

Digital crowdfunding strategy: Effect of Non-skippable advertisement of charitable organizations on the monetary donation of YouTube users

Master thesis

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Abstract

Purpose - The transition of traditional marketing, including door-to-door and benefit events, to a more online-focused approach, requires a major effort for charitable organizations to collect monetary donations. A well-known but undiscovered phenomenon within the non-profit sector is the use of video advertisements. The purpose of this research is to provide an understanding to which extent advertisement disclosure within social videos influences the attitudes and behaviour of potential donors.

Design - In order to test the defined hypothesis within the study, the Implicit Association Test (IAT) and an online questionnaire are repeatedly used to measure the unconscious as well as conscious preference for a charitable organization. The respondents (N = 145) within this study participated in an IAT experiment and online questionnaire at the beginning of the study. This was followed by exposure to one of the four videos (disclosure +/- congruence). Right after the video, the IAT experiment and online questionnaire were conducted again to determine whether or not an individual's attitudes and behaviours have been affected. In addition, the factors gender, background, and education were assessed to determine whether an underlying role is present within the study.

Findings - The results within the study provide evidence that advertisement disclosure had no direct effect to the overall intent to donate. However, the relationship emerges when the brand attitude is adopted as mediator. Advertisement disclosure leads to a positive attitude towards a charitable organization, which is due to its credibility and transparency according to most researchers. Furthermore, a significant relationship was found which reveals that an (in)congruent context has a positive relationship to the intention to donate by the adoption of attitude. However, this relationship is only effective when it is accompanied by the disclosure of advertisements. Individually, no relationships have been found around (in)congruence. The above-mentioned findings show similar results during the conscious measurement by online questionnaire as well as during the IAT experiment, in which the unconscious measurement was conducted.

Value – This paper provides valuable insights which suggest that the interaction of advertisement disclosure and congruence has a positive effect towards brand (charity) attitude and donation intention.

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1. Introduction

The requirement for expertise in online advertising is assuming an increasingly prominent role in the fundraising strategy of charities. Comparing to earlier decades, it is getting more complicated to attract millennials to donate to a charity by using traditional marketing techniques (e.g., newspapers, televisions). The movement of this group of consumers from traditional (print and television) towards digital activities (e-mail and social media) seems more and more evident (Tanyel, Stuart & Griffin, 2013). The transition necessitated adjustments in the strategy of charities whereby online marketing expertise is crucial. Based on these insights, charities such as War Child and UNICEF spend millions of euros each year on advertisements in order to get the necessary attention for their societal points of view. Consumers are overwhelmed daily with these advertisements which are often presented in the form of static banners. For intense internet users, continuous exposure to static ads has resulted in banner blindness (Owens, Chaparro & Palmer, 2011). This is referring to the aberrant attitude which an individual maintains when being confronted with a persuasive message such as a banner. The frequency of exposure which an individual endures daily ensures that a certain form of persuasive knowledge is being developed in which an individual can avoid advertisements without any form of effort (Resnick & Albert, 2014). A few companies acknowledge this tendency and have adopted a more interactive format, by which they use video advertising on social media. Nowadays, most of the donations are being generated by a video on Facebook. In accordance with Twenge et al. (2012), Youtube has the potential to play a more influential role concerning the collection of donations.

YouTube has evolved over the years into the largest video platform in the world, with more than 30 million visitors a day (Baghei, Pai, Rashid & Muragundi, 2020). The subsidiary of Google enables users to watch and post videos for free. While online advertising is a well-established concept, on the YouTube platform, video advertising is respected as a new experience by countless viewers. The reason is that visual and moveable aspects have a more sensitive interpretation than textual components. The ability of video advertising provides companies the simplicity to create an extensive reach of viewers with minimum or no complications. With this prospect, more advertisers are adopting the use of video advertising, which results in a race with competitors to obtain the most desired advertising positions on YouTube. While the importance of efficient and effective advertisement is growing, even more, is the accomplishment to create a positive attitude towards a brand with video ads. The

brand attitude is defined as the evaluation process of an individual towards a brand (Gardner, 1985). Identifying the perceived evaluation of the individual is important for advertisers because it may influence thoughts, actions, and behaviours. According to Aaker and Bruzzone (1985), through advertisements, brands can evoke various emotional aspects, such as warmth, entertainment, and surprise.

1.1 Problem

The transition into the online environment was more complicated for some organizations in comparison to others, especially supporting organizations such as charities perceived that transition negatively (Nguyen & Faulkner, 2020). Earlier, the strength of charities was to collect donations through one-on-one contact in which potential donors were emotionally stimulated through storytelling. This physical interaction commonly leads to empathy, which in turn provoked donations (Liu, Suh & Wagner, 2018). As a consequence, with the shift to online channels, it seems that a certain degree of generation gap has emerged where each generation distinguishes its characteristics of behaviour. According to Cisco research (2017), the generations Babyboomers (1955-1970) & Generation X (1970-1985) adopted a generous attitude to physical contact, whereas Millennials preferred to spend attention to charities using the online environment. From this point of view, charity organizations concentrated more on online opportunities, including static advertisements. This is a promotional tool that is used to display a contextual message on a variety of websites in return for payment. A well-known platform where this occurs is Google, in which commercial as non-commercial organizations run advertisements to attract the attention of users. In addition to Google, there are other platforms where it is possible to place advertisements in which often the high bidder receives a more advantageous position within the platform. The competition to obtain the best positions ensures an abundance of ads that overwhelm users in their daily lives.

The exposure to numerous statistical advertisements has resulted in a strong negative association of users towards advertising, without judging the content of the advertisement (Campbell et al., 2017). Following Jeon et al. (2019), the use of video advertisements was supposed to provide a new meaning to a negative association with the use of moveable, visual, and targeted content. From the Cisco study (2017), it appears that over sixty percent of the users have retained the video message rather than static messages over some time. Although it offers many advantages to the advertiser, it is negatively associated among users

compared to static ads. The main reason for this negative association around video advertisements is the frequency of the exposure, incongruity, and timing of the ads (Belanche, Flavian & Perez-Rueda, 2018). These claims are summarized from the cognitive evaluation process of the individual. In this process, it is suggested that an individual is unable to evaluate adequately since an ad appears unexpectedly, cannot be resolved, or that an excessively long duration of the ad obstructs the strength of evaluation (Goodrich, Schiller & Galletta, 2015). From the emotional aspect, the users indicate that advertisements are perceived as "commercial". The interpretation can be identified by the Persuasion Knowledge Model (PKM) that states that the individual developed a certain form of persuasion knowledge from previous experiences (Friestad & Wright, 1994). If an individual is confronted with a persuasion, the obtained knowledge will be activated, which will result in counterstrategies. These counterstrategies can be expressed at the emotional level by adopting a negative attitude or at the behavioural level by avoiding or neglecting an advertisement. In order to counter the assumed negative associations, advertisers attempt exposure of advertisements from different perspectives to encourage factors such as amusement and curiosity (Nikolinakou & King, 2018). For instance, attention is given to the length of an advertisement that can range from several seconds to several minutes. While some video advertisements provide the user the option of clicking away after a few seconds, others require users to complete the ad to view the desired YouTube video. Publishers also have the ability to control the timing of whether an ad is displayed before the video (pre-roll), within the video (mid-roll), or beyond the video (post-roll) (Li & Lo, 2015). This research focuses mainly on the pre-roll variant since users are more likely to adopt an active attitude concerning the other variants. The degree to which users are enabled to be independent and unrestricted in YouTube is considered an important element in the behaviour (Krishnan & Sitaraman, 2013). According to Cho & Cheon (2004), intrusiveness and the unexpected obstruction of an advertisement determine the degree of annoyance of the user. Where exposure to an advertisement interferes with the purpose of the user, this can be perceived as a restriction of freedom of choice. Constraining the freedom of choice often evokes resistance as subsequent consumer behaviour. To control the resistance of users, advertisers attempt to enhance the freedom of choice by applying the 'skip function' and alignment, among the YouTube video. The "skip function" feature allows users to skip an advertisement after five seconds. This has various advantages, and disadvantages as well. As an advertiser, charges are only made when the user accesses the entire video advertisement. To which extent it is beneficial for the advertiser depends on the purpose to be achieved. If the purpose of a video

advertisement is to affect the buying intent, it generally takes a longer time for the advertisement to share its unique selling points (USP). Several studies indicate that users have a stronger preference to skip advertisements if the possibility occurs (Campbell, Mattison Thompson, Gimm & Robson, 2017). This sophisticated user behaviour makes it complicated for charitable organizations to share societal points of view since the chances occur that an advertisement would be skipped beforehand when utilizing a 'skip function'. Another but frequent avoidance behaviour among users is the incongruous correspondence of commercial advertisements in line with the YouTube video. An advertisement related to the YouTube video has a significantly more pronounced effect on the brand attitude and brand recognition among users than an advertisement that lacks congruence (Belanche et al., 2017). The presence of congruence strengthens the relationship with brand attitude as the user is familiar with the company or product or is engaged with the subject, which makes it easier to maintain attention (Kim et al., 2019). Incongruence generates opposite behaviour as well as an inactive attitude towards the "commercial" message. The inactive attitude occurs since the advertisement has no personal relevance to the video that an individual desires to watch. This increases the likelihood of a negative attitude that people take towards an advertisement. To sum up, it appears that the application of congruence and a non-skippable advertisement offers potential to influence an attitude of the individual.

Most researchers have a common opinion that the disclosure of advertisements harms advertising results (van Reijmersdal et al. 2012; Evans, Phua, Lim & Jun 2017). This is based on the fact that users avoid ads in many cases if the message is perceived as commercial without any evaluation regarding the substantive message in the advertisement. From the charitable sector, this point of view can become problematic as these supporting organizations strive to make the public aware of their social mission message. The strength of video charity messages has been proven in the past few years. A well-known example of this is the fundraising campaign for forest fires in Australia in 2019. After watching the Facebook videos, many donators decided to donate to charities, including the Worldwide Fund for Nature (WWF), which helps the victims and animals. The videos were presented without any form of paid advertisements. However, there is an emerging trend in online charitable donations from users, although there is less information on the brand attitude that has been created or changed with relation to a video ad that contains a social point of view. To sum up, the main problem for charitable organizations is the fact that fundraising using advertisements becomes difficult since consumers assume a negative experience when they recognize an advertisement label

such as ‘paid promotion’ (Wojdyski & Evans, 2016). The above-mentioned problem is assumed by charitable organizations whereas there is scientific inadequacy to find out whether people perceive advertisements disclosure in relation to charities as negative as well. Furthermore, lack of evidence shows that advertisement incongruence causes a negative attitude towards a charity. Based on this gap, the study will examine the attitude towards non-skippable video ads of charities, whereby factors; congruence & ad disclosure will be considered. The findings of the study will provide an understanding of the insertion of advertisement disclosure and congruence affects the attitude and behaviour of millennials.

1.2 Research question

In order to contribute new knowledge to the field of advertising, the following question has been elaborated:

‘How are brand attitude and the intention to make donations to a charitable organization affected by advertisement disclosure within non-skippable video advertisement?’

1.3 Research sub-topics

- 2.1 The trends of video advertisement on YouTube
- 2.2 The difference between charity advertising & commercial advertising
- 2.3 The effect of advertisement disclosure on consumer behavior
- 2.4 A different attitude toward charitable organizations
- 2.5 The underestimated influence of congruence
- 2.6 The effect of charity attitude on monetary donation

1.4 Research scope

An experimental study will be conducted to determine the scope of video ads. The video advertisement with content about a social concept will be positioned before a related YouTube video. The video ad focuses primarily on the effects of ads and sponsored disclosures. The study is conducted within the YouTube media platform since it attracts more than one billion visitors each month (Pikas & Sorrentino, 2014). In 2019, more than 51% of marketers posted video ads on YouTube. The amount of traffic on this platform

enables marketers to target specific audiences. During this experiment, an Internationally renowned charitable organization will be used. The research describes the charity's brand as 'the given brand'. The respondents may be already familiar with the brand, which may affect their behaviour during the experiment. A well-defined research process can reduce or eliminate bias in the results.

1.5 Academic and practical relevance

The academic relevance of this research consists of the fact that it explores this topic in a way that is lacking in the existing literature. There are many studies that examine the effectiveness of video ads in terms of brand attitude and purchase intention, but there is limited literature on the relationship between social interest and video ads. This study fills the academic gap by examining the relationship between these two aspects. In depth, the study provides scientific perspective to examine the extent to which ad reveals on the YouTube platform play a role in online consumer behavior. In addition, the study offers relevance to the existing academic theory of persuasion knowledge that will be tested from a social content dimension. Until now, most of the theories have been tested on commercial expressions, where non-commercial expressions played a less prominent role. In addition to its academic relevance, the research also has practical applications. The emerging trend of video advertising requires new expertise from marketers.

The results of this research add in-depth knowledge to the field of advertising by providing insight into the extent to which video advertising by organizations can influence user behavior. The findings of the study highlight the potential power of advertisement disclosure and congruence within video advertising for the nonprofit sector in particular.

2. Literature review

The research on advertisement disclosure in the video is modeled on previous work by Dr. Bartozs W. Wojdyski & Dr. Nathaniel J. Evans. Both researchers have made several publications available which examine the effect of advertisement disclosure on various variables (Wojdyski & Evans., 2016; Evans, Hoy & Childers., 2018). Also, in this research, the same variables consisting of brand attitude and purchase intention (monetary donation) will be retested. Most of the research published so far focuses on static advertisements such as

'native advertising' with a focus on the profit sector. In this study, the review will take place from an interactive dimension in the field of video ads with a focus on the non-profit sector. In addition to the existing variables, the moderated effect of 'congruence' will be assessed as well. Previous literature on video ads shows that the addition of congruence has an influential role in measuring the effectiveness of video ads (Kononava & Yuan, 2015). In addition to the experimental variables, the earlier mentioned theories (*Table 1*) have been applied to validate the research

2.1 The trends of video advertisement on YouTube

Each day millions of views are generated on the platform of YouTube. The amount of reach that is generated makes it often attractive for marketers to respond to these trends. On this platform, advertisers can expose content in video format besides static ads. Generally, YouTube features two different video variants. The first variant allows the advertiser to pre-post an ad in which the user has to completely look at the video ad to see the desired video. The other most popular variant is the True-view ad, which allows a user to skip an ad after five seconds. This can be placed before the video (pre-roll), during the video (mid-roll), or after the video (post-roll). In this research, the pre-roll variant is adopted because studies show that the experience is less disturbed when a video ad is placed in advance compared to the other variants (Campbell et al., 2017). According to Edwards et al. (2002), the non-skippable ad hinders the customer experience by limiting an individual's sense of self-control and freedom. This is characteristic of the Reactance theory that assumes that people will behave inconsistently when their freedom is threatened (Quick et al., 2015). When people feel compelled to view an ad before the video starts, this can result in the advertisement being ignored or a negative attitude is being created (Cho & Cheon, 2004). An individual's avoidance behaviour can occur at cognitive, affective, and behavioural levels. From a cognitive avoidance behaviour, the content evaluation of views in the video is avoided. At an effective level, the focus is more on the negative feelings that are evoked when exposed to advertisements. Over time these emotions can turn into negative attitudes towards brands that are represented in the advertisements. Among behavioural avoidance, the individual tries to avoid an ad by undertaking certain activities, such as clicking away from an advertisement or starting a new page (Li & Huang, 2016). Although the TrueView variant (skippable) offers a certain degree of freedom and self-control, it is also characterized by a high percentage of bouncing (abandonment). The level of percentage describes the number of

users who have deliberately skipped an advertisement. According to the research of Pikas and Sorrentino (2014), an average of 88% of viewers on YouTube skipped the ads if the possibility arose. This avoiding behaviour has several explanations. According to McCoy et al (2007), a video ad is often considered intrusive and annoying. The intrusive feeling is experienced by an individual if the desired activity is disturbed by exposure to an advertisement. Consumers try to counter these negative emotions by avoiding ads on a behavioural level (e.g., clicking away from the ad). For motivational reasons, consumers can also decide to skip an ad (Krishnan & Sitaraman, 2013). The skippable variant gives advertisers approximately five seconds to generate a positive evaluation of the ad in the form of time and effort. If the observed elements in the advertisement are not in line with the persuasion to devote attention, it will also lead to advance (Cho & Cheon, 2004).

Based on the above statements, evidence emerges that a contradiction arises to some extent about the effectiveness of video advertisements. Several studies argue based on the Reactance theory (1966) a TrueView variant is deemed to have a likelihood of a positive attitude than a non-skippable variant (Youn & Kim, 2019). However, in this study, the non-skippable variant is selected based upon a recent study by Goodrich, Schiller, and Galleta (2015) assuming that a longer duration of pre-roll ad results in a better viewer evaluation process. A video ad with a duration of three or five seconds has a more negative attitude in this research than a video ad with a longer duration. This is explained by the fact that a longer duration of an ad leads to a better interpretation of the message, which in turn influences emotions and other behaviours (Belanche et al., 2017). In addition, charities stand for the creation of empathy and pro-social behaviour of the individual. Allowing users to avoid an ad, in combination with the underlying idea that many consumers avoid ads, minimizes the minimization of building empathy.

2.2 The difference between charity advertising & commercial advertising

The role of marketing has expanded over the years in the general society, benefitting not only commercial organizations but also others in society, such as educational activities, government, and charity support. The transition to a more social approach to marketing evoked a discussion amongst researchers about the differences between the concepts of 'social marketing' and 'non-profit marketing'. According to Andreasen (1995), the definition of "social marketing is defined as the adoption of marketing techniques which are aimed to

influence the voluntary behaviour of a target group with the overall purpose of improving the well-being of society. Non-profit marketing is described primarily as the application of marketing to improve the well-being of an individualistic aspect in the form of bondage, corruption, health, and any other form in need of protection (Shanahan et al., 2012). The purpose of improving the well-being of the entire society has lower precedence in non-profit marketing in comparison to social marketing. According to Kotler and Zaltman (1971), both types of marketing have a strong connection with social marketing as part of non-profit marketing. This is rationalized based on the idea that solving a social individualistic problem provides a positive contribution to overall welfare improvement.

In this research, from the point of view of Kotler & Zaltman (1971), the attention is focused on an individualistic group frequently related in the area of non-profit marketing, namely charity advertising. A remarkable way of advertising that has made significant strides over the years on the social medium platform. Each year charities spend millions of dollars to get attention for their social standpoints through the use of advertising. However, there are many question markers about what the term 'charity advertising' means. According to Kim (2014) 'charity advertising' is being defined as the way of advertising to persuade current as potential donors to accomplish a specific behaviour in the form of time or money. Even Chang (2014) has a comparable interpretation about the meaning but has a more extensive definition. According to Chang (2014), charity advertising is more defined as the way of advertisement that expresses motives to evoke an altruistic or selfish motivation from a donor (Chang, 2014; Brunel & Nelson, 2003). In contrast to Chang, Small & Verrochi (2009) consider charity advertising as a form of advertising to manipulate the internal emotions of a target group and to arouse responsibility and sympathy by using images of suffering benefactors. Nevertheless, this research focuses on the interpretation of Chang (2014) since it has a more recent formulation that is frequently related to well-known academic journals about charity

marketing. From a scientific point of view, most researchers claim that in recent years charity advertising has gained in-depth due to new relationships that have been found concerning brand attitude and monetary donation. The well-known relationships that have been found are the effects of emotional appeal on donations (Septianto & Tjiptono, 2019; Erlandsson et al, 2018).

Advertisers are influencing the method of donation through the different types of appeals to which donors are exposed. The appeals can be divided into two types of variants: altruistic versus egoistic (Brunel & Nelson, 2000). Studies suggest that the use of altruistic appeals in which helped benefactors are exposed rather leads to a donation in form of voluntary work (time). Whereas the use of egoistic appeals revealing that benefactors in need lead to a desire for a donation in the form of money (Chang & Lee, 2011). The significant relationship between the type of appeal and the form of donation is established through motives highlighted in the appeal. Altruistic appeals are characterized by the message 'help others' which focuses on giving others an advantage with a donation with no expectation of some reward. The egoistic appeal is in contradiction to the altruistic appeal which is characterized by the indication of self-benefit in which behaviour should lead to a certain benefit or reward to a donor (White & Peloza, 2009). The attitude a donor adopts depends strongly on the situation in which he or she operates. Donors with an altruistic motivation are willing to help others with minimum demand for help, whereas donors with an egoistic motivation are only willing to help when benefactors are in necessary circumstances for escape (Batson et al., 1987). The motivation to act egocentrically occurs when a person is exposed to egoistic motives in an appeal. Exposure to these egoistic motives results in donating in the form of money because it takes less effort than a donation in the form of time (Chang & Lee, 2011).

Table 1 Applied theories with description

Author:	Theory:	Description
<i>J. Brehim (1966)</i>	Reactance theory	A socio-psychological theory in which is stated that an individual is activated to resist if one is being obstructed or threatened in their freedom.
<i>Petty & Cacioppo (1986)</i>	Elaboration Likelihood Model (ELM)	Describes how an individual's attitude is formed or changed from two distinct routes consisting of the central and peripheral routes.
<i>Ajzen (1991)</i>	Theory of planned behaviour (TPB)	The theory states that the 'conscious' behaviour of an individual derives from the intention to be shown a behaviour. This intention is determined by attitude, subjective & perceived behavioural control.
<i>Friestad & Wright (1994)</i>	Persuasion Knowledge Model(PKM)	Defines the knowledge that an individual develops about persuasion attempts and applies this knowledge whenever confronted with these expressions.
<i>Y. Yi (1991)</i>	Contextual priming effect	States that previous exposure to contextual factors may encourage or activate the individual to stimulate the evaluation process of the information in the advertisement.
<i>Fishbein & Ajzen (2010)</i>	Reason Action Approach	The model is an addition to the TPB model which claims that an individual's behaviour is influenced by background factors and beliefs.

2.3 The effect of advertisement disclosure on consumer behaviour

In the past few years, the ethical conduct of online advertising has been monitored more and more. The need for more supervision arose due to the misleading activities of advertisers to minimize the lines between commercial and non-commercial expressions. The alarming effect is evident in the research of Wojdyski & Evans (2016). This study describes, from different angles, the evaluation process of an individual upon disclosure of an advertisement. For this purpose, experiments were conducted to find out to what extent an individual was able to distinguish a commercial expression from a non-commercial one. The results showed that 4% of the respondents recognized being exposed to an advertisement. In order to combat these deceptive activities, the Federal Trade Commission (FTC) has implemented several guidelines that specify how advertisements should be presented to their audience. In short, the guidelines of the FTC describe the keywords 'clear & conspicuous'. Under the term "clarity," the language used is monitored to ensure if it is understandable to an individual with minimal motivation. Well-known examples from FTC advice are contextual disclosures in labels such

as 'sponsored' or 'paid advertising'. In the area of 'conspicuousness', attention is focused more on external aspects, such as the positioning and size of the disclosure.

The rigorous monitoring of compliance with the guidelines is designed to protect consumers against misleading communication. It additionally allows consumers to generate rational evaluations regarding the advertisement. Some studies establish results in which the disclosure of an advertisement leads to a negative attitude and purchase intention (*Table 2*) (Liljander et al., 2015; Evans, 2017). This is explained, according to Reijmersdal et al., (2016) by activation of persuasiveness. As stated before, the persuasiveness of an individual will be activated when faced with a commercial expression. Subsequently, this activation is triggered by resistance strategies at cognitive (counterarguments) and affective (negative attitude) levels to minimize the persuasiveness. The degree of resistance to persuasive messages is affected by the self-regulation of an individual. According to Wheeler et al., (2012) the reduction of self-regulation ensures a more positive attitude towards persuasive messages. With this perspective, advertisers attempt to minimize disclosure in order to reduce self-regulation. According to Boerman et al., (2015) found contradictory results which show that the strength of persuasion increased when an individual recognizes the presence of a disclosure.

The activation of persuasiveness ensures that an individual is empowered to reflect on commercial expressions through their intrinsic motivation. Some studies even argue that transparency with disclosure labels has a positive effect on the credibility of an advertisement (Lu, Chang & Chang, 2014; Campbell & Marks, 2015). Other studies also found a correlation that the disclosure of an advertisement not only increases the perceived credibility, but also the attitude toward the brand and the behavioral intention (Colliander & Erlandsson, 2015). Based on the assumption that the disclosure of a video advertisement has beneficial effects on the behavioural intention of an individual, the following hypothesis has been elaborated.

H1: The presence of advertisement disclosure within charity videos has a positive effect on monetary donation.

Author & Year	Source	Purpose	Key variables	Relevant results
Boerman, Van Reijmersdal & Neijens, 2012	<i>Journal of Communication</i>	Effect of advertisement disclosure and duration on brand responses	Advertisement disclosure, brand attitude	Increased exposure to disclosure labels has negative effects on the attitude what an individual takes towards a brand.
Lu, Chang & Chang, 2014	<i>Computers in Human Behaviour</i>	Consumer attitude and purchase intention toward disclosure labels	Advertisement disclosure, brand attitude, credibility, purchase intention	Disclosure of advertisements leads to a positive brand attitude and purchase intention from the perspective that transparent communication increases the credibility of the content.
Collander & Eriandsson, 2015	<i>Journal of Marketing Communications</i>	Revelation of disclosure labels within blogs	Advertisement disclosure, brand attitude, behavioral intention	The use of advertisement disclosure results in a positive brand attitude and behavioral intention as compared to advertisements without disclosure labels
Campell & Mark, 2015	<i>Business Horizons</i>	The new form of online advertising; native ads	Advertisement disclosure, brand attitude	Advertisement disclosure activates the persuasion knowledge of the individual but has a positive contribution to brand attitude through the influence of credibility and trust.
Liljander, Gummerus & Söderlund, 2015	<i>Internet Research</i>	Response of young customers to disclosure labels within advertisements.	Advertisement disclosure, brand attitude	The recognition of advertisement disclosure activates the persuasion knowledge of the consumer whereupon resistance will occur towards the stimulus with a negative brand attitude as a consequence.
Van Reijmersdal et al., 2016	<i>American Behavioral Scientist</i>	Effect of disclosing advertisement content; resistance strategies of consumers.	Advertisement disclosure, brand attitude, purchase intention	Recognition of disclosure labels activates the persuasion knowledge of the individual which proceeds to apply counter strategies (negative attitude) to avoid the advertisement. Resistance in turn drives a negative effect on the purchase intention
Wojdyski & Evans, 2016	<i>Journal of Advertising</i>	Effect of disclosure language and position on consumers' evaluation process	Advertisement disclosure, brand attitude, purchase intention	The non-application of disclosure labels damages the credibility and trust of an advertisement. In addition, an effect was also found around the position of disclosure labels on the attitude and behavior towards a brand.
Evans et al., 2017	<i>Journal of Interactive Advertising</i>	Influencing advertising, effect of disclosure labels on attitude & behavioral intention	Advertisement disclosure, brand attitude, behavioral intention	Disclosure language affects attitude and behavioral outcomes to a brand compared to content without advertisement language labels.

Table 2 Literature matrix ad disclosure

2.4 A different attitude toward charitable organizations

Previous studies reveal that the establishment of a donation is dependent on the attitude of an individual towards charity (Alhidari et al., 2018). In order to confirm or eliminate this statement, we need to know what the concept of brand attitude means, and which statuses and influences are known regarding the relationship between brand attitude and monetary donation.

According to Rossiter and Percy's model, Brand Attitude is defined as *'the attitude referring to a buyer's overall evaluation of a brand with respect to its perceived ability to meet a currently relevant motivation'* (Percy & Rossiter, 1992). According to Kotler's theory, brand attitude is defined as *a favorable or unfavorable evaluation, emotion, and behavioural tendency that an individual experienced toward a brand'* (Kotler, 2009).

Based on the above-mentioned definitions can be assumed that brand attitude is defined as the attitude of an individual based on evaluations and emotional stimuli towards a brand. This attitude can exhibit in a positive as well as in a negative form depending on the perceived evaluation. Also, in the non-profit sector, brand attitude is interpreted in the same manner. However, the 'evaluation towards a brand' is often mentioned as the 'attitude towards charity organization (ACO)' in the non-profit research (Web & Green, 2000). The attitude a donor adopts can establish themselves in the long term. For this reason, advertisers spend much attention to build a positive brand attitude among the donors. According to Miniard et al (1990), the attitude of a consumer towards an advertisement has a significant influence on the attitude towards the brand in the advertisement. This is confirmed based on the results of the well-known Elaboration Likelihood Model (ELM), which illustrates that a persuasive message can be interpreted through the central cognitive route of the peripheral route (Petty & Cacioppo, 1986). A consumer who processes a message from the central route concentrates on the nature of the arguments raised by rational motives. People can also interpret the message from a simplified 'peripheral route' in which the focus is more on less content-related aspects, such as attractiveness and design (Petty & Cacioppo, 1984). Both routes found a significant correlation between advertising attitude and brand attitude (MacKenzie & Lutz, 1989).

Charities' aim is not only to create a positive brand attitude but also to encourage behavioural intent in the form of a donation. Earlier studies suggest that a positive brand attitude is more likely to result in a donation than a negative attitude (Erlandsson et al, 2018). An important reason for this is the trust towards the voluntary sector established through a positive brand attitude. People have more likelihood to trust the voluntary sector if a positive attitude is created about the value of the non-profit organization, its work, and the fundamental idea behind the donation (Sargeant & Lee, 2002). In addition, by sharing information about past successes, donors have a better understanding of how donations have been spent by the charities. In proving that a charity can meet its obligations, trust is fostered (Ranganathan & Henley, 2008). Although past success is not a guarantee for the achievement of future goals. As opposed to a success-focused ad, a forward-looking ad can provide potential donors an understanding of what charitable organizations intend to do through donation. At the same time, the issue with forward-looking advertisements is that donors will be unable to observe the impact of their donation (Freriksen, 2014).

Several studies in the past suggest that declining confidence in a charity was often blamed on the lack of transparency (Bekkers, 2003). Charitable organizations can enhance the trust of donors by being transparent in their communications. Transparency is the openness of a charitable organization's financial spending pattern. A major reason for the need for transparency arose from an abundance of negative reporting in the media. The publication of wages that are paid annually to the top officials of charities is a prominent example of this. These publications evoked negative emotions in the form of insecurity and suspicion about whether donations would turn out well (Stanwick & Stanwick, 1998). For charities, the loss or reduction of trust is a major threat. A willingness to donate is, in fact, the trust that a donor expresses towards a charitable organization and its objectives. In the past few years, many researchers have agreed that sharing successes achieved in the past and being transparent about financial matters have a positive effect on trust, which in turn creates the desired attitude (Hyndman & McConville, 2016).

Brand attitude performs a mediation role in the relationship between advertisement disclosure within the video and the intention to donate based on different assumptions. An assumption exists that a favourable attitude toward a social (non-profit) advertisement produces a transmitting effect on the attitude toward a charitable organization. As mentioned before, disclosure of an advertisement can result in credibility and trust, which in turn result in a

favourable attitude towards the advertisement. From a second viewpoint, individuals will only donate when they have adopted an attitude (valid for central as well as peripheral route) towards a charity. Based on this ground of argument, the following hypothesis has been formulated.

H2: Brand attitude has a positive mediated effect on the relationship between advertisement disclosure within charity video and monetary donation.

2.5 The underestimated influence of congruence

The process of building a positive attitude towards an object, brand, or company is becoming more and more complicated due to the heterogeneous expectations of customers.

Advertisement exposure is often perceived as intrusive and disruptive (Zha & Wu, 2014).

Every day, advertisers are looking for attention-grabbing elements to turn the negative assumptions about ads into a positive attitude towards the brand or business. From this point of view, various studies have made an interesting finding with the application of 'congruence'.

The phenomenon of 'congruence' is defined as the correspondence between elements that are aligned with each other (Stipp, 2018). The correspondence can be between visual and contextual messages or on content. In this research, congruence is defined as the correspondence in content between the (pre-roll) advertisement and the context of the 'desired' YouTube video (e.g., exposure of a WNF video advertisement before a YouTube video with the title 'endangered animals'). The importance of congruence has been proven before in traditional marketing, where the correspondence between advertising and television programs resulted in a better attitude towards advertising as towards the brand in the advertisement. This is explained by the fact that the degree of congruity allows for a better evaluation process concerning the advertisement (Martin-Luengo, Luna & Migueles, 2015).

Congruence stands eye to eye with personal relevance when being exposed to a video ad. According to Cho (2013), a consumer watches a YouTube video to fulfill a particular desire. If the perceived ad matches the consumer's desire to some extent, it is marked as personally relevant. Also, Edwards et al., (2002) has a similar statement but describing it from an opposite direction, where negative evaluations emerge as disruptive and intrusive if a non-personally relevant motivation is perceived. It is based on the contextual priming effect which defines that deviation from an advertisement concerning YouTube video results in a negative

appreciation on an affective or behavioural level (Yi, 1990). This is due to the complexity of incongruity. If a person is not able to see a connection between the ad and the video, this will be evaluated as negative. The negative evaluation is less likely to occur with a video that is experienced as personally relevant (Kim & Sundar, 2012). From earlier literature (Morris et al., 2016; Pikas & Sorrentino, 2014), personal relevance is recognized as a characteristic of engagement. If the relevancy to an advertisement increases, the engagement is significantly increased as well, activating cognitive and affective sources of the individual, which results in a deeper process of evaluation. Most research agrees with the fact that personal relevance can result in more attention and positive emotions to the user. However, there are contradictory arguments about the effectiveness of congruence. According to Jeong & King (2010), incongruous ads can be more effective than congruous ads. Well-known brands evoke certain expectations and associations. If an individual is exposed to an incongruous ad, it will require deeper processing to resolve the incongruity. Insider knowledge of the brand will resolve the mismatch and create a profound evaluation (Mills, Pitt & Ferguson, 2019). This is called the novelty effect where processing takes place to evaluate a new and unexpected aspect (Sung, Hartley, Vanman & Phau, 2016). In the case of an unknown brand, an incongruous advertisement is more likely to be perceived by a consumer as disturbing because the desired prior knowledge and expectations are not present. As a result, the consumer is unable to resolve the incongruity, which will lead to a negative evaluation. In this research, it is assumed that exposure to a video ad of a 'known' charity without congruence will result in new and unexpected evaluations of the individual. It is assumed that deep processing of the ad creates a profound evaluation of 'the given brand' without the influence of congruent support.

H3: The absence of congruence has a positive moderated mediation effect on the relationship between advertisement disclosure within charity video and monetary donation.

2.6 The effect of charity attitude on monetary donation

The amount of charity organizations has significantly increased over the past few years. Each year, several thousands of new organizations are accredited to manifest themselves as supportive organizations for social issues. Funding for these solutions often depends on the donations that are received. This demands a high degree of effort due to the high competition on the market. According to Kashif et al., (2015) the intention to donate will increase if the persuasion of a charity is in line with the wishes of a donor. The choice of a charity also has a

competitive advantage compared to other charities. Studies show that a positive attitude towards charity results in a negative or a less good attitude towards other charities (Erlandsson et al. 2018). From this point of view, charities attach high value to be distinctive in order to attract potential donors. As stated before, the donors contribute in the form of time or money. According to the research of Brown & Taylor (2015), these donations are made through multiple mechanisms. One of the mechanisms is characterized by an individual's intrinsic motivation to get fulfillment from a donation. According to Andreoni & Payne (2013), the other mechanisms are described from the extrinsic motivation in which donations are made by motives such as status and social pressure. Extrinsic motivation is characterized in practice as guidance from the social norm. An individual's choice is based on the motive of the environment. If several acquaintances donate to a charity, there is a considerable probability that an individual will also donate in order not to remain excluded. Even charities identify the behaviour of these individuals and endeavor to anticipate this in the long term. Nevertheless, donors who donate under social pressure are less satisfied than those who donate under intrinsic motivation (Van der Linden, 2011).

Many studies indicate a significant correlation between the attitude of an individual and intention to donate. Many of these studies are based on the Reasoned Action Approach model (Ajzen & Fishbein; Kashif, 1991; Sarifuddin & Hassan, 2015) which states that the intention to donate not only depends on internal (feelings) and external motives (social pressure, status) but also depends on the attitude that is adopted towards the brand or organization. Using this model, McSweeny (2006) also identified a significant relationship where a positive attitude towards charity is more likely to result in a monetary donation. Besides the attitude, familiarity with a charity also affects the behaviour of an individual. The notion of familiarity refers to an individual's previous experiences and knowledge about a charity. Studies indicate that familiarity has a beneficial effect on monetary donation due to the diminishing and decreasing effect of uncertainty.

In addition to intrinsic motivation, demographics and socio-economic factors also affect the degree of donation. For instance, in the Western society, it appears that a differentiation has been found in terms of gender to donation intention (Lee et al., 2007). It is assumed that females have a higher donation intention compared to males based on time as with in monetary terms. Research by Nicholas emphasizes age which shows that older age groups tend to commit themselves to support organizations rather than younger age groups. It is

explained by the fact that older people have higher assets, which simplifies generosity of behaviour compared to younger age groups. However, there are also studies claiming that an individual's living with a high standard (expensive house, expensive location, large family) might be less generous due to high costs and lower free disposable wealth (Müller et al. 2014). The reduction in free disposable wealth is balanced by the reduction in donations. Differentiation is also found between motivations to donate between students and professionals. The majority of students donate based on empathy, were donating in the form of time is preferred to professionals, who are more attentive to the added value of a donation and express this in the form of money. Also, a noticeable pattern can be found between education level and donation intention, in which it is assumed that a higher education level is more likely to be open to a donation intention. This pattern can only be recognized in Western societies (Lee et al., 2007).

2.7 Hypotheses & Conceptual framework

H1: The presence of advertisement disclosure within charity videos has a positive effect on monetary donation.

H2: Brand attitude has a positive mediated effect on the relationship between advertisement disclosure within charity video and monetary donation.

**Additional explanation H2: Brand attitude has a positive influence if the advertisement disclosure within charity video is present, people will have a positive attitude, which consequently leads to a higher intention to donate.*

H3: Congruence has a moderated mediation effect on the relationship between advertisement disclosure within charity video and monetary donation.

**Additional explanation H3: Congruence has a positive influence if the advertisement disclosure within charity video is present, people will have a positive attitude which in turn lead to a positive monetary donation.*

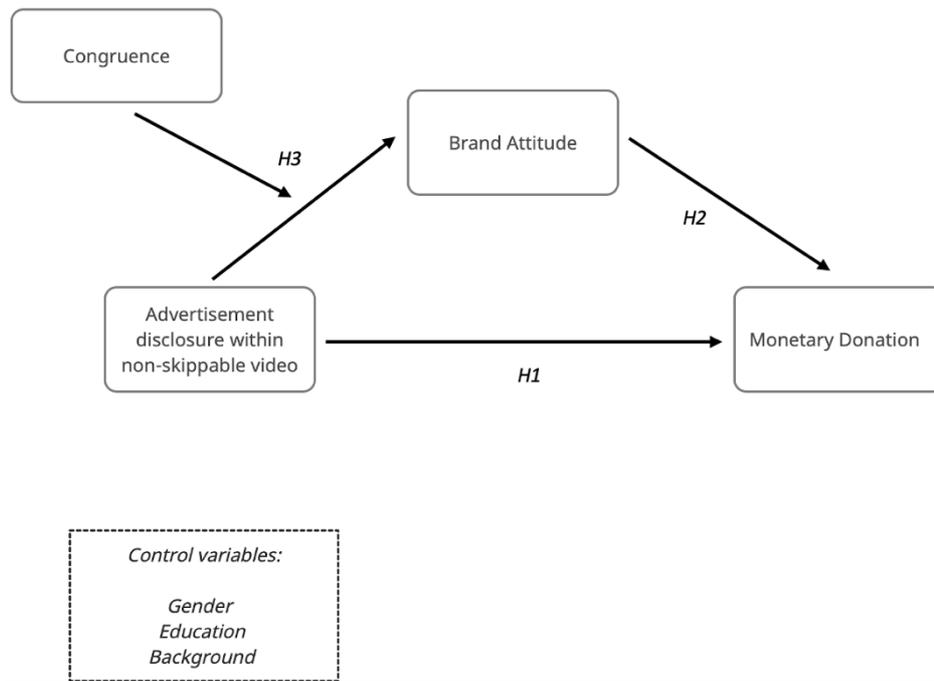


Figure 1 Conceptual Framework

3. Methodology

3.1 Participants & Data collection

For attracting experimental samples, a minimum of 30 participants is required for each condition (Roscoe, 1975), which makes it necessary to conduct a minimum of 120 participants, as indicated in Table 3. During the experimental phase, no distinction is made between gender, except age and donor experience. The study focuses primarily on the age category of Millennials (1980-1991). The selection is based on several angles, first, it appears that the Millennials had a higher utilization ratio compared to other generations in the online environment. In addition, millennials are more likely to show pro-social behaviour in the online environment, whereas the older generations are more likely to show pro-social behaviour within the physical environment (Johnson, Cushman, Borden & McCune, 2013). The experiment is conducted during January & February 2021 throughout the network of the researcher. This is being accomplished by using social media channels, LinkedIn, Facebook, WhatsApp & Instagram. Furthermore, an outside organization will be involved to distribute the experiment across a wide scope of users in order to obtain a more valuable amount of data. The chance occurs that some respondents will contribute to the experiment in an active manner, who are inconsistent with the scope of the experiment. In order to ensure the quality

and to establish a validated study, a control question is taken into consideration in which respondents will be asked to state whether they have not made a direct donation to a charitable organization in the last three years. The quality of the research is monitored by minimizing external factors (e.g., active donation ratio) as much as possible.

	<i>CONGRUENT</i>	<i>INCONGRUENT</i>
<i>WITH ADVERTISEMENT DISCLOSURE</i>	<i>Condition 1</i>	<i>Condition 2</i> (control group)
<i>WITHOUT ADVERTISEMENT DISCLOSURE</i>	<i>Condition 3</i>	<i>Condition 4</i>

Table 3 Experiment conditions

3.2 Research design

Quantitative research is conducted by implementing an online experiment using Qualtrics. For this study, a questionnaire is provided combined with an IAT experiment to assess the pre-defined hypotheses among the respondents. The study represents a deductive approach that's based on the existing theories that have been assessed in the past with dimensions such as blogs and Instagram (Eisenhardt & Graebner, 2007). The data from this study prove additional findings for the existing theories regarding the dimension of YouTube advertising. Furthermore, the study contains explanatory approaches in which the relationships between the independent variable's 'congruence', & 'brand attitude' towards the dependent variable 'monetary donation' are remained in detail. This explanatory form of research offers a perspective to find and determine correlations between the above-mentioned patterns. The execution consists of a major part in using primary data, given the fact that until now there has been limited to no evidence found to support the hypotheses that have been elaborated. By gathering raw data, the study allows valuable exploitation within the framework of the analysis. Although data is collected from primary sources, prior research related to advertisement disclosure has been supplemented. The additional information consists of methods (e.g., Likert scales) used to measure the variables in the right manner. The research is conducted according to the "between-subject design" method where respondents will be allocated at random on a single interface (condition) (Greenwald. 1976). The advantage is that the researcher can adequately experience the effect of a stimulus exposure in which respondents are not or are minimal affected by external factors. The stimulus in this research consists of a video of WWF about their points of view which is constructed from four different interfaces. The interfaces are constructed in such a way that gender-equal

representation is considered in order to avoid biases in future results. As stated before, the study is focused on the YouTube platform which allows the interfaces to be presented from the specific layout of YouTube.

3.3 Procedure

3.3.1 Pre-test Congruence

In the first phase, a pre-test among random respondents ($n=20$) within the own network of the researcher is conducted in which was assessed to what extent the titles of the YouTube video to be viewed were congruent to the video advertisement of WWF. This was accomplished beforehand through a Qualtrics questionnaire in which different titles were exposed below the video of WWF. After exposure to the titles, the respondents were provided with two questions based on the *7-point Likert* items of Miniard et al. (1991); *to what extent is the title appropriate to the viewed video ad?* (inappropriate/appropriate); *To what extent is the title related to the viewed video ad?* ("not at all related/very related"). From the results, the title "10 Dieren Die Door Mensen zijn Uitgestorven!" had a strong congruence ($M=5.6$) with the exposed video ad of WWF. The other title 'Grand Opening | Seafood & Grill Restaurant Oporto in Rotterdam' knows a low form of congruence ($M=1.2$) with the video of WWF. Based on the above results, both of these titles are included in the experiment 'congruence vs Incongruence'.

3.3.2 Procedure Experiment

The experiment will be presented beforehand to five responders to verify whether the experiment can be assessed in the appropriate manner. In order to execute the experiment, it is essential for the 'potential' candidate to have access to a laptop or computer and to find a suitable environment in which one can focus his attention. A preferred environment and suitable equipment are the main requirements during the research preparation. When the participant takes part in the experiment through a mobile device, the error page will be shown with the request to continue the research using a laptop or computer. Upon official participation in the experiment, each respondent will be requested approval to access the experiment data following the guidelines of the General Data Protection Regulation (GDPR). In addition, the respondents will be processed in an anonymous manner to ensure the

protection of personal data. After authorization, respondents are introduced to the experiment with information about the purpose of the study and the necessary instructions for conducting the experiment. The introduction is continued with a descriptive section in which the demographic data of the respondent is questioned. The information also contains queries regarding previous donations. Those respondents who have donated to charitable causes of their own accord in the last three years will be excluded from the study in order to avoid potential limitations. Respondents who are adequate from the preliminary and descriptive sections will be exposed to the Implicit Association Test (IAT). Details about the background and the process of this experiment will be provided in the following sections.

<i>Variants</i>	<i>Research phase 1</i>	<i>Research phase 2</i>	<i>Methods</i>	<i>Participants</i>
<i>Ad Disclosure + Congruence</i>	Brand Attitude	Monetary Donation	Implicit association test, questionnaire	35
<i>Ad Disclosure + Incongruence</i>	Brand Attitude	Monetary Donation	Implicit association test, questionnaire	37
<i>No Ad Disclosure + Congruence</i>	Brand Attitude	Monetary Donation	Implicit association test, questionnaire	37
<i>No Ad Disclosure + Incongruence</i>	Brand Attitude	Monetary Donation	Implicit association test, questionnaire	36

Tabel 4 Research process

3.3.3 Implicit Association Test (IAT)

Earlier studies suggest that an individual unconsciously creates an attitude through exposure to an object or brand. This can be in contradiction with the factual explicit attitude an individual expresses to the outside environment (Slabbinck, De Houwer & Van Kenhove, 2011). Many factors can be attributed to this cause, such as social pressure from the environment. In order to distinguish implicit and explicit attitudes, Greenwald launched the Implicit Association Test (IAT) in 1998. The experiment is conducted on a computer or laptop by a participant in order to combine the attributes and images with the appropriate target group based on cursor keys. According to Greenwald et al. (2003), the results are based on the reaction time of the respondent, which assumes that a short reaction time to combine the attribute and concept indicates a strong association. However, whether the association is favorable or unfavorable is determined by the positive characteristics, such as 'strong' or 'pleasant' or negative characteristics, such as 'weak' or 'unpleasant', characteristic that has been combined with the target group. When the individual combines the positive characteristics with the target group in a short reaction time, this is classified as a positive attitude (Maison et

al., 2004). The IAT has proved its worth in earlier studies by identifying preferences in ethnic groups and racial prejudices. However, some literature shows the use of celebrity approval (McCormick, 2003) and anxiety about racial beliefs (Mayer & Frantz, 2004) can affect performance. According to Fazio and Olson (2004), these external factors can be avoided through the attributes and numbers in the IAT. This can result in longer reaction times but improves the overall accuracy of IAT results.

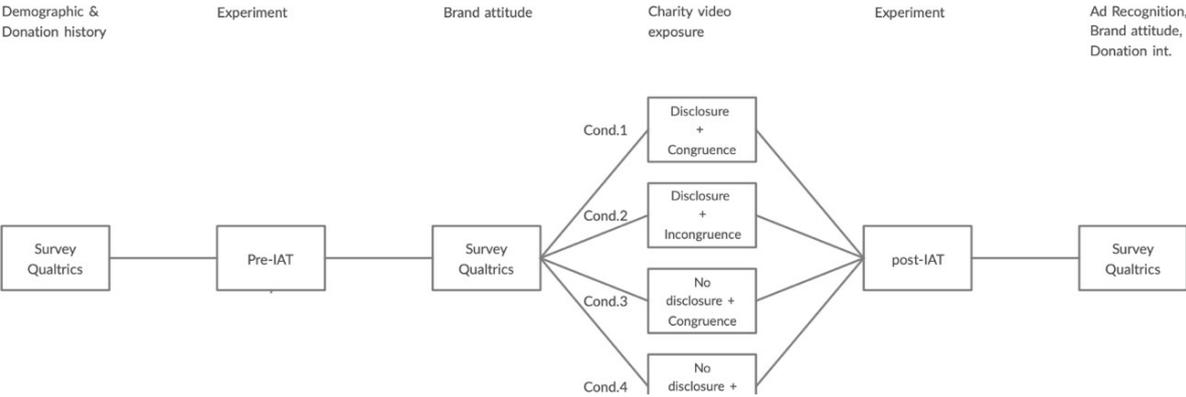


Figure 2 Research phases

3.3.4 IAT procedure

The IAT experiment measures the implicit attitude of the individual by using two related goal conceptions. These concepts consist of a target group and a competitive group, varying in gender - male or female; race – caucasian or non-caucasian; or brand preference - for Pepsi or Coca-Cola. In this research, the charity of WWF will act as the focus group and the charity of Greenpeace as the competitive group. These supporting organizations contribute daily to the threatened animals worldwide. The selection for these non-profit organizations has been made based on their high level of brand awareness. Another but important reason for the selection is to minimize future restrictions (this is further explained in the section: data quality). In the first phase, the individual participates in a pre-IAT to obtain a baseline measurement of the attitude towards a brand. The baseline measurements in this research are defined as an inventory of the current situation in which the results are considered as the basis for further research. The aim of this research is not to provide an understanding of which charity the individual prefers, but to determine whether the implicit brand attitude improves after observing a stimulus. The stimulus in this case study is a video of a charity with four variants. The differences in the variants are highlighted by adding or removing elements in the video, such as 'ad disclosure'. After running the pre-IAT, the individual is given at random one of

these videos (see figure 1), followed by a post-IAT test. The differences between the pre-test and post-test indicate to what extent the stimulus, i.e. the video version, contributes to the implicit attitude.

The IAT test is executed with images and contradictory characteristics which are combined in relation with the target group or the competing group. These applied images and characteristics are derived from the values that the focus group utilizes in their daily performance of activities. For instance, WWF defines its corporate identity with the key values: result-driven, integrity, and respect. By adherence to these values, the desired attitude can more accurately be identified. The test has been divided into seven blocks, where the sequence and combination of images and attributes are always alternated. For example, the IAT-test is performed with images and contradictory characteristics that are combined with the target group or the competing group. This means that Greenpeace can be combined with positive characteristics, while WWF is combined with negative characteristics, as shown in *Appendix 7.5*. In the second part, the combinations alternate where the positive characteristics are linked to WWF while the negative characteristics are linked to Greenpeace. Through the use of interchanging assessment, the limitation around unambiguous consistent execution is prevented. The repetitive nature of the procedure improves the reliability and validity of the results. Prior to the pre-IAT test, respondents are asked by the questionnaire to provide answers about previous donations to the charitable organization WWF. Respondents who donated on their own volition earlier will be filtered out because this can affect the results in the area of monetary. After each IAT study, the respondents will be asked about their explicit attitude and monetary donation.

The distinguishing characteristic of the IAT is found primarily in its simplicity, duration, and efficiency in measuring an unconscious association. Cognitive tasks can be used to determine what attitude a respondent is assuming. These measurements are normally made by attaching equipment to the respondent to measure the brain waves. By using IAT, it is possible to find out more quickly which attitude is being adopted without having to attach equipment to the respondent. On the other hand, the experiment also has its limitations. From a scientific perspective, the unconscious attitude can only be accurate by measuring brain waves (e.g., EEG), in which a consumer cannot have any influence. The IAT is strongly dependent on the performance of cognitive tasks that by experience of the respondent can affect the results. it can be assumed that from a scientific perspective it is desirable to determine unconscious

associations by means of inner measurement (such as the EEG) while the IAT determines the unconscious association by means of external measurement.

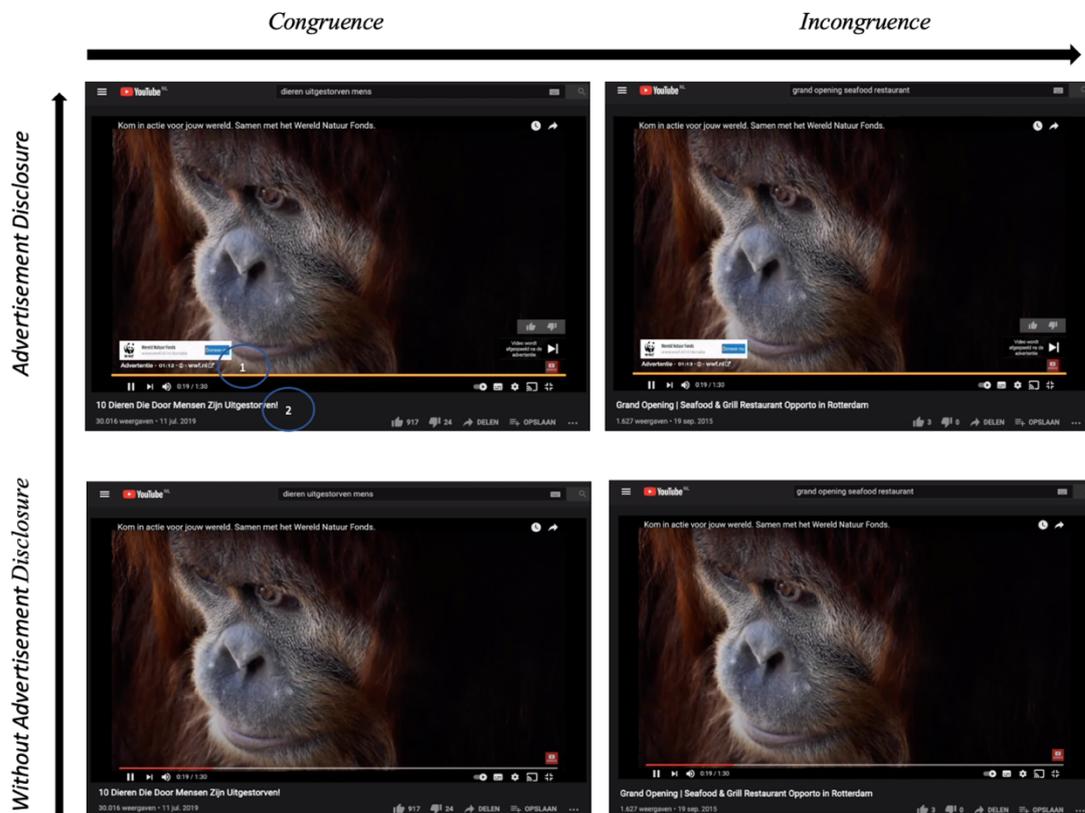


Figure 3 Visual display stimulus

3.3.5 Questionnaire

In addition to the IAT experiment, a questionnaire will be conducted that consists of two domains: explicit brand attitude, and monetary donation. First, the current situation of each participant will be examined by asking questions to obtain their demographic details, followed by questions about their pro-social behaviour. In order to minimize bias, any participant who has donated earlier to the brand will be excluded from further participation in the survey. Following the pre-IAT test, the participant will be questioned about the domains of brand attitude and monetary donation to determine the baseline measures. After the post-IAT examination, the participant will be queried about two domains: *brand attitude*; which will determine whether there is a difference in the explicit attitude after being exposed to the video advertisement; and *monetary donation*, which evaluates whether the participant is committed to donate after viewing the video ad. The survey questionnaire is collected by the Marketing Scales Handbook of Bruner (2015). Each of the questions can be answered using a

seven-point Likert scale, which ranges from 'completely disagree' to 'completely agree'. The adoption of this specific seven-point scale is based on previous studies which show that the use of a wide-scale enables a more specific evaluation of the results (Dawes, 2008). The questionnaire and the IAT experiment were both designed in the software program Qualtrics. This web-based survey is suitable to convert the obtained data into quantitative data for further analysis.

3.4 Measures

Demographic questions. In the initial phase, the study includes questions about demographic factors which provide information about the sex, age, level of education, and background of the respondent. These factors are considered as control variables during the research in order to recognize underlying correlations.

Implicit charity attitude. After completion of the descriptive questions, the experiment starts where the mediator brand attitude is measured from two angles. First, an implicit association test (IAT) is conducted on the respondent to assess the "unconscious" attitude towards a charity. The results from this experiment are presented with a ratio scale where a score is allocated with a value between -1.0 and 1.0. A rating nearer to 1.0 denotes a favorable preference for the tested brand (WWF). An adverse score nearer to -1.0 indicates a favour for the competitive or alternative brand, which in this case is Greenpeace.

Explicit charity attitude. After the unconscious measurement, the conscious attitude towards a charity will be measured using the 7-point semantical different scale. In this format, the respondent can assign a rating point up to seven for six different descriptions related to brand attitude. The descriptions consist of: Negative/Positive, Boring/Interesting, Unappealing/Appealing, Unpleasant/Pleasant, Bad/Good, and Dislike/Like. The Negative descriptions will be positioned on the left side and the positive descriptions on the right side. Respondents will be asked what they feel towards the charity whereupon the rating can be assigned. The more a rating is positioned on the right side, the more positive a respondent adopts the description concerning the charity. This form of measurement has been tested by Evans, Phua, and Jun (2017) in which research was conducted on the attitude when advertisements are disclosed within blogs.

Monetary donation. Upon exposition to the video advertisement, a measurement establishes whether any change has occurred in the monetary donation to a charitable organization. As mentioned before, the measurement will be performed based on the seven-point Likert scale (1 = strongly disagree and 7 = strongly agree). this measurement consists of three items derived from the research of Liu et al. 2018. The first item contains a question about the chances that the respondent will donate to the charity. The second item focuses on the willingness of the respondent to donate. The last item measures the probability of whether the respondent is likely to donate or not (Liu et al. 2018).

Manipulation check. To verify whether the respondents observed the video attentive, a question is posed regarding the animals perceived in the video. If the respondent can confirm whether two of the three animals were identified in the video, the manipulation check will be assumed as successful.

3.5 Data analyses

The Data Analysis of this study is divided into two experiments. Both experiments will be conducted at the same time by using the Qualtrics program. During the first experiment, the data will be collected by a questionnaire in which the focus will be on the variables 'conscious' brand attitude and the monetary donation. The second experiment contains data derived from IAT which is performed between the questions. The main focus within the IAT experiment is the variable of 'unconscious' brand attitude. Data from both analyses have a different value which makes it impossible to establish correlations between the 'unconscious' and 'conscious' brand attitude. From this perspective, the comparison between both variables will be explained by means of a descriptive analysis.

Experiment 1: Questionnaire

Before hypotheses can be tested, the reliability and validity of the data will be examined. The reliability is justified with Cronbach's alpha. This statistic clarifies the extent of internal consistency between the items in the questionnaire. From the scientific perspective, $\alpha = .70$ is acknowledged as acceptable to ensure reliability. To examine validity, factor analysis will be run on SPSS to ascertain if any underlying dimensions are found within the variables. After

performing both analyses, the hypotheses can be tested if the assumptions are met. To test hypothesis H1, the One-way ANOVA will be used to make a comparison between the four groups. This test assumes that all four groups have the same distribution. To confirm this assumption, Levene's test is conducted which identifies whether the groups indeed have the same distribution. The remaining hypotheses (H2 & H3) will be tested using regression analysis. It is assumed that the researcher has met the underlying assumptions which consist of; the linear relationship; random sample; no linear relationship between the independent variables; met Ecogenicity & Homoscedasticity.

Experiment 2: Implicit Association Test (IAT)

The data from the pre-test and post-test will be cleaned based on the first phase upon the research procedure of Greenwald (2003). The procedure prescribes that respondents who take more than 10000 milliseconds to associate an attribute will be eliminated from the data. In addition, participants who entered more than 10% of their executions within 300 milliseconds will also be filtered out. In case of an incomplete execution, the participant is automatically excluded. The final data obtained after the cleaning process is applied provides a higher reliability guarantee of the research. On the final analysis, all the actions of the participant are shaped and computed into two D-scores by the program of IATgen. The first D-score is the origin of the pre-test and the second D-score is the result of the post-test. The results are subsequently exported to SPSS, whereupon a 'paired sample t-test' will be run, this test allows us to explain whether changes have occurred in the attitude after being exposed to any one of the video variants.

4. Results

For this research, 172 respondents participated but based on the preconceived cleaning process, there remain 145 respondents who will be tested in the upcoming analyses. An overview of the descriptive statistics is presented in *Table 5* which shows how respondents have been clustered based on gender and condition. The information about internal consistency and deviations of the tested variables is provided in *Table 6*. The 145 respondents were obtained as a result of several cleaning processes. The first cleaning process was based on the questions answered about the history of social behaviour of the respondent. The topic of these questions was charitable preference and donation history. If respondents have a specific preference for 'WWF' or have donated to this brand in the past three years this will

lead to elimination for the research. The second cleaning process is based on performance during the IAT experiment. Herein, respondents are eliminated if people needed <0.3 seconds or $>10,000$ seconds or longer in response time to act for 10% of the test. The final cleaning phase was a manipulation check to verify whether people were conscious of which video they were exposed to. From the results, it appeared that the respondents successfully manipulation the check.

Gender	no disclosure - no congruence	no disclosure - congruence	disclosure - no congruence	disclosure - congruence	Total
Male	12	20	19	19	70
Female	24	17	18	16	75
Total	36	37	37	35	145

Table 5 Descriptive statistics gender x condition

Variables	N	Min. Statistic	Max. Statistic	M	Std. Error	SD	Cronbach's Alpha	Number of Items
Pre-test Brand Attitude	145	1	6,67	4,4561	0,096	1,15096	.792	6
Post-test Brand Attitude	145	1	6,83	4,9264	0,112	1,34599	.811	6
Monetary Donation	145	1	6,67	4,3149	0,110	1,32041	.834	3

Table 6 Descriptive statistics mean, standard deviation

The appropriate respondents will be tested based on two experiments. The first experiment measures the 'conscious attitude' through regression analyses that will be valid for all hypotheses (H1, H2, H3). The last hypothesis (H3) will also be tested on the 'unconscious attitude' through the IAT experiment. In the first phase, however, the focus will be on testing the 'conscious attitude'. These data can only be tested by using Hayes' PROCESS because the current research model contains a moderated mediation in the variable of congruence. To ensure the accuracy of the test, certain assumptions must be met in advance. In the first instance, for hypothesis H1, we examine whether there is linearity between disclosure (independent variable) and monetary donation (dependent variable). In order to test this assumption, a scatterplot is applied which shows that there is a certain degree of linearity. Another but much-needed assumption is having a normal distribution. In order to draw a correct conclusion as to whether this assumption is met, it was decided to test this from several angles. First of all, a histogram has been used in which normal distribution is shown. From another angle, it is assumed that there is a 'mesokurtic distribution' because the errors are within the proposed thresholds of Skewness (threshold; -1 and 1) and Kurtosis (threshold; -3 and 3). According to the Shapiro-Wilk test, it appears that the normal distribution is not

met, $W(145) = 0.95$, $p = 0.01$. If the p-value is greater than .05 it is assumed that there is the deviation in the distribution. Nevertheless, the assumption that there is a normal distribution is assumed to be met with the fact that the current study has a larger number of participants ($N=145$) than is suitable when tested with the Shapiro-Wilk test (< 50 participants).

Furthermore, the assumptions; multicollinearity and correlation were also examined. The multicollinearity controls how high the independent variables correlate with each other. The values of Tolerance and VIF are around 1 (Threshold; Tolerance $> .10$), so it can be assumed that there is no multicollinearity. The Durbin-Watson test is 2.22 (Threshold; >1 and < 3), so it can also be assumed that the residuals are uncorrelated.

4.1 Hypotheses testing PROCESS

Once the assumptions are met, the first hypothesis (H1) is tested as path C' (direct effect) from Hayes' PROCESS. The results indicate that no direct relationship was found between disclosure and monetary donation ($B = -0.30$, $SE = 0.23$, $t = -1.457$, $p = .147$). This allows us to conclude that hypothesis (H1) has been rejected. No difference was found between the presence and absence of disclosure towards the monetary donation.

In hypothesis (H2), the prognosis was that the addition of brand attitude as a mediator will be associated with a positive effect to the monetary donation. The hypothesis is tested (path B) by taking the difference of attitude between the pre-test and post-test, followed by regression analysis with model 7 of PROCESS. Compared to H1, the addition of brand attitude as a mediator provides a new direction. The direct relationship has a non-significant relationship, while the mediation of brand attitude on disclosure and monetary donation does provide a significant relationship, $B1 = 0.4034$, $t = 3.575$, $p < .001$, $B2 = -0.3358$, $t = -1.4575$, $p < .193$. The explained variance of the regression is significant, $R^2 = .0826$, $F(2,142) = 4.392$, $p < .001$. In other words, the correlation was found in which the variance to the monetary donation by 8.3% can be accounted by the variables '*advertisement disclosure*' and '*brand attitude*'. The results indicate with a coefficient $B = .376$ that the second hypothesis (H2) can be accepted in which brand attitude has a positive mediated effect between disclosure and monetary donation after seeing the video.

The third and final hypothesis (H3) is tested from two different approaches consisting of the 'conscious association' based on the results from the completed survey questions. The other approach measures the 'unconscious association' based on the IAT experiment. It is assumed in the hypothesis that incongruity as moderated mediation has a positive effect on the monetary donation. In the first phase, the hypothesis (path A) is tested through regression analysis using *PROCESS model 7*. The results from this testing indicate that a direct relationship was found between disclosure and brand attitude ($B = 0.48$, $SE = 0.21$, $t = 2.0567$, $p = .04$), however there is neither a direct relationship between congruence and brand attitude, ($B = -0.29$, $SE = 0.22$, $t = -1.3707$, $p = .17$). Although, a significant relationship is found when congruence moderates the relationship between disclosure and brand attitude, ($B = 0.67$, $SE = 0.29$, $t = 2.3520$, $p = .03$). A positive brand attitude is associated with a positive attitude to donate, ($B = 0.40$, $SE = 0.11$, $t = 3.5753$, $p = .00$). Full moderated mediation is supported by the index of moderated mediation = 0.232 (95% CI = .020: .609) (see figure 4). When the confidence interval does not contain a zero, it can be assumed that there is significant moderated mediation. The relationship is considered dominant when congruence is present in the video ad, effect = 0.48, $SE = 0.17$, CI= .18; .83) and weaker with the absence of congruence, effect = .18, $SE = 0.10$, CI= .02; .42). From this understanding, the final hypothesis (H3) can be assumed in which the absence of congruence in the video has a positive effect as moderated mediation. However, the presence of congruence significantly has a stronger effect than moderated mediation.

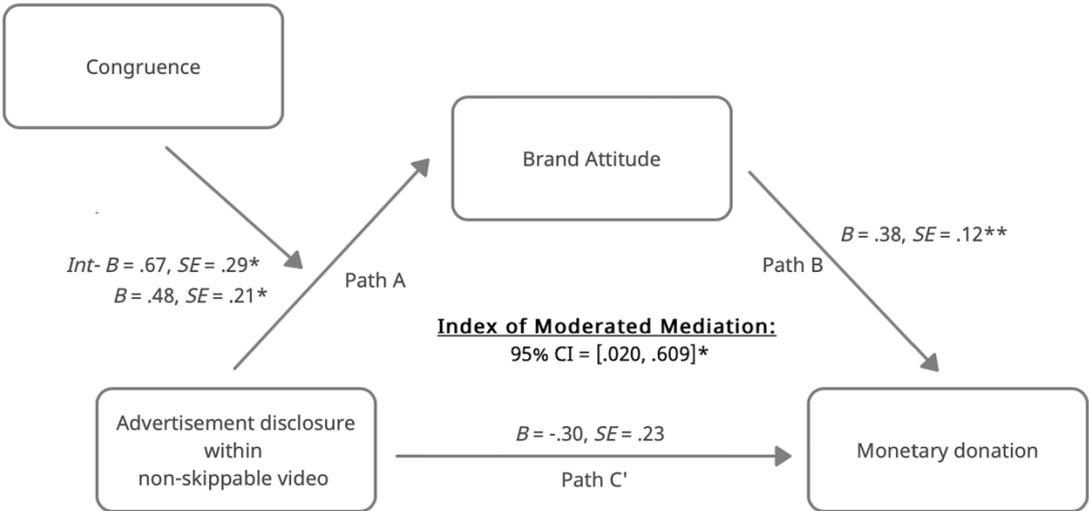


Figure 4 Index of Moderated Mediation

Furthermore, the variables of gender, background and education were examined for their role in the relationship towards attitude as donation intention. With the addition of the control variables, the interaction of disclosure and congruence toward brand attitude remained significant, ($B = 0.67$, $SE = 0.29$, $t = 2.2487$, $p = .03$). The variables *gender*, ($B = -0.25$, $SE = 0.15$, $t = -1.6223$, $p = .10$); *background*, ($B = -0.24$, $SE = 0.15$, $t = -1.6139$, $p = .11$) reveal neither a significant relationship when the video is shown. The influence of education towards change of attitude was tested by creating dummy variables in direction of scientific education (WO). The results indicate that no significant relationship has been found between respondents with a background in HBO and WO towards attitude, ($B = 0.26$, $SE = 0.18$, $t = 1.4879$, $p = .14$), however a relationship was found between respondents with an MBO background compared to the respondents with a WO background, ($B = -0.45$, $SE = 0.20$, $t = -2.2314$, $p = .03$). This implies that the increase occurs when it concerns to MBO students relative to WO students leads to a more negative attitude toward a video ad ($B = -0.45$). The addition of the same control variables in the case of monetary donation shows different results, where there is still no direct relationship found between disclosure and monetary donation, ($B = -0.30$, $SE = 0.23$, $t = -1.3090$, $p = .19$), while a significant relationship is found between the direct relationship of attitude toward monetary donation; ($B = 0.37$, $SE = 0.13$, $t = 3.2050$, $p = .00$). This implies that the increase in positive attitude leads to a higher intention to donate. The control variables, *gender*; ($B = 0.21$, $SE = 0.19$, $t = 1.0520$, $p = .29$), *HBO (education)*; ($B = 0.05$, $SE = 0.25$, $t = 0.2042$, $p = .84$) show no significant relationship towards the intention to donate. While MBO had a significant relationship earlier towards attitude compared to respondents with a WO background, no relationship was found towards intention to donate; ($B = -0.39$, $SE = 0.21$, $t = -1.5522$, $p = .12$). The background of the participants reveals a significant relationship to donation intention; ($B = 0.51$, $SE = 0.22$, $t = 2.3371$, $p = .02$). Where it is assumed that immigrants have a more positive attitude to donate compared to natives.

4.2 Hypothesis testing IAT

In addition to the 'conscious' measurement, path A (hypothesis H3) has also been tested from another angle, utilizing the IAT experiment. The experiment aimed to gain insight into the extent to which the 'unconscious' attitude is influenced by the single interaction of the variables disclosure and congruence. To achieve this test, repeated-measure ANOVA is used. Like regression analysis, several conditions must be met in ANOVA. First, the independent

variables disclosure (0.1) and congruence (0.1) must be at the 'categorical level' and the dependent variable 'brand attitude' (7-point Likert scale) must be at 'scale' level. It also requires that the dependent variable is normally distributed for each group. This assumption is tested by means of a histogram which shows that there is a normal distribution, and the data is also within the thresholds Skewness (threshold; -1 and 1) and Kurtosis (threshold; -3 and 3) so that it can be assumed that all assumptions are met. In order to check the variance of the difference scores, a test with Sphericity must be performed, but because the present study involves < 2 measurement moments and the alternative Epsilon, Greenhouse-Geisser contains a value of 1,000, it can be assumed that the assumption has been met.

In the next phase, a deeper analysis is conducted to determine whether a preference for WWF can be identified within the pre-test as well as the post-test. The actions of the respondent during the experiment will be integrated by the program IATgen to produce a result that is expressed through D-scores. The D-scores of all respondents is positioned between the ranges -1.0 and 1.0, where a threshold towards 1.0 indicates a predilection for WWF (tested brand) and a threshold towards -1.0 indicates a predilection for Greenpeace (competitive brand). A One-sample t-test is applied to see to what extent these D-scores differ significantly from the mean score ($\mu = 0$). The value '0' is used as a baseline which can be interpreted as 'no specific interest'. The results from the One-sample t-test are presented in Tables 3 and 4.

	N	Mean	Std. Deviation	Std. Error Mean
<i>Pre_IAT</i>	145	.098	.407	.034
<i>Post_IAT</i>	145	.230	.427	.035

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence	
					Low	Up
<i>Pre_IAT</i>	2.915	144	.004*	.098	.031	.165
<i>Post_IAT</i>	3.473	144	.000*	.230	.159	.300

Table 7 significance D-scores pre-and posttest

From the aforementioned tables, it can be observed that respondents (n=145) for exposure to the stimuli (video advertisement) showed a significant preference for WWF (M = .098, SD = .407) as against having no preference, $t(144) = 2.915, p < .00$. However, it should be cautioned that there is a minimal to no particular preference since the mean D-score .098 is located near to the score of 0 (no preference). Even after exposure to the stimuli (video advertisement), an 'unconscious' preference for WWF (M = .230, SD = .427) is found in

comparison to no preference ($\mu_0 = 0$), $t(144) = 3.473$, $p < .00$. Overall, while both tests show a significant result, the preference for WWF becomes more pronounced after exposure to a stimulus ($M = .230$).

To gain more insight around the different conditions (disclosure, congruence, and disclosure x congruence) within the experiment, a repeated-measure ANOVA is tested in order to examine the individual as interaction relationships (see figure 5). Control variables are also included to explore any possible relationships. The results of this test are presented in figure 6.

Model 1

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Change_in_Attitude	0,816	1	0,816	8,113	0,013	0,074
Disclosu	1,392	1	1,392	14,444	0,005	0,116
Congruen	0,235	1	0,235	2,563	0,112	0,018
Disclosure*Congruence	0,416	1	0,416	4,534	0,035	0,031
Error	12,932	141	0,092			

Figure 5 Repeated Measures ANOVA Pre- and Post IAT

The 'unconscious attitude' results from the IAT experiment show a reasonable similarity to the results of the 'conscious attitude'. For example, the table below (see figure 6) indicates that the mean of pre-and post-test is significantly different from each other ($F(1,137) = 4.339$, $p = .039$). To provide more depth, a follow-up analysis was performed in figure 6 which reveal that the presence of disclosure prior to the stimulus (video condition) ($M = .082$, $SD = .332$) showed a lower preference for WWF than after seeing the stimulus ($M = .229$, $SD = .335$); $F(1, 137) = 14.73$, $p < .001$. Compared to the other relationships within the study, the addition of disclosure has a striking partial eta squared (η^2) = .12. This means that approximately 12% of the unexplained variance of 'brand attitude' is explained by 'the disclosure' of advertisement'. This is considered a moderately large effect from a scientific perspective. As with the previous study, this experiment also shows that the addition of congruence in the pre-test ($M = .164$, $SD = .401$) does not demonstrate a significant difference in preference compared to the post-test ($M = .176$, $SD = .472$); $F(1, 137) = 3.10$, $p = .081$. Nevertheless, a significant relationship was found when the interaction of disclosure and congruence to attitude is measured between the pre-and post-test (see figure 7). For example, from the interaction (disclosure x congruence) during the posttest ($M = .373$, $SD = .357$), respondents were found to have a stronger preference for WWF after seeing the stimulus compared to the pre-test in which there was a lower to no preference for the brand of WWF ($M = .038$, $SD =$

.432); $F(1,173) = .422, p = .042$. Although a significant relationship was found, the relationship is assumed to have a small effect due to the low partial eta squared ($\eta^2 = .030$).

Model 2 with control variables

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
<i>Change_in_Attitude</i>	0,389	1	0,389	4,339	0,039	0,031
<i>Disclosu</i>	1,381	1	1,381	14,731	0,005	0,12
<i>Congruen</i>	0,278	1	0,278	3,096	0,081	0,022
<i>Disclosure*Congruence</i>	0,379	1	0,379	4,22	0,042	0,03
<i>Gender</i>	0,201	1	0,201	2,245	0,136	0,016
<i>MBO</i>	0,409	1	0,409	4,554	0,035	0,032
<i>HBO</i>	0,1	1	0,1	1,114	0,293	0,008
<i>BCKGRND</i>	0,025	1	0,025	0,282	0,596	0,002
<i>Error</i>	12,295	137	0,09			

Figure 6 Follow up analyses with control variables

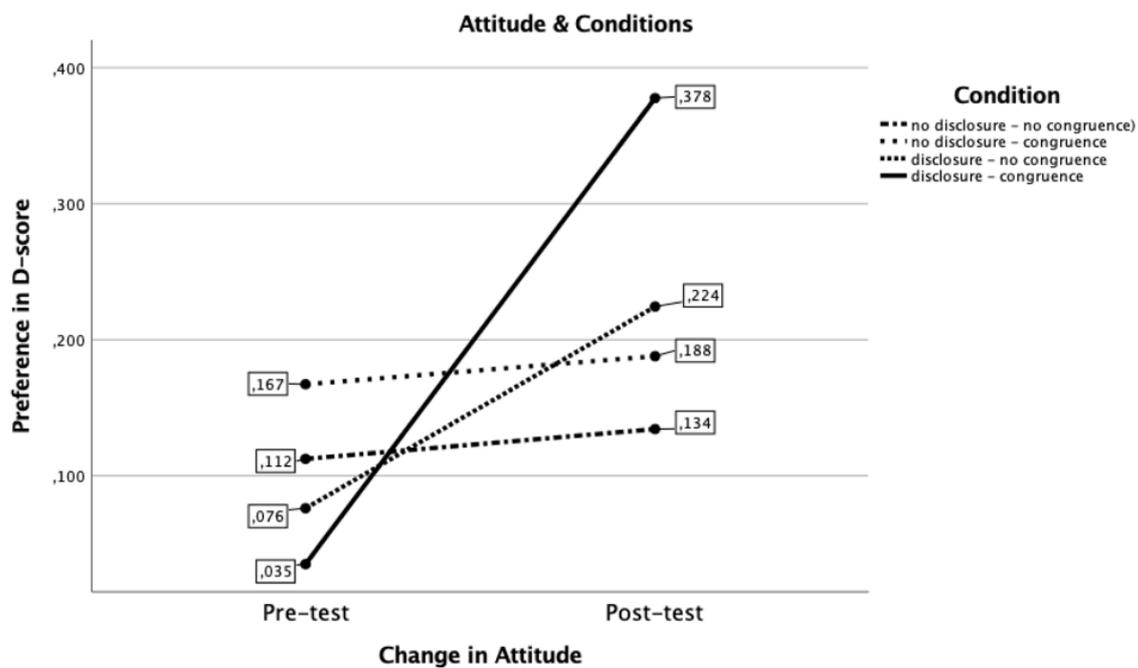


Figure 7 Change in preference in pre- and posttest

Likewise, the measurement of control variables for the 'unconscious attitude' gives a moderately similar result compared to the 'conscious attitude'. For example, it appears that people with the level of 'MBO' (English: secondary vocational education) differ significantly compared to people with a university background ($F(1,137) = 4.554, p = .035$). In contrast to MBO, no significant difference was found between respondents with an education level at HBO compared to WO ($F(1,137) = 1.114, p = .293$). The remaining control variables also fail

to show any significance by attitude; *background*, ($F(1,137) = 0.282, p = .60$); *gender*, ($F(1,137) = 2.245, p = .136$).

5. Conclusion

This part of the research provides an answer to the question; "How are brand attitude and the intention to make donations to a charitable organization affected by advertisement disclosure within non-skippable video advertisement? In order to provide a well-defined answer, the predetermined hypothesis will be reviewed. These hypotheses were tested by means of an experimental design in which respondents participated in a questionnaire and the IAT experiment.

In the first hypothesis (h1), it is assumed that advertisement disclosure has a positive effect on consumers' monetary donation intention. This was tested using the questionnaire in which respondents were provided with three statements about monetary donation. The results from the questions indicated that no direct relationship was found to monetary donation ($B = -0.30, SE = 0.23, t = -1.457, p = .147$). This allows us to conclude that hypothesis h1 is not supported.

In the second hypothesis (h2), it is assumed that attitude as a mediation ensures a positive effect between advertisement disclosure and donation intention. This hypothesis was examined from two different angles. First, we examined whether attitude changes based on a questionnaire in which the respondent was questioned about his or her attitude before and after seeing the video. This provides insightful results about the 'conscious attitude'. From another angle, the respondent is asked to participate in an IAT experiment before as well as after exposure to the video (stimulus). This provides insight into the 'unconscious attitude' (*The result of IAT only provides insight into the first part of h2 between ad disclosure and brand attitude*). After analyzing the results, it becomes apparent that significant correlation has been found in which brand attitude functioned as mediation. This conclusion can be concluded from the conscious ($B1 = 0.4034, t = 3.575, p < .001, B2 = -0.3358, t = -1.4575, p < .193$.) as well as the unconscious measurement. This also allows us to conclude that hypothesis h2 is supported in which brand attitude acts as a positive mediation between advertisement disclosure and monetary donation.

The last hypothesis (h3) assumes that congruence as moderated mediation has a positive effect on the relationship between advertisement disclosure and monetary donation through attitude. It is supposed that congruence and advertisement disclosure lead to a positive attitude which subsequently leads to a positive donation intention. This is examined using the 'index of moderated mediation'. The confidence interval in this index is above 0 (95% CI = .020: .609), which means that a significant relationship is found in which congruence as moderated mediation has a positive effect on the ultimate intention to donate through attitude. Also from the IAT experiment, corresponding results are observed for the first part in h3 in which the interaction between congruence and disclosure has a positive effect on brand attitude.

To sum up, it appears that advertisement disclosure has no direct relationship to monetary donation. However, the relationship does emerge when brand attitude is included as an indirect variable in the study. The research indicates that the disclosure of an advertisement leads to a positive attitude which in turn leads to an increased likelihood of monetary donation. The disclosure is strengthened when it interacts with congruence toward brand attitude.

6. Discussion

Based on previous studies, it appears that raising donations for charitable organizations through advertisements is complicated by the fact that online users have a preliminary negative attitude towards advertisements. This main problem emerged from the general perspective that advertisements hold a negative character, where insufficient evidence exists whether generalization could be applied for profit as well as non-profit sector. To counter this generalization, the study is re-performed based on previous studies where this research focuses specifically on the charitable sector.

There have been many studies where a similar question or thought process was present, however it was missing the specific target group, for whom it was targeted. Several studies have shown that the lack of segmentation within studies can lead to biased conclusions. The current study therefore distinguished itself from this aspect to focus on improving attitude and donation intent towards charitable organizations. In order to design the research systematically, it was decided to answer the central question using three

hypotheses, in which direct, indirect and moderated mediation relationships are examined around the variables: disclosure, congruence, brand attitude and donation intention. These hypotheses were arrived at by pre-analysis from which it emerged that the hypotheses lead in stepwise directions to the answer to the central question. In a normal way, brand recognition belongs as an additional hypothesis, but it is dropped because all users will observe at once that the video is different (the advertisement) instead of the video that the respondents want to watch on YouTube.

The performance of the hypotheses has an unconscious measurement in addition to the conscious measurement since various studies demonstrated that individuals can in reality exhibit a different behaviour than what they really want to assume. This can happen due to social pressure, but also due to other factors. This is often a loss in reliability since many studies construct studies based on the perception of what a respondent wants to indicate, when in reality this may be contradictory to the real observations. With the use of the IAT experiment, this potential obstacle is eliminated, and the value of the hypothesis and associated discussion below will be strengthened.

In reference to the findings of the study, the first hypothesis assumed that the disclosure of advertisement has a positive effect on the donation intention. The first hypothesis (h1) tested the extent to which the disclosure of advertisements has a positive impact on the monetary donation. This hypothesis was founded on previous studies by Lu et al. (2014); Colliander & Erlandson (2015). These studies hypothesized that disclosure of ads leads to a positive intention to donate based on the fact that users perceive exposure to disclosure as "transparent" and "credible". The value to the underlying motivations has an ever more decisive role since ads have been presented to users in the past in a frequent and devious manner without any insight that people were being exposed to commercial content. While earlier studies found a positive relationship, this study shows a failure to find a significant relationship between advertisement revelation in non-skippable video ads and intention to donate. Consequently, it can be assumed that the first hypothesis (h1) is not supported. In contrast to the earlier found relationships, this contrasted result does align with the studies of Stubb and Colliander (2019); Wojdynski & Evans (2016). The above-mentioned studies assume that disclosure from a direct effect perspective has no rationale for influencing behavioural intention. However, the studies suggest that disclosure indirectly affects the consumer's overall behaviour but is strongly determined by the attitude that as mediation

explains the relationship. For instance, it is assumed that exposure to a disclosure label within an advertisement influences the attitude of the individual which subsequently impacts an individual's behaviour in the form of a purchase or donation. Wojdyski & Evans (2016) agree with the research of Lu et al. (2014) that "transparency" and "credibility" are strong influences, but that these factors are closely related to the development or change of attitude.

As assumed previously, it appears that advertising disclosure has no direct effect on the behavioural intention, whereas attitude does, in turn, affect the relationship in an indirect way. This leads to the next hypothesis (H2) which assumes that attitude as a mediator has a positive role in the relationship between advertisement disclosure and intention to donate. While previous studies have demonstrated that attitude is involved in a decisive role, volatile results are apparent about the direction of the relationship. For example, Lijander et al. (2015) and Van Reijmersdal et al. (2016) assume that the result of advertisement disclosure leads to the activation of the persuasion knowledge of the individual which in turn create counter strategies to avoid the "stimulus" in which the disclosure is exposed. The recognition of this disclosure result in a negative attitude to the advertisement which subsequently translates into a negative effect on behavioural intention (Krot, 2016). Nevertheless, the present study shows a different result in which attitude assumes a positive role as a mediator in the relationship between advertisement disclosure and donation intention. With this expected result, it can be concluded that the second hypothesis (H2) can be supported. This can be substantiated from two perspectives. In fact, the previous studies by Lijander et al. (2015) and Van Reijmersdal et al. (2016) validate their results from the overall perspective of ad exposure, wherein marketers have used advertisement for profit organizations. These research studies do not provide insight into the extent to which the effect of disclosure labels within advertisements for profit organizations is similar or contradictory from non-profit organizations. While the research of Sergeant & Lee (2002) did find relevant findings regarding the interpretation and experiences of commercial expressions. For example, it appears that the persuasion knowledge effect is not present for non-profit organizations in the case of commercial advertising. This is argued from the fundamentals that the level of empathy, trust, and acceptance for commercial messages from non-profit organizations is higher compared to profit organizations. This provides charities more scope to get a message across and create a positive attitude. From another perspective, there are similar results found which show that the persuasion knowledge is activated, but in a positive sense in which previously mentioned 'transparency', 'credibility' and 'trust' have a decisive role in creating a positive brand attitude

(Campbell & Marks, 2015). Over the years, several studies have proven (Kashif, 1991; McSweeney, 2006; Sarifuddin & Hassan, 2015) based on the Reasoned Action Approach that having a positive attitude towards a charity is more likely to lead to an intention to donate. Based on previously found findings, it can be assumed that the second hypothesis (H2) is grounded on insufficient evidence.

The present research has been inspired by the research of Wojdyski & Evans (2016), in which advertisement disclosure was tested on native ads. In this study, the setting is provided from non-skippable video ads on the YouTube platform. As mentioned earlier, an incongruent advertisement is stated as one of the most well-known irritation factors within the YouTube platform (Zha & Wu, 2014). Based on this finding, further research has been conducted to determine the potential relationship of congruence on attitude and the intention to donate. This leads to the final hypothesis (H3) of this study which assumes that incongruence as moderated mediation has a positive effect between advertisement disclosure and attitude in order to achieve donation intention. The term incongruence in this study means the title of the YouTube video to be viewed which does not match with the advertisement that was exposed beforehand. This hypothesis is validated by the research of Jeong & King (2010), which states that an incongruent ad for a well-known brand is likely to be associated with a more positive attitude change in comparison to a congruent advertisement. It is explained by means of the novelty effect in which it is assumed that exposure to incongruence causes a deep process effect by an individual to find a connection between the incongruent title and the exposed ad. This subsequently leads to a deep and better evaluation process through a new and unexpected phenomenon (Sung, Hartley, Vanman & Phau, 2016). Consequently, the creation of a positive attitude towards a charitable organization can lead to an increased likelihood of intention to donate (Webb et al. 2000; Armitage & Conner, 2001; Mainardes et al. 2020). Also, the current study indicates a similar result in which incongruence acts as a positive moderated mediation in the relationship between ad disclosure and attitude and final intention to donate. This also allows us to conclude that the third hypothesis (H3) can be supported. Although incongruence has a positive effect it appears that a congruent attitude adopts a stronger role towards the intention to donate. The above-mentioned statements are only significant concerning advertisement disclosure. Independent, there were no significant results found for congruence and incongruence to attitude. This can be explained by the fact that the disclosure of advertisements activates and alerts the persuasion knowledge of the individual with being

an advertisement. As a result, the process surrounding congruence or incongruence is more likely to be accepted.

As mentioned earlier, it appears that congruence with advertisement disclosure has a more pronounced positive effect toward attitude and donation intention. Note that this conclusion is not a surprised turn because there are previous studies that demonstrate similar results in which congruence creates a positive attitude. For example, Cho (2013) describes that congruence is strongly related to personal relevance. An individual who watches a specific YouTube video is doing it to fill a personal need and if an advertisement aligns with the video being watched, it can be considered as 'personal relevance'. If the personal relevance to the advertisement increases, it will be significant lead to a positive activation of the individual's affective resources. Edwards et al. (2002) describe the same argument from an opposite direction stating that negative evaluations (disruptive, intrusive) occur if the advertisement lacks personal relevance to the individual.

To sum up, the results from the current study show that disclosure of advertisements has no direct relationship to the overall intention to donate. Although a relationship emerges when attitude acts as a mediator. The disclosure of an advertisement leads to a positive attitude towards a charity which, according to most researchers, is due to credibility and transparency. Both aspects have a distinctive role when advertisements were considered to be more often 'intrusive'. Subsequently, a good attitude had a significant relationship with the intention to donate. This is an expected relationship whereby the behaviour of an individual is influenced by intrinsic attitudes. A significant relationship was also found in which it becomes apparent that congruence has a positive relationship to the final intention to donate through attitude. However, this effect is only present when accompanied by the disclosure of advertisements. No such relationships have been found in an independent manner. Also, the research found an unexpected result in which it became apparent that the presence of congruence produces a more pronounced effect than incongruence to the overall intention to donate. The stronger effect of congruence can be explained by the "personal relevance" of an individual which is created or enhanced.

6.1 Theoretical and practical contribution

Until now, studies about advertising have been conducted from a general understanding without a distinction between profit motive or without. The current research has addressed this need on a scientific as well as a societal level by setting the research from a non-profit perspective. Numerous studies examine the effectiveness of video advertisements in terms of brand attitude and purchase intention, but there is scarce grounded literature concerning the relationship between social interest and video advertisements. This research fills the academic gap by examining the relationship between these two aspects from the conscious as well as unconscious perceptions. One of the relevant findings within the study is the design of attitudes that are stimulated in the short term by a commercial advertisement. For example, it appears that exposure to an ad disclosure within a video results in the activation of the persuasion knowledge by an individual, but that perception is strongly influenced whether the advertisement has a profitable purpose or not. This finding disproves the often-intended assumption that advertisements are always “negative” and “misleading” on the YouTube platform (Nuseir, 2018). Also, the present study provides insight into the measurement of unconscious attitude after exposure to a video advertisement. Hence, it appears that the results from the conscious as well as unconscious measurement had consistent findings which ensure validity and reliability. The measurement of unconscious associations has been used minimally on a scientific level while it can provide relevant insights for follow-up studies. The research also offers relevance from a social perspective by providing insight into the potential power of video advertising for charitable organizations. For instance, it turns out that the disclosure of advertisements for charities is not viewed as negative but as a more positive effect. The effect becomes stronger when advertisement disclosure is accompanied by a corresponding video advertisement for a video to be viewed. This leads to a positive attitude in the short term, which in turn encourages the actual intention to donate. This gives marketers of well-known charities a perspective to invest in video marketing to increase donation conversions. To sum up, the study provides decisive insights in which it becomes clear that advertisement disclosure cannot be tested from a general concept but must be strongly differentiated between profit and non-profit sectors.

6.2 Limitations and future research

The current study has various limitations in the execution of the experiments. From previous studies, it appears that the measurement of unconscious attitude without stimulus measurement can provide less accurate insight. An important example of this is the values to be measured that must be related to attitude. The IAT experiment measures respondents' unconscious attitudes based on prescribed values determined by the researcher. This may conflict with the design of an attitude. Each individual has their values to create an attitude towards an object, brand, or organization. This varies from individual to individual. As a result, there is a risk that the measured 'unconscious attitude' may not be representative of the actual 'unconscious attitude'. To minimize this limitation, the core values of an existing (well-established) charitable organization were used as values to measure attitude. Second, the reliability of the IAT experiment is questioned by several researchers. A major rationale for this conclusion is that researchers have re-run the well-known racist IAT experiment from which different results emerged each time. It also appears that the interpretation of values influences the final result. Besides the relation to attitude, it is also important that respondents interpret the value in the same way. In addition to the limitations of the IAT experiment, the study also has limitations within the research design. During the study, respondents were exposed to an existing video of WWF. The use of a well-established brand has the limitation that respondents are already familiar with the brand beforehand and consciously as well as unconsciously assume a certain attitude or behaviour. This applies not only to the brand but also to the content video. Although multiple measures were taken within this study to minimize these limitations the probability will remain.

In the future, multiple follow-up studies can be continued from the current findings. As mentioned earlier, it appears that the measurement of the 'unconscious attitude' has a higher complexity factor compared to the 'conscious attitude'. The current study measured the unconscious attitude through the IAT experiment, where doubts are raised about the reliability and validity of the study. This can be disproved by conducting the study again where the IAT experiment can be replaced by Electroencephalography (EEG). The experiment can record actual brain activities without the use of self-prescribed assumptions (e.g., core values of charitable organization used as experiment attributes). This also increases the reliability level of the study. Second, current research focuses on the general concept of attitude towards the intention to donate. Previous studies show attitude in the charitable sector is constituted by empathy and credibility, among other things. A follow-up study can be conducted to examine

which underlying variables contribute a decisive role in the formation of an attitude toward a charitable organization. Demographics surrounding the study can also be addressed. Several studies have shown that wealth and the country in which individuals are located influence the level as well as the frequency of donation. The present study focuses only on the Dutch area in which a distinction is made between people with and without a migration background. Future research can look at a larger perspective, focusing on continents or between wealthy and less wealthy countries.

7. References

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8. Appendix

8.1 Explanation IAT-experiment Dutch

Op de volgende pagina wordt u gevraagd om zo snel mogelijk items aan de linker- of rechterkant toe te wijzen. De interface geeft instructies aan welke kant u een item moet toewijzen.

**Hou er rekening mee dat de uitleg en waarden in het engels zijn.*

U wijst een item toe door op **E** (voor links) en **I** (voor rechts) te drukken op uw toetsenbord. De toe te wijzen items kunnen 'negatieve' waarden, 'positieve' waarden, foto's van WWF en foto's van Greenpeace bevatten. Hieronder volgt een overzicht van elke groep.

Negatieve waarden

Unpleasant, Discouraging, Disrespect, Valueless, Unpeaceful, Not result-driven, Not integer

Positieve waarden

Pleasant, Encouraging, Respect, Valuable, Peaceful, Result-driven, Integer.

WWF images



Greenpeace images



8.2 Explanation part 2 IAT-experiment

WWF	Greenpeace
+	
<p>Instructions: Place your left and right index fingers on the E and I keys. At the top of the screen are 2 categories. In the task, words and/or images appear in the middle of the screen.</p> <p>When the word/image belongs to the category on the left, press the E key as fast as you can. When it belongs to the category on the right, press the I key as fast as you can. If you make an error, a red X will appear. Correct errors by hitting the other key.</p> <p>Please try to go as <i>fast as you can</i> while making as few errors as possible.</p> <p>When you are ready, please press the [Space] bar to begin.</p> <p>Part 1 of 7</p>	

8.3 IAT-experiment with pictures

WWF	Greenpeace
	
<p>Press E or I to advance to the next word/image. Correct mistakes by pressing the other key.</p>	

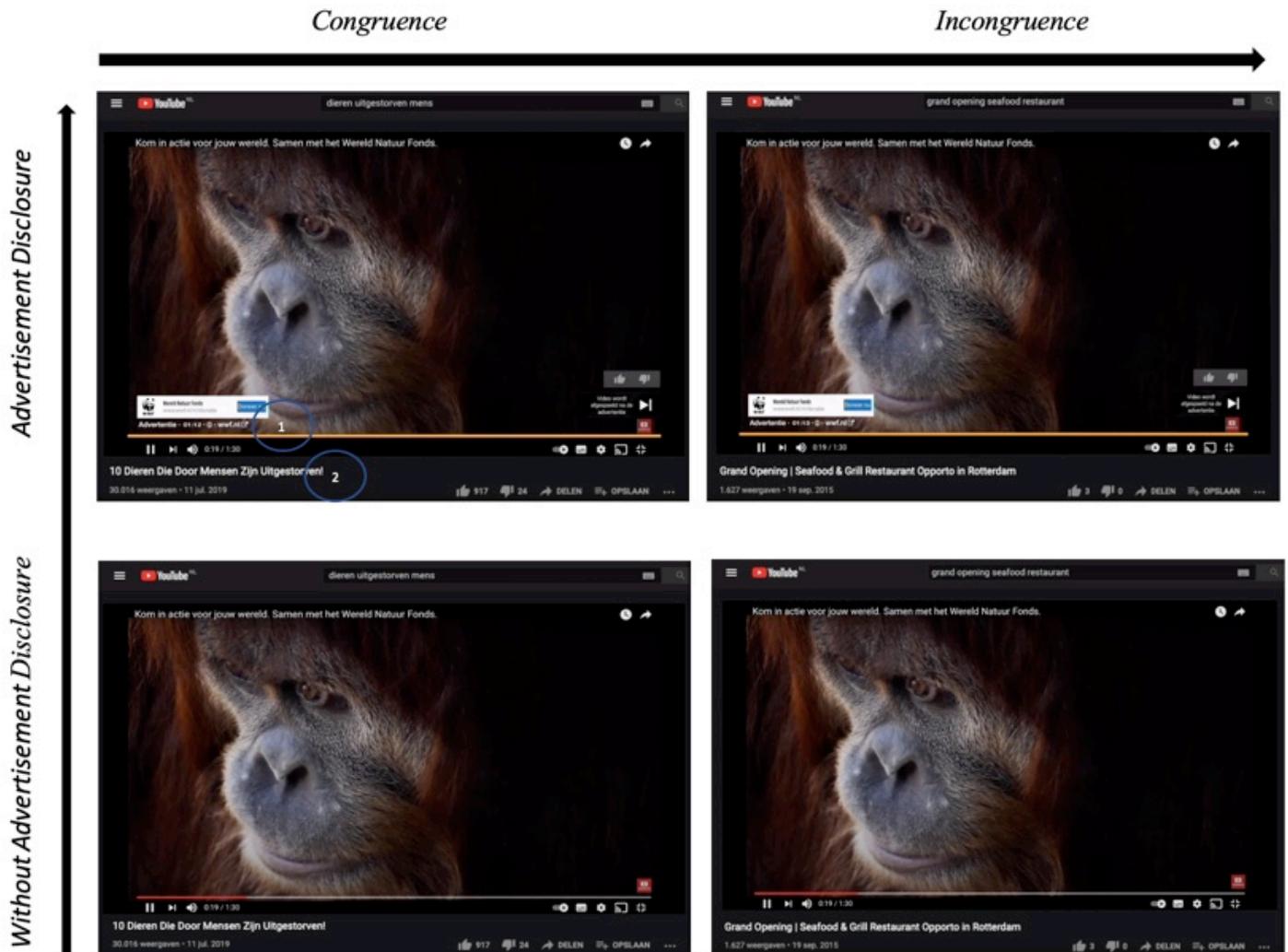
8.4 IAT-experiment with valuables

Positive values	Negative values
Unpeaceful	
<small>Press E or I to advance to the next word/image. Correct mistakes by pressing the other key.</small>	

8.5 IAT-experiment with valuables and pictures

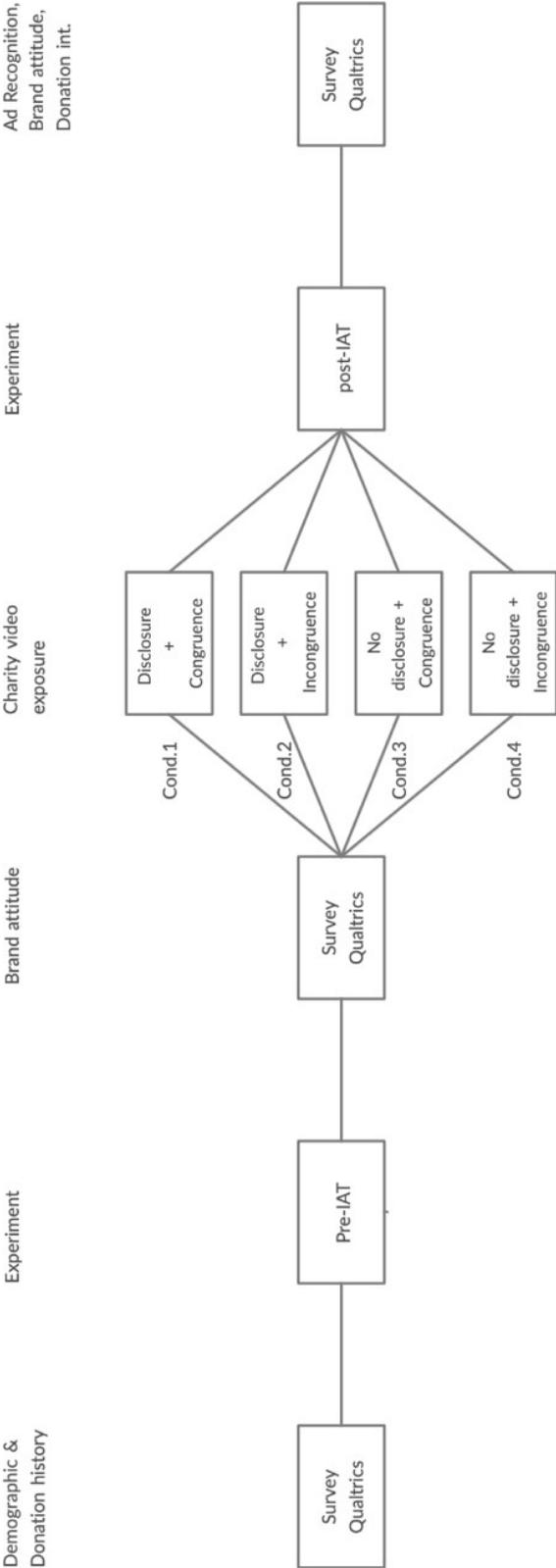
WWF or Positive values	Greenpeace or Negative values
	
<small>Press E or I to advance to the next word/image. Correct mistakes by pressing the other key.</small>	

8.6 Conditions interface in video



	CONGRUENT	INCONGRUENT
WITH ADVERTISEMENT DISCLOSURE	Condition 1	Condition 2 (control group)
WITHOUT ADVERTISEMENT DISCLOSURE	Condition 3	Condition 4

8.7 Research process



8.7 Survey questions

Met welke van de onderstaande goede doelen bent u bekend mee?

**Meerdere antwoorden mogelijk*

- Greenpeace
 - Wereld Natuur Fonds (WNF)
 - Unicef
 - WAR Child
 - Geen van de bovengenoemde doelen ben ik bekend mee
-

Heeft u in de afgelopen drie jaar vrijwillig een donatie gedaan aan een van de onderstaande goede doelen? **Meerdere antwoorden mogelijk*

- Greenpeace
 - Wereld Natuur Fonds (WNF)
 - Unicef
 - WAR Child
 - Geen van de bovengenoemde doelen
-

Heeft u voorkeur voor een bepaald goed doel?

- Nee
 - Ja, graag hieronder specificeren
-

Part 1 (before video)

Goede doelen hebben een bijdrage om de wereld beter en veiliger te maken. Een van deze goede doelen is het WNF.

Wat vindt u van het 'Wereld Natuur Fonds' (WNF) in vergelijking met andere bekende goede doelen?

Onaantrekkelijk	<input type="radio"/>	Aantrekkelijk						
Onaangenaam	<input type="radio"/>	Aangenaam						
Saai	<input type="radio"/>	Interessant						
Vind ik niet leuk	<input type="radio"/>	Vind ik leuk						
Negatief	<input type="radio"/>	Positief						
Slecht	<input type="radio"/>	Goed						

Part 2 (After video)

Hieronder wordt uw mening gevraagd over het goede doel 'Wereld Natuur Fonds' (WNF). Vult u deze in.

Onaantrekkelijk	<input type="radio"/>	Aantrekkelijk						
Onaangenaam	<input type="radio"/>	Aangenaam						
Saai	<input type="radio"/>	Interessant						
Vind ik niet leuk	<input type="radio"/>	Vind ik leuk						
Negatief	<input type="radio"/>	Positief						
Slecht	<input type="radio"/>	Goed						

Geef hieronder voor elke stelling aan in hoeverre u het eens of oneens bent.

	Helemaal mee oneens	Mee oneens	Enigszins mee oneens	Neutraal	Enigszins mee eens	Mee eens	Helemaal mee eens
De kans dat ik geld zou doneren aan WWF is hoog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn bereidheid om geld te doneren aan WWF is hoog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De waarschijnlijkheid dat ik geld doneer aan WWF is hoog.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Van welk goed doel heeft u zojuist een video bekeken?

- Unicef
- WWF (Wereld Natuur Fonds)
- WAR Child

Wat is uw geslacht?

- Man
 - Vrouw
 - Anders, graag hieronder specificeren
-

Wat is uw leeftijd?

Wat is uw ethische achtergrond?

- Autochtoon
 - Allochtoon
-

Wat is uw hoogst genoten opleiding?

- Basisonderwijs (basisschool)
 - Voortgezet Onderwijs (middelbare school)
 - Middelbaar beroepsonderwijs (MBO)
 - Hoger beroepsonderwijs (HBO)
 - Wetenschappelijk onderwijs (WO)
-

In hoeverre beheerst u de Engelse taal?*

- Gevorderd
- Gemiddeld
- Matig

>>