioned in the advertisement (9 years old) and the young adult participants (between 18 and 30 years old). The respondents could potentially have had trouble identifying with a 9-year-old girl, and thus, they did not merge with the character in terms of identity, goals and perspectives (Cohen, 2001). As identification is crucial to the effectiveness of a narrative, the lack thereof, could cause a narrative to lose the capability to persuade towards donation intention and a positive association with the organization.

Secondly, Hoeken (2009), found that in order for a narrative to be useful, strong emotions need to be evoked amongst the reader. This could mean that for this research the texts containing a narrative, did not do this enough, and the texts appeared too neutral in terms of the emotions meant to be provoked in the participant. This may have been responsible for a decrease in the effectiveness of the narrative, as this situation could have led to the decline of feelings of empathy and responsibility, which increases donation intention. This could have also led to the decrease in the effect of narrative on attitude towards the organization, as narratives help the participant relate more to the work that the organization is carrying out. This decrease could have led to a decrease in interest towards the organization and its goals.

5.1.3. The Effects of the Interaction between Message Framing and Narrative Usage

Finally, the interaction effect of both narrative and message framing was explored. The expectation was to find a strong influence of the combination of these two factors, as was previously outlined in the study by Das, Kerkhof and Kuiper (2008). This study, found no effect of this interaction effect however.

There were no effects of both narrative and message framing combined on donation intention, attitude towards the advertisement or the attitude towards the organization. Further research is therefore needed in this area to examine the differences found in this study and that of Das, Kerkhof and Kuiper (2008). One possible explanation for these results lies in the lack of effects found from message framing and narrative use in this study. This study found no effect of message framing and narrative use on most factors being tested for, and as such, this may be responsible for the lack of combined effects. If message framing and narrative use cannot influence participants enough on their own, perhaps the combination, also has little impact.

Another possible explanation of these results lies in a conceptual limitation of the research. Tugrul and Lee (2017), found that gain frame messages in combination with desirably framed messages increase distant-future donation behavior. As such, it may be that the combination of framing and narrative use increases distant future donation behavior, and not immediate donation intention. This may have affected the results as this study only tested for immediate donation intention after viewing the advertisement. Further research is suggested to explore these possible influencing factors further however.

5.1.4. The Effects of Religiosity

Religiosity was also taken into account as a moderator variable in this study. The results suggest that religiosity had no impact on the effect of narrative on donation intention, attitude towards the advertisement and attitude towards the organization. It also showed no effect of religiosity on the influence that message framing has on attitude towards the advertisement and attitude towards the organization. A reason for these results may be due to the transportation effect of a narrative text. In the study of Kashif, Saifuddin and Hassan (2015), it was shown that moral norms do not impact decisions to donate money to charities after being exposed to a fundraiser campaign. This suggests that when a fundraiser campaign is already effective in transporting the reader, moral norms such as religion, do not influence the intention to donate. Nor do they influence the attitudes that people have towards advertisements or organizations.

Another possible explanation lies in the extent to which young people relate to religious norms and values. Even though participants might have stated that they are religious, studies suggest they identify less with the religious norms and values that older generations do still carry. In addition, young people are less interested in religion, and seem less open towards religious systems when compared to older generations. It is this initial interest in religion which is key to passing on these norms and values (Elshof, 2012).

Additionally, overall, only a small number of the participants were religious (46 of the 131 participants). Another possible explanation of the results obtained from the religiosity moderator analysis, could be that the sample was too small to find any real effect of religiosity. Further research could focus solely on religious young people, to find out further how best to change their attitudes towards charitable advertisements and organizations.

Contrastingly, religiosity did show to have an impact on the effect of message framing on donation intention. This suggests that religious people are influenced more by gain framed charitable advertisements in terms of their intention to donate. This could be due to the fact that religious people often act in a pro-social way that appears to be manifested in concerns for reputation and self-perception. Charitable giving is a type of prosocial behavior that is present across people from

different religions (Saroglou, 2013). This means that the norms and values that religion brings, influence donation behavior, and thus, donation intention. While these norms and values do not necessarily change attitudes towards advertisements or organizations, this study found a change in donation intention. This means that if religious individuals already have an intention to donate money to a charity, the question is more to which charity they would want to donate. A positive gain frame in an advertisement could create the idea of an effective, positive impact, as a result of their donation. This positive framing could give the preference to donating to that specific charitable organization. Overall, only limited research has been done in the field of religiosity and message framing in charitable advertisements, thus, further research is recommended to further understand the results obtained in this study.

5.2. Research Limitations

This research has several limitations that need to be taken into account when considering the findings. The next section will explore these limitations.

The first limitation can be found within the Hawthorne effect, which makes participants act in a pro-social when they get the feeling that they are being observed. This effect could have occurred during this research as this experiment is done in survey form, and not using an actual real-life situation. Due to it being done in a survey, the respondents could feel like they were being watched by the researcher and thus act in a pro-social way, and claiming that they would act in a pro-social way, while not actually feeling this way. This could be solved by changing the experiment to using real advertisements and seeing whether donations have gone up by one or the other.

Next, the unequal distribution of respondent characteristics among the manipulation conditions could have had some influence in the creation of the differences across conditions. For example, in one condition the majority of the respondents were academically educated. In that case, education level could have led to the differences across conditions instead of the manipulation itself. This could be resolved by controlling for characteristics in conditions before hand or by taking the variables of gender and education into account as moderator variables.

Because of the way of analyzing the measuring constructs using separate factor analyses, it was unclear if the constructs were discriminating amongst one another. If this happened to be the case, constructs that were intended to measure separate variables, could perhaps only measure one. This would make it harder to draw conclusions regarding these variables. This could be solved by testing different scales per construct and performing factor analysis amongst them, this perhaps could already be done in a pre-test.

Next, the respondents seemed unable to successfully identify the narrative condition in the main-study manipulation check. This means that the participants did not interpret the narrative texts as being anecdotal and the non-narrative texts as statistical, which could be due to multiple occurrences. Firstly, when the participant truly feels like he or she is being transported, they often do not identify a narrative text as such. They are thus not aware of the narrative use (Dal Cin, Zanna & Fong, 2004). This could be solved by informing the respondents that they are going to see a narrative or non-narrative texts, which will make them aware of the nature of the text. This however, could lead to the transportation effect not working and perhaps making the narrative texts less effective. Another explanation could be that the scales used to measure the manipulations were not used in previous studies, thus perhaps the scales were unable to accurately measure the narrative aspects. This could be resolved by testing with tried and tested scales, or creating these and testing them in pre-tests.

For the measuring of the variable of religiosity the Duke University Religious Index was used (Koenig & Büssing, 2010). However, this index uses two different scales to measure religiosity, one containing six-point scale relating to frequency of activity and the other one being a seven-point Likert scale. These different types of measures could intervene with one another and thus be less reliable

when trying to create an overall religiosity score. This can be prevented in other studies by measuring religiosity in separate aspects or by choosing a different index when trying to get an overall religiosity score.

Finally, the sample used in this research is not ideal, as convenience sampling for example led to the majority of the respondents being around the age of 21. This left a minority in older ages up until the age of thirty, which could have influenced the overall results. Another limitation in terms of the sample was due to the religious and non-religious groups. As for the 'higher' religious group, the overall mean was still very low in terms of religiosity. This could have had an impact on the results. This means that a bigger difference in terms of groups with 'high' and 'low' religiosity could perhaps be more suitable in future research. Thus, in order to eliminate these types of mishaps a different sampling method can be implemented, which will create a more suiting and reliable sample. Also, a bigger sample size would have been fitting for this research as that would have made results more convincing.

5.3. Recommendations

Based on the research limitations and findings of this study, several recommendations for further interesting research can be made.

Firstly, as this research focusses on young adults, their behavior in terms of advertisement engagement can be focused on more in the field of charitable advertising. For example, in this research, visual attitude towards the advertisements was not taken into account, as the focus lied on textual elements of the advertisement. However, it might be interesting for further research to focus more on visual design in terms of message framing and the use of narratives in order to see how these impact donation intention, attitude towards the advertisement and attitude towards the organization. Findings from such a research might be relevant and useful as this might be crucial in influencing young adults.

Taking the idea of taking young adults' behavior into account, research into charitable donations can be done in an online environment. Young adults are nearly ubiquitous social media users, and as such, social media provides a great platform to reach and engage with this audience (Wong, Merchant, & Moreno., 2014). Further research in this field could focus on how best to run social media campaigns aimed at stimulating donation behavior. Elements of this research and indeed other studies in this field could be used and tested in an online environment to test the degree to which the concepts work in an online environment.

Another recommendation could be focused around introducing new variables into the model. Examples of these could be based around income and past behavior. Income could influence how likely it is that a person is willing to donate. It could also give an indication into how much a person is willing to donate, and perhaps give an explanation to that amount. Past behavior has been shown to indicate how likely it is that a person will act towards a certain behavior again, so if a person has been known for donating often, it is likely that that person will donate more quickly again. It also would be interesting to not focus on immediate donation intentions, but on distant future donation intentions. Or to solely focus on religious youth and what motivates them towards charitable giving. These types of variables will most likely enable a better insight into the influence of narratives and message framing on factors that predict donation behavior.

Finally, one limitation of this research was that it was difficult to measure whether participants were really aware of the message frame and narrative of the advertisement they were given. As such, further research should focus on whether participants are still influenced by framing and narrative use if they are made aware of these manipulations. A study could inform participants of the manipulations being used in an advertisement, and test the degree to which narrative or framing observe the same effect as when the participants are unaware of the phenomenon. It would provide an interesting insight

into whether framing and narrative only affect donation intention and attitudes on an unconscious level, or whether these manipulations can be used with participants' awareness of them.

5.4. Practical Implications

The results obtained from this study provide several practical implications. First and foremost, this study provides insights for charities currently facing challenging times in the media, about how best to improve charitable donation amongst young people. This study has highlighted the importance of focusing on young people, and how best to stimulate donation behavior among them. By using gain frames in advertisements aimed at religious young people, this study found there to be a significant increase in donation intention. As such, this provides charitable organizations currently facing a crisis, with an area to focus on in terms of effective fundraising. Especially for faith-based charities, these findings provide an insight in how best to engage young potential donors and motivate them to support their causes.

Secondly, this research provides insights into how best to improve attitudes towards the advertisements put out by charitable organizations. Positive associations with advertisements can go a long way in building a positive reputation for an organization and increasing awareness of the work they do. This study found narrative use and gain framing to be most effective when looking to create a positive attitude towards an advertisement amongst young people. The charity sector has lost the least trust from young adults. As such, ensuring that advertisements are not negatively experienced by young adults is important to ensure this trust is not lost in the younger generations.

Next, this study found trust to be a significant covariate in the analyses carried out. This suggests that trust directly affects how positive, young adults are towards donation intention, attitude towards the advertisement and attitude towards the organization. As such, this study suggests that charities should focus on building and regaining trust in the overall sector. By strengthening trust amongst young adults towards the charity sector, or indeed a specific organization, young people may be positively influenced in terms of their donation intention or indeed their attitude towards the given organization. This provides charities with an area to focus on, in order to stimulate donation behavior, whilst also benefitting other charities in the sector.

Finally, this study highlights the importance for charities to focus on young people. This is an area many charities do not focus on, and as such, this study serves as a place for charities to start, when looking to engage younger audiences. Young people are often assumed to have too low of a disposable income to give substantially to the charity sector. However, by focusing on engaging the younger audiences, charities can create loyal supporters from early on, thus resulting in potential long-term donations. This study also highlights that older generation have lost trust in the charitable sector, and as such, focusing on young people provides charities with an opportunity to bridge this gap.

6. Conclusion

At the start of this research, several research questions were asked, the first one was: ‘To what extent does a narrating element in a charitable advertisement affect young adults’ donation behavior?’. In this research, narrative use in charitable advertisements has proven itself useful in charitable advertisements, specifically when aiming at young adults. The results of this study indicate that the use of narratives positively affects attitude towards the advertisement among young adults. The following research question: ‘To what extent does message framing in a charitable advertisement affect young adults’ donation behavior?’ can be answered with the fact that message framing had a positive effect on attitude towards the organization when a gain frame was used. However, both narrative and message framing had no impact on donation intention or young people’s attitudes towards the organization.

Next, the following question was asked: ‘To what extent does the effect of message framing on young adults’ donation behavior interact with narrative use in advertisements?’. Within this research, no effects were found of the interaction between narrative use and message framing, which could be due to the inability to find effects of message framing and narrative on donation intention and attitude towards the advertisement, on their own. Overall, this means that the interaction between the two variables did not influence donation intention, attitude towards the advertisement and attitude towards the organization among young adults. Finally, the research question regarding the moderator of this study was proposed: ‘To what extent is the effect of message framing and a narrating element on young adults’ donation behavior moderated by religiosity?’. The study found no influence of religiosity on narrative use in terms of how it affects young’ adults’ donation intention, attitude towards the advertisement and attitude towards the organization. Also, no effect of religiosity as a moderator on the effect of message framing on attitude towards the advertisement and attitude towards the organization. On the other hand, a positive effect was found for religiosity on the effect of message framing on donation behavior.

To conclude, the main findings for this research are that young adults’ attitude towards the advertisement could be impacted with the use of narrative texts and gain frames in charitable advertisements, specifically when using emergency relief advertisements. However, generally no difference was found between the use of a gain frame or a loss frame, or a narrative and non-narrative text when trying to influence individuals to donate and when trying to change their attitude towards the advertising organization.

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8. Appendix

Appendix A: Survey Questions



Beste deelnemer,

Hartelijk dank voor uw deelname aan dit onderzoek. Het onderzoek gaat over communicatie met betrekking tot goededoelenorganisaties. De vragenlijst duurt maximaal 10 minuten. Er zijn geen goede of foute antwoorden. Er worden geen gegevens verzameld die herleidbaar zijn tot u als persoon.

Er zal vertrouwelijk met uw gegevens worden omgegaan en resultaten worden anoniem verwerkt. Ook mag u zich altijd terugtrekken uit het onderzoek, zonder dat dit gevolgen heeft.

Door op '--->' te klikken, geeft u aan ouder dan 18 jaar te zijn. Ook stemt u in met uw vrijwillige deelname aan dit onderzoek, de bovengenoemde voorwaarden en geeft u toestemming voor het gebruik van uw antwoorden.

Mocht u voor, tijdens of na het invullen van de vragenlijst nog vragen hebben, twijfel dan niet om contact op te nemen met de onderzoeker.

(r.lammers-1@student.utwente.nl)



De volgende vragen zullen gaan over uw mening met betrekking tot goededoelenorganisaties.

In hoeverre bent u het eens met de volgende beweringen?

| | Sterk oneens | Oneens | Meer of minder oneens | Neutraal | Meer of minder eens | Eens | Sterk eens |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Het geld dat gegeven wordt aan noodhulp organisaties wordt gebruikt voor goede doeleinden. | <input type="radio"/> |
| Veel van het geld dat gegeven wordt aan noodhulp organisaties wordt verspild. | <input type="radio"/> |
| Mijn beeld van noodhulp organisaties is positief. | <input type="radio"/> |
| Noodhulp organisaties zijn succesvol geweest in het helpen van hulpbehoevenden. | <input type="radio"/> |
| Noodhulp organisaties hebben een nuttige functie in de maatschappij. | <input type="radio"/> |



U krijgt een advertentie van NoodHulpNederland te zien. NoodHulpNederland is een goededoelenorganisatie die noodhulp biedt aan slachtoffers van natuurrampen en gewapende conflicten. Het primaire doel van NoodHulpNederland is het redden van levens, het verminderen van menselijk lijden en het bewaren en beschermen van menselijke waardigheid.

Bekijk de advertentie goed en klik vervolgens op doorgaan om de vragenlijst te starten.



In hoeverre bent u het eens met de volgende beweringen?

| | Sterk oneens | Oneens | Meer of minder oneens | Neutraal | Meer of minder eens | Eens | Sterk eens |
|---|-----------------------|-----------------------|-----------------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| Het geld dat wordt gegeven aan NoodHulpNederland, wordt gebruikt voor een goed doeleinde. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Veel van het geld dat gegeven wordt aan NoodHulpNederland, wordt verspild. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mijn beeld van NoodHulpNederland is positief. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| NoodHulpNederland is succesvol in het helpen van hulpbehoevenden. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| NoodHulpNederland heeft een nuttige functie in de maatschappij. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Ik vind de advertentie die ik gezien heb...

| | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Saai | <input type="radio"/> | Interessant |
| Onaangenaam | <input type="radio"/> | Aangenaam |
| Onaantrekkelijk | <input type="radio"/> | Aantrekkelijk |
| Slecht | <input type="radio"/> | Goed |
| Ongeloofwaardig | <input type="radio"/> | Geloofwaardig |

In hoeverre bent u het eens met de volgende beweringen?

| | Sterk oneens | Oneens | Meer of minder oneens | Neutraal | Meer of minder eens | Eens | Sterk eens |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Ik ben van plan om in de nabije toekomst te doneren aan de organisatie. | <input type="radio"/> |
| Er is een grote kans dat ik ga doneren aan deze organisatie in de nabije toekomst. | <input type="radio"/> |
| Ik heb niet de intentie om te doneren aan dit goede doel. | <input type="radio"/> |
| De kans dat ik ga doneren aan dit goede doel is klein. | <input type="radio"/> |



U krijgt op de volgende pagina nogmaals de advertentie te zien, bekijk de advertentie goed en klik vervolgens op doorgaan om verder te gaan met de vragenlijst.





In hoeverre bent u het eens met de volgende beweringen?

| | Sterk oneens | Oneens | Meer of minder oneens | Neutraal | Meer of minder eens | Eens | Sterk eens |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| De advertentie is geschreven in een verhaalvorm. | <input type="radio"/> |
| De advertentie geeft een opsomming van feiten | <input type="radio"/> |
| De advertentie beschrijft een zorgwekkende situatie op een sombere wijze. | <input type="radio"/> |
| De advertentie beschrijft een zorgwekkende situatie op een positieve wijze | <input type="radio"/> |



Tot welke religie/godsdiens behoort u?

- Protestantisme
- Katholicisme
- Islam
- Jodendom
- Boeddhisme
- Hindoeïsme
- Geen religie
- Maak ik liever niet bekend



Hoe vaak woont u kerkdiensten of andere religieuze bijeenkomsten bij?

- | | | | | | |
|-----------------------|-------------------------|------------------------|-------------------------|-----------------------|------------------------|
| Nooit | Eens per jaar of minder | Een paar keer per jaar | Een paar keer per maand | Een keer per week | Meer dan eens per week |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Hoe vaak spendeert u tijd in privé religieuze activiteiten, zoals gebed, meditatie of scriptie studie?

- | | | | | | |
|-----------------------|-------------------------|-----------------------|-----------------------------|-----------------------|-----------------------|
| Nooit of zelden | Een paar keer per maand | Een keer in de week | Twee of meer keren per week | Dagelijks | Meer dan eens per dag |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

In hoeverre bent u het eens met de volgende beweringen?

| | Sterk oneens | Oneens | Meer of minder oneens | Neutraal | Meer of minder eens | Eens | Sterk eens |
|---|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|-----------------------|
| In mijn leven ervaar ik de aanwezigheid van het goddelijke. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mijn religieuze overtuiging is de basis voor mijn benadering van het leven. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ik probeer mijn geloof in alle aspecten van mijn leven te verwerken. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Wat is uw geslacht?

- Man
- Vrouw
- Maak ik liever niet bekend

Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

- Basisonderwijs
- VMBO
- HAVO
- VWO
- MBO
- HBO
- WO Bachelor
- WO Master





Bedankt voor uw tijd om aan deze enquête deel te nemen.
Uw antwoord is geregistreerd.

De casus gebruikt in deze vragenlijst is fictief,
de organisatie 'NoodHulpNederland' bestaat dus in werkelijkheid niet.

Bent u een participant via SurveySwap?
Volg dan deze link voor credits: <https://surveyswap.io/sr/bPZA3Oli4FZaMRsa>

Mocht u nog vragen hebben, twijfel dan niet om contact op te nemen met de onderzoeker.
(r.lammers-1@student.utwente.nl)



Literature Logbook

Research Questions

The following research questions were developed for the literature study:

- Which factors motivate donation behavior?
 - o Which factors motivate attitude towards the advertisement and attitude towards the organization?
 - o Which target groups are relevant when discussing donation behaviour?
- To what extent can message framing influence donation behavior?
- To what extent can the use of narratives in advertisements influence donation behavior?
 - o How do message framing and the use of narratives interact?
- How do factors like trust in the sector and religiosity influence donation behavior?

Criteria preferred materials

The main sources for materials used during the literature study, in this case; a theoretical framework, were scientific articles. The articles used were written in either English or Dutch. The majority was however, in English. The mass of the articles were aimed to be recently published articles, however, as the literature study did involve quite a few concepts that were developed some time ago, some older articles were used too. Examples of constructs that were described using older articles were altruism, attitude and trust. Articles selected were from reputable databases, and has to be peer reviewed. Articles were also checked on the amounts of times that it was cited, as more citations means that the source itself is often more valid and reliable. Also, when applicable, books were also taken into account, when they appeared reliable and relevant.

Selected databases

The main databases used were google scholar and Scopus. On very few occasions, google itself was used in order to find news articles which were being used to give an example of how a construct was being portrayed. Overall, Scopus provided many irrelevant results, except when just specifically searching within article titles. However, this on its own provided for a small amount of articles. Google Scholar was used most frequently, as the data base itself searches for relevant articles. This for enabled the finding of works of Andreoni for example, which appeared to be very useful. When working with Google Scholar, it was taken into account that perhaps some non-peer reviewed articles could appear, so this was something that was examined closely for. Both Scopus and Google Scholar had their positives and negatives, and the use of both of these databases created a useful combination of manner of searching for useful articles and relevant books.

Relevant Terms

| Concept | Related Terms | Smaller Terms | Broader Terms |
|------------------------------------|---|--|---------------|
| Donation behavior | Charitable giving, altruistic behaviour, donation intention | Donations, monetary donations | Altruism |
| Attitude towards the advertisement | Donation attitude, advertising effectiveness | Attitude towards charitable advertisements | Attitudes |

| | | | |
|-----------------------------------|--|--|---------------|
| Attitude towards the organization | Organization image, organization values | Attitude towards charitable donations | Attitudes |
| Narratives | Persuasive communication, transportation, identification | Narratives in advertisements | Story telling |
| Message framing | Persuasive communication, positivity, negativity | Gain frame, Loss frame | Framing |
| Trust in the charitable sector | Charitable trust, credibility, legitimacy, | Trust in an organization | Trust |
| Religiosity | Morality, churchgoers, | Christianity, Islam, atheism, religious activity, private religious activity | Religion |

Search Actions

| Number | Date | Database/Set number | Search action + search technique | Total hits |
|--------|----------|---------------------|---|------------|
| 1 | 15/05/19 | Google Scholar | Donation Intention | 146.000 |
| 2 | 15/05/19 | Google Scholar | Altruism | 414.000 |
| 3 | 15/05/19 | Scopus | Impure altruism (Article Title) | 9 |
| 4 | 15/05/19 | Scopus | Pure altruism (Article Title) | 14 |
| 5 | 16/05/19 | Google Scholar | Message framing and donation intention | 26.200 |
| 6 | 16/05/19 | Google Scholar | Narratives and charitable advertising | 31.300 |
| 7 | 16/05/19 | Scopus | Attitude AND organization (Article Title) | 389 |
| 8 | 11/06/19 | Scopus | Attitude AND advertisements (Article Title) | 134 |
| 9 | 11/06/19 | Google Scholar | Trust and charitable giving | 278.000 |
| 10 | 11/06/19 | Google Scholar | Trust definitions | 1.090.000 |
| 11 | 28/06/19 | Google Scholar | Religiosity and giving behavior | 97.900 |
| 12 | 03/07/19 | Scopus | Altruism (Article Title) | 2.648 |

Found references

Below are a few examples of relevant articles retrieved from the search terms above:

Andreoni, J. (1989). Giving with Impure Altruism: Applications to Charity and Ricardian Equivalence. *Journal of Political Economy*, 97(6), 1447-1458. doi:10.1086/261662

Bekkers, R., & Wiepking, P. (2011). A literature review of empirical studies of philanthropy: Eight mechanisms that drive charitable giving. *Nonprofit and voluntary sector quarterly*, 40(5), 924-973. doi:10.1177/0899764010380927

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Feigin, S., Owens, G., & Goodyear-Smith, F. (2014). Theories of human altruism: A systematic review. *Journal of Psychiatry and Brain Functions*, 1(1), 5. doi:10.7243/2055-3447-1-5

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Levi, M. (1999). *When good defences make good neighbours: A transaction cost approach to trust and distrust*. *Papers from the Working Group on the Construction and Maintenance of Trust, working paper series*. New York, NY, US: Russell Sage.

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Reflection

Firstly, different choices were made in the search process to get to qualitative good information. When searching for relevant articles, the database used in the first place was google scholar. This enabled broad searches amongst relevant topics. Further down the road, Scopus was used as a database when looking at narrowed down search based results. Within both of these databases, authors that appeared regularly were looked out for in order to find more relevant and extra information material.

Google searches were done in order to orientate myself on the subject of charitable advertising and giving. This searching enabled the findings of background information and the understanding of key concepts. These key concepts were then used in the search for academic sources in order to find relevant and valuable articles. Article introductions and abstracts provided definitions and references to previous work worth looking at.

As has been mentioned previously, the data base most used was Google Scholar, specifically when looking for broad searches. The downside of Google Scholar that the articles being shown are not always peer reviewed. This was something that needed to be screened for. For the findings of

specific searches, Scopus showed itself to be useful. For future research, the data bases of Science Direct and ResearchGate seem useful too. For these, access to all featured articles would need to be secured.

When looking for relevant search terms, different options surfaced. Different searches yielded new and relevant terms that offered multiple other relevant articles. For example, a search with the use of the terms 'Charity advertisements' led to the findings of fundraising articles. Fundraising as a search term yielded even more relevant articles. Same was found with the term 'Altruism' which led to the more specific terms of 'Pure Altruism' and 'Impure Altruism', which again, yielded more relevant and fitting articles.

When assessing the relevance and quality of found articles, multiple methods were implemented. Firstly, the journal that published the article was looked at. The journals needed to be recognizable in their sector and needed to be peer reviewed. Multiple questions were asked: 'Does the journal have an established editorial review board?', 'What is the date of publication, and does that mean that the article is still relevant?'. The university of the study conducted was also looked into to see if the article came from a recognizable and relevant institution.

Next time, when trying to search for relevant and high quality articles, I would focus on looking into relevant journals themselves first. This would lead to a lot of time saving, when searching. Thus, I would try to find peer reviewed and high quality scientific journals that focus on the area of interest, as this would point to instant access to a database with many relevant and peer reviewed articles.