

Improving the effectiveness of cause-related marketing campaign messages

“The impact of goal framing on the persuasiveness of
cause-related marketing advertisements”



Master Thesis Economics and Business
Erasmus School of Economics
Specialisation Marketing

Rotterdam, 10 March 2011

Author: Marjolein Konings (336057)
Supervisor: Drs. Sarah Gelper

Abstract

Message framing is a widely used technique by advertisers to persuade consumers (Pervan and Vocino, 2008). Despite the popularity of the technique and the growth of cause-related marketing (CRM), where money is donated to a charity each time a consumer makes a purchase, little is known about how consumers respond to the message framing technique in CRM campaigns. In addition, discoveries of past research conducted on message framing are often inconclusive and even conflicting as to whether positive or negative frames are more persuasive.

This study examines the impact of goal framing, which is a type of message framing, on the persuasiveness of CRM advertising messages. It is attempted to determine the most appropriate frame to present to Dutch consumers in print advertisements of CRM campaigns. Special attention is paid to the moderating effects of consumer involvement, consumer knowledge and message evidence on the responses of Dutch consumers toward framed CRM messages. The purpose of this research is to investigate whether it is more effective to put the emphasis in the message on the positive consequences when the charity is supported due to the purchase of the advertised product or on the negative consequences when the charitable cause is not supported.

Findings of this study reveal that positive framing serves as an effective message cue to produce favorable attitudes and participation intentions for CRM campaigns among all various consumer segments in the Dutch market. When targeting the Dutch consumer, it is most effective to highlight the positive consequences the charity will experience when the campaign is supported. The level of involvement seemed to have no moderating effect on the consumer responses. However, no effect was found probably due to the fact that the reference point in the CRM campaigns was 'the other'. When communications are focused on 'the other' instead of 'the self', people are generally low involved with the subject (Lorez, 2007). Hindsight, this study focused mainly on low involvement, which probably ensured that no moderating effect was found. The results showed that consumer knowledge is a moderating factor. It was expected that the framing technique would only have an effect on consumers with relatively less knowledge about the topic discussed in the ad. However, the opposite was demonstrated by the analysis. It seemed that the framing technique had an effect on consumers with high knowledge and not on consumers with low knowledge. Furthermore, no interactive effect was found of framing and evidence on persuasion. This indicates that the framing effect was not moderated by the type of message evidence. It was found that both anecdotal and statistical evidence are most persuasive when

combined with a positive frame. While not the focus of this study, it is important to note that some consumer segments were more and some were less influenced by the ads. It appeared that women, young, knowledgeable and involved consumers were more persuaded by the CRM advertisements. No differences in the degree of persuasiveness were found for the various educational levels and the five Nielsen regions in the Netherlands. With these findings, marketers and advertisers engaged in promoting CRM campaigns can make a first step in formulating an advertising message and selecting an appropriate target group in order to increase the effectiveness of their advertising campaigns.

Table of contents

1. Introduction	6
2. Literature review and hypotheses	9
2.1 Message framing	9
2.1.1 Types of message framing	9
2.1.2 Inconclusive theory	10
2.1.3 Possible explanation mixed findings	11
2.2 Moderating factors	13
2.2.1 Consumer involvement	13
2.2.2 Consumer involvement & gender	16
2.2.3 Consumer knowledge	17
2.2.4 Message evidence	19
2.3 Advertising effectiveness	21
3. Methodology	22
3.1 Charity selection	22
3.2 Product and brand selection	23
3.3 Framing manipulation	23
3.4 Study design	26
3.5 Sample	27
3.6 Procedure	27
3.7 Measures	28
4. Results	30
4.1 Data exploration	30
4.2 Reliability check	31
4.3 Test of main hypotheses	31
4.3.1 Hypothesis 1	31
4.3.2 Hypothesis 2	32
4.3.3 Hypothesis 3	34
4.3.4 Hypothesis 4	34
4.3.5 Hypothesis 5	36
4.3.6 Hypothesis 6	38
4.4 Thought-listing analysis	39

4.5 Other findings	40
4.5.1 Involvement	41
4.5.2 Knowledge	41
4.5.3 Income	41
4.5.4 Age	42
4.5.5 Education	42
4.5.6 Nielsen Region	42
5. Discussion and conclusion	43
5.1 Main effect	43
5.2 Moderating effect of involvement	45
5.3 Moderating effect of knowledge	46
5.4 Moderating effect of message evidence	47
5.5 Managerial implications	48
5.6 Limitations and suggestions for future research	49
References	52
Appendix A: Questionnaire pretest 1: Charity selection	58
Appendix B: Results pretest 1: Charity selection	77
Appendix C: Questionnaire pretest 2: Framing manipulation & brand familiarity	78
Appendix D: Results pretest 2: Brand familiarity	87
Appendix E: Final Questionnaire	88
Appendix F: Demographics	112
Appendix G: Results other findings	114

1. Introduction

In recent years marketing campaigns and promotions with a social dimension have become more and more visible. In today's marketplace, consumers are becoming more concerned with corporate social responsibility (CSR). Recent research illustrates that there is a positive relationship between a company's CSR campaign and consumers' attitudes toward that company and its products. A growing number of marketplace polls suggest that CSR programs have a positive effect on consumer behavior (Sen and Bhattacharya, 2001). CSR initiatives include various forms of company involvement with charitable causes and the nonprofits that represent them. One dimension of CSR is the partnering of a company with a cause, called cause-related marketing (CRM). It has become a major corporate philanthropic trend to donate money to a charity every time a consumer makes a purchase (Chang, 2008). CRM can be defined as the process of formulating and implementing marketing activities that are characterized by contributing a specific amount to a designated nonprofit effort that, in turn, causes customers to engage in revenue providing exchanges (Brønn and Vrioni, 2001). An example of a CRM program is IKEA who is partnering with Unicef and Save The Children. Since 2003, IKEA donates one euro for each teddy bear that is sold. Unicef and Save The Children use the gain of this program to improve the education quality in nine different countries in Asia, Africa and Central- and Eastern Europe (Unicef, 2009). Another example is Procter & Gamble, who donates one tetanus vaccination to Unicef for each box of Pampers that is sold. With this program they try to ban the disease tetanus in developing countries among mothers and babies (Unicef, 2010).

Today's marketplace is characterized by a large amount of products of similar quality, price and service. Therefore, many companies are using CRM as a communication tool to differentiate themselves and their products. They communicate their CRM activities to consumers through advertising, packaging and promotions. The goal is to engage consumers who want to make a difference in society due to their purchasing (Brønn and Vrioni, 2001). However, consumers are bombarded with many advertising messages from numerous sources and through various media. As a consequence, advertisers become increasingly concerned about the effectiveness of their advertising messages. Various advertising and marketing studies have explored ways to enhance the effectiveness of advertisements (McKay-Nesbitt et al., 2009; Zhang and Buda, 1999). Researchers argue that advertisers should not only pay attention to the content of the communicated information but also to how these messages are presented to consumers. The way

information is framed, affects the amount of persuasion it elicits and may influence consumers' judgments and decisions (Orth et al., 2005; Smith 1996; Smith and Petty, 1996; Zhang and Buda, 2000). A message can be framed either positively or negatively. A positively framed message emphasizes the advantages or potential gains to consumers resulting from the purchase or use of the product. A negatively framed message stresses the potential losses to consumers when the product is not chosen (Zhang and Buda, 1999). Empirical research suggests that people respond differently to the different descriptions of the same objective information. Understanding these framing effects is very useful for advertisers who are interested in maximizing the persuasiveness of their advertising messages. In the context of cause-related marketing campaigns, the manner in which information is framed can be an important signal for consumers (Grau and Folse, 2007).

Marketing campaigns and promotions with a social dimension have become more popular, also in The Netherlands. Because of the increased use of charity-linked promotions, recent studies have begun to examine potential factors that might affect CRM effectiveness and how consumers respond to CRM (e.g. Hamlin and Wilson, 2004; Strahilevitz, 1999; Webb and Mohr, 1998). However, little research has been undertaken on how CRM campaigns are described in advertisements to shape consumers' purchase decisions (Chang, 2008). Message framing has been studied in a variety of contexts (e.g. health communication, promoting health and consumers products). There seems to be only one study that examines positively versus negatively framed messages in a CRM context. This is an American study accomplished by Grau and Folse in 2007. However, empirical findings suggest that consumers in seemingly similar countries do not necessarily respond homogeneously toward a particular message frame (Orth et al., 2005). Because responses of consumers vary in different countries and under different conditions, it is highly relevant to examine message framing in a CRM context in The Netherlands. It is not known yet in the literature how Dutch consumers respond toward a particular message frame in a CRM campaign.

The purpose of this study is to fill this gap, by investigating the following research question:

“What is the impact of positively versus negatively framed messages in CRM campaigns on the attitudes and participation intentions of Dutch consumers?”

Research on CRM advertising can especially be useful in practical business settings, because in The Netherlands CRM is still in its early years. Dutch marketers are in comparison with marketers from the US and the UK not yet very familiar with the concept of CRM (Meijs and Van der Voort, 2003). Understanding the framing effects and consumer responses in a CRM context, may help marketers and advertisers in The Netherlands with the development of creative and persuasive CRM campaigns.

2. Literature review and hypotheses

2.1 Message framing

A general used term in the literature for the way information is framed is 'message framing'. Message framing can be defined as the different representations of equivalent information (Levin et al., 1998). The difference has been linked to the availability of only one side of the information (Braun et al., 1997). For example, a glass of water can be described as 'half full' or as 'half empty' (Pervan and Vocino, 2008). A message can be framed either positively or negatively. A positively framed message focuses on the benefits resulting from the purchase of a product or the performance of the advocated behavior. A negatively framed message stresses the potential losses or adverse consequences of not purchasing a product (Maheswaran and Meyers-Levy, 1990; Smith, 1996). Empirical research suggests that people respond differently to the different descriptions of the same objective information, which is mentioned as 'framing effects' (Braun et al., 1997). Understanding these framing effects is very useful for advertisers who are interested in maximizing the persuasiveness of their advertising messages.

2.1.1 Types of message framing

Levin et al. (1998) have distinguished three different types of message framing, based on a priori distinctions between different sets of operational definitions. The first type of message framing is called *risky choice framing*, where framing relates to the outcomes of alternative choices which have different levels of risk. Risky choice framing affects the willingness of people to take a risk. An example is the study of Levin et al. (2002) who examined risky choice framing by asking people to choose between two different programmes for treating high cholesterol. The positive frame (negative frame in parentheses) pointed out that programme A ensured that 1/3 (2/3) of the persons treated, will succeed in reducing (fail to reduce) their cholesterol. Programme B offered a 1/3 chance that all of persons treated will succeed (none of the persons treated will fail) and a 2/3 chance that none of the persons treated will succeed (all of the persons will fail to reduce their cholesterol).

Another type of message framing is *attribute framing*, in which a single characteristic of an object, product or event, is used for framing manipulation. This type of message framing affects the evaluation of object or event characteristics. One such study on attribute framing was accomplished by Levin and Gaeth (1988). They showed that people's perceptions of the quality

of ground beef depended on whether the beef was labeled as ‘75% lean’ (positive frame) or ‘25% fat’ (negative frame).

The third type is *goal framing*, in which the consequence of an action or behavior is framed. Goal framing effects occur when a message has a different appeal. This depends on whether it stresses the positive consequences of performing an act or behavior to achieve a particular goal, or the negative consequences of not performing the act or behavior (Levin et al., 2002). A distinguishing feature of goal framing is that both framing conditions promote the same act. This type of framing affects the persuasiveness of a message. The question in goal framing is which frame, positive or negative, will have a greater persuasive impact on achieving the same end result. Goal framing has become popular in studies of persuasive communications and can be found in studies which range in topics from social dilemmas to consumer choice (Levin et al., 1998). Charitable donation is an example of goal framing which can be promoted through positively framed messages (e.g. “With your help, an unfortunate child can have an opportunity for a brighter future”) or a negatively framed one (e.g. “Without your help, an unfortunate child will remain living in the dark”). Both of these messages have the same goal, namely the promotion of donation behavior (Chang and Lee, 2009).

2.1.2 Inconclusive theory

Message framing is a widely adopted strategy for advertising message construction in diverse forms of advertising campaigns. Despite its popularity in academic and practical fields of communication, message framing has long been a controversial strategy. In recent years, many researchers have examined the persuasive function of message framing. However, the discoveries regarding the persuasive effects from the use of positive or negative framing are inconclusive or even conflicting with one another (Homer and Yoon, 1992; Levin et al., 1998; Shiv et al., 2004; Tsai, 2007; Zhang and Buda, 2000). Some studies show that in terms of persuasion, positively framed messages are more effective (Levin and Gaeth, 1988; Orth et al., 2005; Smith, 1996), while other studies suggest that negative frames result in more favorable outcomes (Chang and Lee, 2009; Meyerowitz and Chaiken, 1987). Finally, there are studies that show mixed results (Homer and Yoon, 1992) or no framing effects at all (Dardis and Shen, 2008).

2.1.3 Possible explanation mixed findings

Levin et al. (1998) argue that there are mixed findings in the literature, due to the fact that different studies have employed different operational definitions of message framing and therefore have tapped different kinds of underlying processes. They state that risky choice, attribute and goal framing cannot, and should not, be treated the same. Not recognizing the distinctions between the frames leads to unjustified comparisons that may create unnecessary confusion. The researchers organized and interpreted past framing research and found that the results within each framing type show substantial consistency. In risky choice framing, a choice shift typically occurs such that positively framed messages generally lead to more risk averse responding relative to negatively framed messages. In attribute framing, attributes are judged more favorably when they are labeled in positive rather than in negative terms. Finally, in goal framing a negatively framed message, which emphasizes the losses, tends to have a greater persuasive impact on a given behavior than a similar positive framed message emphasizing gains.

This study examines the effects of goal framing in a CRM advertising context and cannot be treated as a risky choice framing study, because it is not testing consumers' choices between two alternatives that involve risk. The framing effects of this study can therefore not be understood adequately within the prospect theory of Kahneman and Tversky (1979), which is the underlying theory of risky choice framing, because this will probably lead to unjustified comparisons. This study is also not an attribute framing study, because the framing manipulations do not affect the evaluation of object or event characteristics. Instead the consequences of (not) participating in a CRM campaign are framed in this study to persuade consumers to participate in the campaign, so the effects of goal framing are examined. As stated before, a distinguishing feature of goal framing is that both framing conditions promote the same act. The question in goal framing is which frame, positive or negative, will have a greater persuasive impact on achieving the same end result. This is also the question in this study, which frame, positive or negative, will have a greater persuasive impact on achieving the same end result, which is increasing campaign participation intentions among Dutch consumers. According to Levin et al. (1998) we might expect that negatively framed messages will in general enhance consumers' participation intentions into CRM programs. Even though these researchers found that in goal framing negatively framed messages are in general more persuasive, there are some underlying theoretical explanations to expect this effect.

Edell and Burke (1987) suggest that positive frames produce more favorable attitudes toward advertisements, and that positive emotions increase favorable attitudes toward ads and brands, while negative emotions do the contrary. Other studies however, propose that cognitive elaboration is greater when negative emotions predominate, which suggests that negatively framed messages will be more effective than positive ones in influencing attitudes toward the advertisement. Together, these findings suggest that whereas a positively framed message may cause people to like an advertisement, a negatively framed message evokes greater elaboration which will generate greater ad involvement (McKay et al., 2009).

According to Smith and Petty (1996), there are a couple of reasons to hypothesize that negatively framed messages would be processed more attentively than positively framed ones. Evidence suggests that negative information is generally more attention grabbing than positive information and receives more scrutiny (Homer and Yoon, 1992). Negative information might be seen as more important and therefore worthy of greater processing (Smith and Petty, 1996). Meyerowitz and Chaiken (1987) suggested that there is a negativity bias in the processing of information, where negative information has a systematically stronger impact on judgments than equivalent positive information. Besides this, it is suggested that negatively framed messages are more likely to violate people's expectancies. Since positive frames dominate in most advertising messages (Pervan and Vocino, 2008), people are more accustomed to see arguments in a positive rather than in a negative way (Meyerowitz and Chaiken, 1987). Previous studies suggest that when the information in a message violates people's expectations, it is subject to greater scrutiny (Smith and Petty, 1996).

Chang and Lee (2009) found that negatively framed messages are more effective in charity advertising than positively framed messages. They state that this is caused by the fact that negatively framed messages tend to arouse people's self-relevance, consciousness and sympathy regarding to the consequences if no action is taken. Negatively framed messages tend to increase people's need for information about the potential negative consequences and ways to avoid these consequences. This increased need for information could increase people's motivation to process the message. When people face the threats of undesirable social changes, they tend to change their behavior to avoid the threat, which can lead them to protect the status quo by supporting the charity. Emphasizing on the negative outcomes, may increase people's sense of confronting guilt and responsibility and may cause them to be more concerned about the loss aversion.

The above theory leads to the following hypothesis:

H1: Overall, campaign attitudes will be more positive and participation intentions will be stronger when consumers are exposed to information that is framed negatively.

2.2 Moderating factors

Although it is expected that negatively framed messages will be in general more persuasive in a CRM context, previous research indicates that the effect of message framing may not be uniform in all situations and can be moderated by other factors (Zhang and Buda, 2000). One such factor are the characteristics of the target audience. Zhang and Buda (1999) suggest that consumers do not necessarily respond in the same way to framed advertising messages. The persuasiveness that message framing generates may vary under different types of consumers. It is therefore important for advertisers not only to know how to frame their messages, but also what type of consumer is most sensitive to the framed advertising. It is suggested in the framing literature that consumers' level of involvement and their prior knowledge can moderate the persuasive effects of message framing (Chandy et al., 2001; Chebat et al., 1998; Dardis and Shen, 2008; Donovan and Jalleh, 1999; Grau and Folse, 2007; Maheswaran and Meyers-Levy, 1990; Martin and Marshall, 1997; Meyers-Levy and Maheswaran, 2004; Smith and Petty, 1996; Smith 1996; Tsai, 2007; Zhang and Buda, 1999). Besides consumer characteristics, the effectiveness of message framing is also likely to be contingent upon message related factors like the presented evidence in the message (Das et al., 2008). Therefore, one of the objectives of this study is to examine the moderating roles of consumer involvement, consumer knowledge and message evidence on the effectiveness of negatively versus positively framed messages in CRM campaigns.

2.2.1 Consumer involvement

In psychology and marketing, 'involvement' is generally considered as the personal relation or bridging experience for an individual, and is often described as personal relevance (Grau and Folse, 2007). According to Grau & Folse (2007) and Zaichkowsky (1985), personal relevance can be defined as "the level of perceived personal importance and/or interest evoked by stimulus within a specific situation, and is based on inherent needs, values, and interests". In the context of cause-related marketing, we define cause involvement as the degree to which consumers find the cause personally relevant. This personal relevance can arise from past experiences with a cause or can be part of people's self-concept (Grau and Folse, 2007).

According to the framing literature, framing effects appear to be dependent on the level of involvement. So, cause-related marketing advertisers that are targeting consumers with different levels of cause involvement, need to consider whether the emphasis in the communication is placed on the positive outcomes of supporting the campaign or on the negative consequences of not supporting the campaign.

A robust finding in research on message framing is that negatively framed messages are more (less) persuasive than positively framed ones when the level of involvement is high (low). For instance, Maheswaran and Meyers-Levy (1990) examined the importance of taking a diagnostic blood test that would enable people to identify their cholesterol level and herewith their risk on a heart disease. They found that under high involvement, people were more persuaded by the negatively framed message, which emphasized the benefits lost by not taking the test, whereas under low involvement, the positive frame emphasizing the benefits gained by taking the test yielded more favorable attitudes. Another study which found this framing effect is the study of Martin and Marshall (1997), who examined the role of involvement in cell phone promotion. Low involved consumers were more persuaded by the positive frame, which highlighted the benefits gained from using the promoted cellular phone. On the contrary, the negative frame, which emphasized the benefits lost when not buying the cell phone, was more persuasive for the highly involved consumer. Insights and theoretical explanations for this framing effect can be derived from the persuasion and information processing literature. The elaboration likelihood model offers a valuable theoretical view to largely understand the role of message framing and the moderating function of involvement in advertisements.

The elaboration likelihood model (ELM) of Petty and Cacioppo (1986), distinguishes two distinct routes to attitude change (i.e. persuasion). The model states that when people are motivated and able to process information in-depth and extensively, persuasion arises from the presence of issue-relevant information (i.e. message claims), which is also called the central route to persuasion. When people are less motivated or able to process issue-relevant information, attitudes can be changed due to the presence of peripheral cues, so via the peripheral route to persuasion. A peripheral cue is an element in an advertisement that is not directly related to the value of the advertised product or issue and can be processed relatively without much effort. Evidence suggests that an important factor in determining people's motivation to process a message, is their involvement with the issue or product (Celsi and Olson, 1988). Substantial

research indicates that when consumer involvement is low, and therefore their motivation to process the message is low, peripheral cues like executional ad variables become more prominent determinants in how people perceive and react to advertisements. On the contrary, under high involvement, attitudes in response to an advertisement will be more affected via the central route, so issue-relevant information becomes more important (Petty, Cacioppo, and Schumann, 1983).

Previous message framing research suggests that the effectiveness of positively versus negatively framed messages depends on whether persuasion is established by issue-relevant information or by peripheral cues that are related to nonmessage factors (Shiv et al., 2004). Less cognitive elaboration (e.g. scrutinizing of the message) occurs when an individual is low involved with the issue. In this situation, persuasion is based to a higher degree on peripheral cues. Consumers who follow the peripheral route to persuasion and therefore base their judgments of an advertisement mostly on peripheral cues, tend to favor positively framed messages over negatively framed ones (Maheswaran and Meyers-Levy, 1990; Shiv et al., 2004). According to Maheswaran and Meyers-Levy (1990), positively framed messages are more persuasive for people under low involvement because of a simple cue effect. They suggest that positively framed messages are received as more favorable because the positive phrasing evokes more positive associations with the issue. Positively framed messages have the possibility to be more persuasive because of their overall positivity and hedonic features (Meyers-Levy and Maheswaran, 2004; Shiv et al., 2004). Because of hedonistic principles, people usually accept that what is positive, but reject negative information (Meyers-Levy and Maheswaran, 2004). It is therefore suggested that people under low involvement agree more with issues related to positive cues instead of negative cues (Maheswaran and Meyers-Levy, 1990).

On the contrary, negatively framed messages are more persuasive than positive ones when people rely predominately on central processing. It is suggested that when the message issue is of high relevance to someone, central processing will occur and the judgments will be based on detailed scrutiny and cognitive elaboration of the content of the message (Petty and Cacioppo, 1983; Maheswaran and Meyers-Levy, 1990). It is theorized that under these conditions, negatively framed messages are more persuasive because negative information is often perceived as more consequential, informative (resulting in a greater weight in decision making) and diagnostic than positive information. This phenomenon is also called the 'negativity effect' (Dardis and Shen, 2008). In most instances, negative information has been shown to be non-normative and it is

often unexpected. It tends to be viewed as more diagnostic (e.g. inference forming/affirmative) than positive information, which causes people who process information centrally to allocate greater weight to negative information when formulating judgments (Meyers-Levy and Maheswaran, 2004).

Based on the theory above it is expected that consumers who are highly involved with the promoted cause will retain more favorable campaign attitudes and stronger participation intentions when the information in the campaign is framed negatively (e.g. focusing on the negative consequences when the CRM campaign is not supported). On the contrary, when the information is framed positively (e.g. focusing on the positive consequences when the campaigns is supported), the less involved consumer will retain more favorable campaign evaluations.

H2a: Campaign attitudes will be more favorable and participation intentions will be stronger for the high involved consumers, when they are exposed to information that is framed negatively.

H2b: Campaign attitudes will be more favorable and participation intentions will be stronger for the less involved consumers, when they are exposed to information that is framed positively.

2.2.2 Consumer involvement & gender

Cause-related marketing programs can be seen as a form of commercial purchase with linkages to prosocial values and behavior. Prosocial behavior is defined as “helping, sharing, and other seemingly intentional and voluntary positive behavior for which the motive is unspecified, unknown, or not altruistic” (Burnett and Wood, 1998). It is found in the literature that women appear to engage in helping behavior that is more caring and nurturant, so more prosocial. On the other hand, men engage in a more individualistic form of helping behavior. So it is suggested that women are more positively predisposed toward prosocial behavior than men (Berger et al., 1999). Since cause-related marketing programs use prosocial values and behavior (e.g. donating to a charity), it is expected that women will find cause-related programs more personally relevant and therefore will be more involved with this issue compared to men. As discussed before, when the involvement with an issue is high, negatively framed messages will be more persuasive, while when the level of involvement is low, positively framed messages are more effective. This theory leads to the following hypotheses:

H3a: Women will have a higher level of involvement with regard to CRM programs compared to men.

H3b: Men will have a lower level of involvement with regard to CRM compared to women.

H4a: If women are more involved with CRM programs, campaign attitudes will be more favorable and participation intentions will be stronger when they are exposed to information that is framed negatively.

H4b: If men are less involved with CRM programs, campaign attitudes will be more favorable and participation intentions will be stronger when they are exposed to information that is framed positively.

2.2.3 Consumer knowledge

A considerable amount of research on consumer behavior suggests that consumers' ability to think and to process information from advertisements can affect their responses to those ads. Ability refers to the amount of prior information and the extent of experience and knowledge consumers have about an issue (Chandy et al., 2001; Petty and Cacioppo, 1983). The persuasive effects of message framing are moderated by the level of consumers' prior knowledge (Chebat et al., 1998). According to Chebat et al. (1998) consumer knowledge and involvement are related to each other. Therefore, theoretical explanations for the moderating impact of consumer knowledge can also be derived from the elaboration likelihood model as described in the information processing literature. So, this paragraph will proceed further on this theory.

Consumers differ in their ability, skills and competencies to interpreted information from an advertisement. Consumers with greater knowledge and skills are better able to process the advertising information more completely. They are better able to handle concrete factual information and make more detailed thoughtful analytical judgments about the advertised issue. In contrast, those with less knowledge often seek cognitive shortcuts in dealing with factual analytical information processing. Because of these cognitive shortcuts, they may rely more on peripheral cues and therefore may peripherally form favorable or unfavorable attitudes because they like or dislike the tonality (positive or negative) of the advertisement. Consumers with low knowledge of a product base their purchase decisions mainly on peripheral cues and simple rules of thumb. On the contrary, consumers with high knowledge process the information in an advertisement more analytically and base their purchase decisions mainly on the diagnostic value of the presented information (Smith, 1996).

Furthermore, research turns out that highly and lowly knowledgeable consumers also differ in terms of information acquisition. Highly knowledgeable consumers have an active information-acquisition pattern because they often have the motivation and cognitive skills enabling them to seek for more intrinsic information (i.e. issue-relevant information). Because of their motivation

and cognitive resources, it is argued that they build their knowledge via the central route of information processing. On the contrary, the lowly knowledgeable consumer has a more passive information-acquisition pattern. He often lacks motivation and cognitive skills, and is therefore more likely to process the advertisement via the peripheral route of information processing and be affected more by extrinsic cues (i.e. peripheral cues) (Tsai, 2007). As discussed in paragraph 2.2.1, consumers who predominately rely on central processing, are in general more persuaded by negatively framed messages, while consumers who follow the peripheral route to persuasion, are more influenced by positively framed ones.

So one could conclude that the knowledgeable consumer is more persuaded by negatively framed messages, while the less knowledgeable consumer will be more convinced by positively framed ones. However, this is not in line with the reasoning of several knowledge structure theorists. Whereas Levin and Gaeth (1988) argue that high prior knowledge weakens the message framing effect. Chebat et al., (1998) and Tsai (2007) state that this even cancels the effect. This reasoning can be interpreted according to the theory of the information integration effect. This theory states that if the information in an communication does not provide any further essential content to consumers who are already well informed, the impact of any new information is limited, no matter in which kind of message frame it is presented (Chebat et al., 1998).

Based on the theory above, it is expected that the exposure to neither the positive nor the negative frame makes a significant difference among consumers of high cause knowledge. On the other hand, it is hypothesized that positive framing generates stronger persuasiveness compared to negative framing for consumers of low cause knowledge.

H5a: There will be no significant difference in campaign attitudes and participation intentions for the highly knowledgeable consumers, when they are exposed to information that is positively or negatively framed.

H5b: Campaign attitudes will be more favorable and participation intentions will be stronger for the less knowledgeable consumers, when they are exposed to information that is framed positively.

2.2.4 Message evidence

Given the rapidly growing number of charities, a challenging task faced by charity organizations and CRM programs is to communicate to the public that the cause is urgent, valid, and serious. One common strategy to inform people about the importance of the cause, is to include evidence in the message (Reynolds and Reynolds, 2002). Message evidence can be presented in many ways, for instance by including statistical or anecdotal evidence. So, a CRM program may demonstrate the urgency and importance of the program by presenting statistical evidence like: “10,000 people will die of starvation if we do not support them”. A different strategy to reach the same goal (i.e. donation behavior) may be to include anecdotal evidence in the message, such as a vivid case history of just one possible victim: “This is Indra. She will die of starvation if we do not support her” (Das, et al., 2008).

However, the question is which type of evidence is most persuasive. Some researchers argue that vivid, anecdotal case histories are more compelling than statistical information, because they arouse stronger mental imagery, decrease counterarguments, and have a stronger intuitive appeal. On the other hand, others have suggested that statistical evidence in a message is more persuasive (Das et al., 2008). According to Kopfman et al. (1998), the difference in persuasiveness of statistical versus anecdotal evidence messages can be explained by the way people process information. In a study on organ donation intentions, they found that statistical evidence messages mainly enhance central processing, whereby persuasion results from careful elaboration of the content of the message (e.g. message claims). On the contrary, anecdotal messages enhance peripheral processing. Therefore, persuasion is based on peripheral cues.

According to Das et al. (2008), the effectiveness of message framing is likely to be contingent upon the presented evidence in the message. As discussed before, the effectiveness of positively versus negatively framed messages, depends on whether persuasion is established via the central or the peripheral route of processing. Consumers who tend to base their judgments on peripheral cues, tend to favor positively framed messages, while negatively framed messages are more persuasive when people rely predominately on central processing. As argued above, statistical evidence enhances elaborate message processing, compared to anecdotal evidence (Kopfman et al., 1998). Consequently, message framing and message evidence are likely to exert interactive effects on message processing and persuasion (Das et al., 2008). Statistical evidence will enhance central processing and increase the effectiveness of negatively framed CRM campaign messages.

On the contrary, anecdotal evidence will increase peripheral message processing and enhance the effectiveness of positively framed CRM campaign messages. This effect was also found by Das et al. (2008). In their study on the improvement of the effectiveness of fundraising messages, they found that the effectiveness of the presented charity message was higher when the message combined statistical evidence with a negative frame, or when anecdotal evidence was combined with a positive frame.

This leads to the following hypotheses:

- H6a: When the evidence in the message is presented in a statistical way, campaign attitudes will be more favorable and participation intentions will be stronger when consumers are exposed to information that is framed negatively.*
- H6b: When the evidence in the message is presented in an anecdotal way, campaign attitudes will be more favorable and participation intentions will be stronger when consumers are exposed to information that is framed positively.*

A graphic representation of the theoretical framework and the hypotheses is provided in figure 1. As stated before, the main objective of this study is to examine the persuasive effects of goal framing in CRM campaigns on the attitudes and participation intentions of Dutch consumers. This effect is represented by H1. As can be seen in figure 1, this effect forms the core of this research. Three direct variables can moderate this effect: consumers' level of involvement (H2), consumers' level of prior knowledge (H5) and the message evidence in the campaign (H6). It is hypothesized that consumers' level of involvement will vary by gender (H3), which causes men and women to be persuaded by a differently framed message (H4).

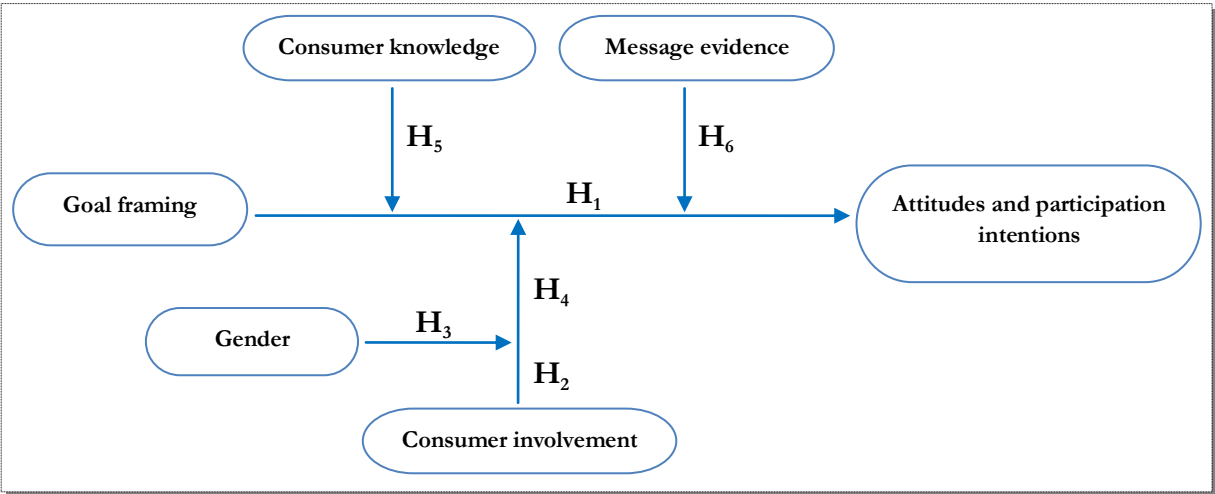


Figure 1: Graphical representation literature review and hypotheses

2.3 Advertising effectiveness

The goal of advertising is to influence consumers' behavior (Petty and Cacioppo, 1983). Effective advertising is, almost always, persuasive advertising. Persuasion can be defined as “a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice”. Attitudes are individuals' evaluations of issues, persons, objects, and possible courses of action and are the core dimension of persuasion. Strong attitudes influence message evaluations and judgments of communications (O'Shaughnessy and O'Shaughnessy, 2004). Consumer attitudes toward an ad, attitudes toward a brand, and purchase intentions, are three commonly used principal outcome variables in studies on advertising effectiveness (Lafferty and Goldsmith, 1999).

Advertising effects can be classified as cognitive and affective responses. Cognitive responses are thoughts that individuals have in reaction to a persuasive message (Cacioppo, Harkins, & Petty, 1981). Affective responses can be defined as people's evoked feelings during advertising exposure (Orth et al., 2005). Researchers found that both affective and cognitive responses toward an advertisement, have an influential role in the persuasion process. Both responses influence attitudes, which can, in turn, bring about changes in behavioral intentions (e.g. purchase intentions) (Homer and Yoon, 1992; Shen and Dillard, 2007). So, the framed message in a CRM campaign goes through several stages before it has an impact on end-behavior. The message first elicits cognitive and affective responses of consumers, these responses have an influence on consumers' attitudes, and this finally results in the decision to participate in a CRM program. This process can be visualized with the framework that is shown in figure 2 and functions as an overall research framework of this study.

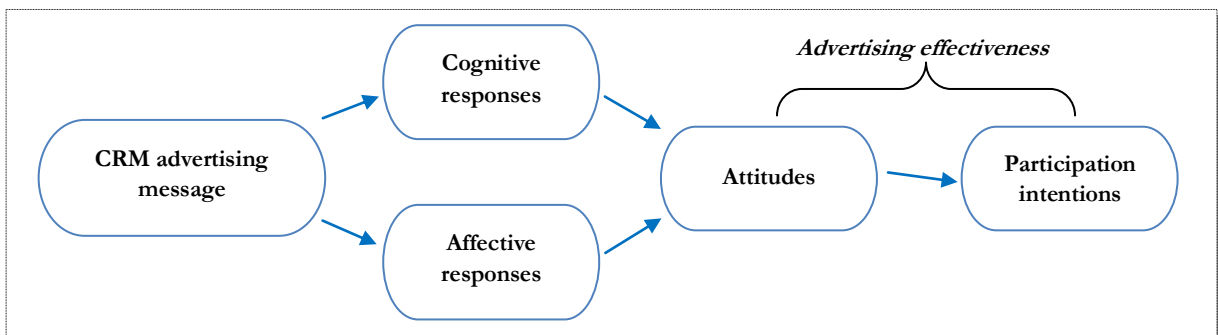


Figure 2: Research process

3. Methodology

3.1 Charity selection

To test hypotheses 2, 3, 4 and 5, it was essential to select charities for the campaigns wherein consumers vary in their level of involvement and knowledge of the charity. Therefore a first pretest was conducted. In this pretest, fifteen charities were selected to explore consumers' level of involvement and their knowledge about the charities. Both national and international charities with a different focus were selected to ensure that the charities were as varied as possible.

The selected charities were divided into two questionnaires to avoid distraction of the participants. To avoid 'order effects' due to loss of concentration (e.g. reduction of the attention paid to each charity), the charities in each questionnaire were randomized to ensure that every charity was addressed in various positions in the questionnaire.

First, respondents were asked to rate how knowledgeable they felt with each of the presented charities. Consumer knowledge can be measured either objectively or subjectively. However, there are many procedural difficulties in obtaining objective knowledge, such as the development of a questionnaire to measure it. Compared with objective knowledge, subjective knowledge is easier to measure and as a result, is used frequently (Park and Moon, 2003). Hence, a subjective knowledge measure derived from Park et al. (1994) was applied in this research. To assess the subjective charity knowledge, participants completed three questions. They were asked to indicate on a seven-point scale ranging, from very little to very much, how knowledgeable they felt about each charity. Subsequently, some general information about the pursuits of each charity was provided which was collected via the websites of the charities. After reading the information, respondents could indicate on a five-item, seven-point semantic differential scale, adapted from Grau and Folse (2007), how involved they felt with each charity.

The data were collected via a web-based questionnaire by using Thesistools, which is software to program questionnaires. The advantage of this method is that an internet survey may help to reduce social pressures associated with a face-to-face request and may represent true responses (Chang and Lee, 2009).

The pretest questionnaire was completed by 52 respondents of different ages and gender. Since the scale to measure consumers' level of involvement with the presented charities and the knowledge scale were translated into Dutch, a reliability analysis was conducted to verify the translated scales. This analysis showed that the five items concerning consumers' level of involvement were consistent (Cronbach's $\alpha = .933$). This means that the items were measuring the construct that was intended to measure. The analysis also revealed that deleting an item would not increase the reliability. Therefore, all five items were used in the further analysis. The same goes for the scale to measure consumers' level of knowledge (Cronbach's $\alpha = .907$).

Participants' responses to the five involvement and the three knowledge items were averaged for the analyses, wherein 1 = least involved/knowledgeable; 7 = most involved/knowledgeable. The purpose was to select charities for the main experiment, wherein the variation between low and high involved and between low and high knowledgeable consumers, was as large as possible. The larger the standard deviation, the more the individual responses of the respondents are distant from the mean (Field, 2005), so the more variation between consumers' level of involvement and knowledge of the charity. The results (see Appendix B) showed that the variations in responses toward the involvement and knowledge measures were the largest for SOS Kinderdorpen ($s = 1.41$ and $s = 1.44$), WNF ($s = 1.37$ and $s = 1.39$) and Stichting AAP ($s = 1.60$ and $s = 1.17$). Therefore, these charities were chosen to be the advertised charities in the main experiment.

3.2 Product and brand selection

Due to the fact that both men and women of different ages participated in this study, it was of importance to select products for the campaigns, which were appealing to both sexes and to different age groups. The selected products were FMCG (LED-light, fruit drink and bread) assuming that both men and women of different ages make use of these products. In order to reduce the influence from participants' existing attitudes and experiences, brands were chosen based on a pretest demonstrating low familiarity among consumers (see Appendix D).

3.3 Framing manipulation

After selecting the charities and products for the campaigns, a pretest was needed to assess the framing manipulation. In this pretest, respondents read both versions of the campaign message. They indicated whether the message stressed the positive consequences, when the cause was

supported due to the purchase of the advertised product or the negative consequences if the cause was not supported.

In order to test hypothesis 1, the overall effect of goal framing on the attitudes and participation intentions of Dutch consumers, a generic message was created. The generic message was created for Stichting AAP and was neutral in the sense that it did not contain any form of anecdotal or statistical evidence in the message. This message was not manipulated by the type of message evidence¹. To test hypothesis 6, the influence of the way evidence is presented in a message on the persuasiveness of positively versus negatively framed messages, an anecdotal and a statistical campaign message were created. The anecdotal evidence message was created for SOS Kinderdorpen and told the story of a young victim of the floods in Pakistan². The statistical evidence message was created for WNF and focused on numerical information about the amount of forest cut down each year and its consequences (e.g. increasing number of victims due to natural disasters and the amount of plants and animals that are threatened by deforestation)³.

Next to the messages, some visual images like a picture of the product and the logo of the charity were displayed in the pretest to ensure that the campaign messages were clearly understood by the respondents. To ensure that the CRM campaign messages were as realistic as possible, existing problems in today's world, existing CRM campaigns and existing promotions of charities were used for input and inspiration.

The framing manipulation check was adapted from Chang (2008). Respondents rated two statements, using a seven-point Likert scale ranging from totally disagree till totally agree: "The message emphasizes the positive outcomes which the cause will experience if the product is purchased/the campaign is supported" (further called 'positive statement') and "The message emphasizes the negative consequences which the cause will experience if the product is not purchased/the campaign is not supported" (further called 'negative statement'). The second pretest questionnaire can be found in Appendix C.

¹ Information from www.stichtingaap.nl was used for the formulation of the generic advertising message

² Information from www.soskinderdorpen.nl was used for the formulation of the anecdotal advertising message

³ Information from www.wnf.nl was used for the formulation of the statistical advertising message

25 respondents of different ages and gender, who did not take part in the main experiment, filled in the second pretest questionnaire. To compare the means of the ‘positive statements’ with the means of the ‘negative statements’, a dependent *t*-test was used. It turned out that the *t*-test was an appropriate test because the data of this pretest met the assumptions of parametric tests, i.e. the data were normally distributed, independent and measured on the interval level (Field, 2005). For each campaign message, the mean score of the ‘positive statement’ was compared with the mean score of the ‘negative statement’. The results are shown in table 3.1

Table 3.1: Results pretest framing manipulation campaign messages

N = 25	Mean Positive Statement (<i>SE</i>)	Mean Negative Statement (<i>SE</i>)	P-value
SOS Kinderdorpen Positive Message	5.60 (.20)	2.32 (.28)	.000***
Stichting AAP Positive Message	5.64 (.22)	2.52 (.35)	.000***
WNF Positive Message	5.48 (.27)	3.04 (.34)	.000***
SOS Kinderdorpen Negative Message	2.76 (.33)	5.72 (.26)	.000***
Stichting AAP Negative Message	2.96 (.32)	5.84 (.24)	.000***
WNF Negative Message	2.92 (.32)	6.12 (.19)	.000***

*** = significant at 1% level

For the positively framed campaign message of SOS Kinderdorpen, respondents agreed significantly more with the positive statement ($M = 5.60$, $SE = .20$), than with the negative statement ($M = 2.32$, $SE = .28$, $t(24) = 8.925$, $p = .000$, $r = .88$). So on average, respondents perceived that this message was stressing more on the positive consequences when SOS Kinderdorpen was supported due to the purchase of the advertised product than on the negative consequences if SOS Kinderdorpen was not supported. This also applies to the positively framed message of Stichting AAP. Respondents agreed significantly more with the positive statement ($M = 5.64$, $SE = .22$), than with the negative statement ($M = 2.52$, $SE = .35$, $t(24) = 6.636$, $p = .000$, $r = .80$). Finally, the results of the last positively framed message of WNF indicated that this message was also perceived more as positive ($M = 5.48$, $SE = .27$) than as negative ($M = 3.04$, $SE = .34$, $t(24) = 4.665$, $p = .000$, $r = .69$).

The results of this pretest showed that the framing manipulations of the negatively framed messages were satisfactory too. For the negatively framed message of SOS Kinderdorpen, respondents agreed significantly more with the negative statement ($M = 5.72$, $SE = .26$), than

with the positive statement ($M = 2.76$, $SE = .33$, $t(24) = 6.385$, $p = .000$, $r = .79$). This indicates that respondents felt that the message stressed more the negative consequences of not supporting the campaign, than the positive consequences. Same goes for the negative message of Stichting AAP. Respondents agreed more with the negative statement ($M = 5.84$, $SE = .24$) than with the positive one ($M = 2.96$, $SE = .32$, $t(24) = 6.423$, $p = .000$, $r = .79$). Finally the framing operationalization for the negative campaign of WNF was also successfully processed by the respondents, because on average there was significantly more agreement with the negative statement ($M = 6.12$, $SE = .19$) than with the positive statement ($M = 2.92$, $SE = .32$, $t(24) = 7.918$, $p = .000$, $r = .85$).

From the results of the second pretest we can conclude that the framing operationalizations were successfully processed by the respondents for both positively and negatively framed messages. So, the framing manipulations in the advertisements were satisfactory.

3.4 Study design

The hypotheses were tested in a between-subjects design (framing: positive/negative) and a within-subjects design (message type: generic/anecdotal/statistical). Three different campaigns were created resulting from manipulations of the message type (generic/anecdotal/statistical). For each of these campaigns, two versions of the campaign message were created, resulting from manipulations of the message frame (positive/negative). The layout of the campaigns was created by a professional working at an advertising agency. With the exception of the message manipulations, the layout was held constant across conditions to exclude confounding effects from using different visuals for the positively and negatively framed messages.

The experiment consisted of two different versions of the questionnaire. In the first questionnaire, respondents were asked to judge three positively framed CRM campaigns, one positive generic, one positive anecdotal and one positive statistical campaign. The second questionnaire consisted of the same campaigns, although the messages in these campaigns were all framed negatively, so one campaign with a negative generic, one with a negative anecdotal and one with negative statistical message.

3.5 Sample

The data were collected during November 2010. Eventually, 330 Dutch consumers participated in the main survey. The experiment was aimed at consumers with different demographic characteristics, so no particular group was targeted. As hypothesized, the persuasiveness of positively and negatively framed CRM campaign messages varies by personal characteristics like gender, involvement and knowledge. Consequently, to get a general impression of the persuasiveness of the framed CRM campaign messages, a mixed sample was needed. Therefore, respondents were selected from the panel of Thesistools. In this way a sample representative to the Dutch population was drawn.

3.6 Procedure

Respondents were asked to participate in a survey about cause-related marketing. The respondents were randomly assigned to the positively or negatively framed CRM campaigns and were instructed to read the campaigns as they normally would at their own speed.

Both questionnaires consisted of four sections. The first section displayed a positive/generic (questionnaire 1) or a negative/generic (questionnaire 2) framed CRM campaign. After reading the campaign message, respondents completed questions that assessed their cognitive and affective responses, attitudes toward the campaign, brand and charity, participation intentions, cause involvement and their cause knowledge. The second part of the questionnaire displayed a positive/anecdotal (questionnaire 1) or a negative/anecdotal (questionnaire 2) framed CRM campaign. After reading this advertisement, respondents were asked to complete the same questions for this ad as they did in the first part of the questionnaire. The third part displayed a positive/statistical (questionnaire 1) or a negative/statistical (questionnaire 2) framed CRM campaign. Again, the same questions were asked. Demographic background questions like gender, age, education, marital status and income were incorporated in the last part of the questionnaire. The two versions of the questionnaire can be found in Appendix E.

To avoid order effects due to loss of concentration (e.g. reduction of the attention paid to each advertisement), the three campaigns in each questionnaire were randomized. In this way the campaigns were randomly presented to the respondents, which means that every campaign had an equal chance to be presented as first, second or last. Again, data were collected via a web-

based questionnaire in order to reduce socially desirable answering behavior of respondents due to social pressures associated with a face-to-face request.

3.7 Measures

Cognitive and affective responses

After ad exposure, respondents were asked to write down all thoughts and feelings that had occurred to them while reading the CRM campaign message in the form of an open-ended question, also called thought-listing task. The task could help identify possible cognitive or affective responses that respondents came up with when first looking at the campaign (Chang and Lee, 2009). It was administrated to shed light on whether respondents indeed employed levels of central or peripheral processing in the anticipated conditions. In accordance with previous research (e.g. Chang, 2008, Maheswaran and Meyers-Levy, 1990; Meyers-Levy and Maheswaran, 2004), message-related thoughts can serve as indicators of the use of central message processing, while simple evaluative thoughts indicate the use of peripheral message processing. The thought-listing task gave the opportunity to explore the processing differences of respondents that may lead to differences in attitudes and participation intentions.

Advertising effectiveness

The method of asking participants to evaluate their attitudes toward the ad, attitudes toward the brand and then indicating their purchase intentions, is a prevalent used advertising effectiveness measure throughout the literature (Li et al., 2002). Besides brands, there were also charities shown in the advertisements of this study. Therefore an additional measure, attitude toward the charity, was added to measure the effectiveness of the advertisements.

Attitude toward the ad

Attitude toward the ad was measured with a 6-item, seven-point semantic differential scale, adapted from the 'attitude toward the ad (overall) scale' (Bruner, 2001). The following items were selected based on relevance: good/bad, favorable/unfavorable, positive/negative, persuasive/not at all persuasive, irritating/not irritating and pleasant/unpleasant. Positive adjectives received a score of 7 and negative adjectives received a score of 1. Participants responses to the 6 items were averaged for the analyses. The average score created the ' A_{Ad} ' variable (1 = least favorable; 7 = most favorable).

Attitude toward the brand

Attitude toward the brand was measured with a 4-item, seven-point semantic differential scale, adapted from the 'attitude toward the product/brand scale' (Bruner, 2001). Again, the choice of the items was based on relevance. The items derived from the scale were: good/bad, favorable/unfavorable, positive/negative and pleasant/unpleasant. The scorings and analyzing procedure of the items was the same as the procedure followed by 'attitude toward the ad'.

Attitude toward the charity

To assess attitude toward the charity, participants completed a 4-item, seven-point semantic differential scale adapted from 'attitude toward the product/brand scale' (Bruner, 2001). The items derived from this scale were: good/bad, favorable/unfavorable, positive/negative and pleasant/unpleasant. Again, the scorings and analyzing procedure was the same as the two previous mentioned attitude variables.

Participation intentions

Campaign participation intentions were measured on a 2-item, seven-point Likert scale based on scales from Chang (2008) and Grau and Folse (2007). The 2 items were averaged to derive a composite rating to quantify the effectiveness of the displayed CRM advertising messages. Higher numbers indicated higher participation intentions, resulting in higher advertising effectiveness.

Cause involvement and cause knowledge

To measure cause involvement and knowledge in the main survey, the same measurement scales as in pretest 1 were used.

Background demographics

Demographic background questions like gender, age, education, income, living situation, Nielsen region and responsibility for the grocery shopping were incorporated in the last part of the questionnaire, to explore which consumer segments are more or less sensitive to framed CRM campaign messages.

4. Results

4.1 Data exploration

Before the actual analyses were performed to test the main hypotheses of this research, the collected data were explored. 39 respondents were not included in the analyses because they skipped a whole part of the questionnaire or stopped filling in the questionnaire after some questions. Furthermore, some respondents forgot to fill in one item. The missing items were given the mean of the responses of that particular respondent, to all other items measuring this variable. This is a common and appropriate way to handle with missing values (Sekaran, 2003).

Subsequently, the demographics of the sample were investigated. The selected sample was mixed by gender (47.6% women and 52.4% men), income (25.4% below average, 31.0% around average and 43.6% over average), education (28.8% primary or secondary education, 23.9% MBO, 24.8% HBO and 21.2% WO) and age (with a mean of 50 years old). For all demographic information see Appendix F.

To test the effectiveness of positively versus negatively framed messages in CRM campaigns, the sample was randomly split up into two groups. Each group received a different version of the questionnaire. Both groups answered the same questions about the presented CRM campaigns. The first group received a questionnaire with positively framed CRM campaign messages, while the second group received a questionnaire with negatively framed messages. The positively framed campaign versions were judged by 168 respondents, the negative ones by 162 respondents. Afterwards, the responses of the two groups were compared in order to analyze which type of message frame, under which condition, is most effective. To make a reliable comparison, it was essential that both groups were as similar as possible. Therefore, the demographics of the groups were compared with each other. The tests showed that there were no significant differences between the two groups in gender ($X^2(1) = .806, p > .05$), education ($X^2(7) = 5.149, p > .05$), age ($M = 50.96, SE = 1.05; M = 48.73, SE = 1.14, t(328) = 1,438, p > .05, r = .08$) and income ($X^2(2) = 1.671, p > .05$).

Finally, the data were explored to examine whether the data met the assumptions of parametric tests. This check was performed to ascertain whether the use of parametric tests was appropriate. The Kolmogorov-Smirnov test showed that all the variables were significantly non-normal distributed. After transforming the data by means of the log and square root transformations, the

data stayed non-normal. Because the data did not meet the requirements to use parametric tests, non-parametric tests were used to test the hypotheses of this research.

4.2 Reliability check

Since all the measurement scales used in this research were translated into Dutch, a reliability analysis was conducted to verify the translated scales. The following Cronbach's alphas were obtained: attitude toward the ad $\alpha = .962$; attitude toward the brand $\alpha = .987$; attitude toward the charity $\alpha = .985$; participation intention $\alpha = .917$, cause involvement $\alpha = .956$ and cause knowledge $\alpha = .895$. The reliability analysis showed that all the items were consistent (Cronbach's $\alpha = .895$ or higher), so the items were measuring the constructs that were intended to measure. The analysis also revealed that deleting an item would not increase the reliability. This indicates that the variables were measured in an appropriate way. Therefore, all items of each scale were used to calculate the mean scores for the variables.

4.3 Tests of main hypotheses

4.3.1 Hypothesis 1

According to the first hypothesis, campaign attitudes will be more positive and participation intentions will be stronger, when Dutch consumers are exposed to information that is framed negatively. Using the Mann Whitney test, it can be determined whether this hypothesis is correct or not. As the literature suggests, this is an overall effect and applies when there is no message evidence presented in the campaign message, so when the message is generic. Therefore, the generic campaign message of Stichting AAP was used to test the effect.

Table 4.1: Results effectiveness generic advertising message

Variable	Mean score	Mean score	P-value
	positively framed generic message (<i>SE</i>) (<i>n</i> = 162)	negatively framed generic message (<i>SE</i>) (<i>n</i> = 159)	
Campaign attitudes ⁴	4.89 (.11)	4.68 (.12)	.136
Participation intentions	3.36 (.16)	3.30 (.16)	.427
Overall effectiveness message ⁵	4.12 (.13)	4.00 (.13)	.289

⁴ This variable is constructed by summing up and then averaging participants responses to the attitude variables

⁵ This variable is constructed by summing up and then averaging participants responses to the attitude and participation variables

As shown by the results presented in table 4.1, when it comes to a generic CRM advertisement, there are no significant differences in campaign attitudes between the positive ($M = 4.89$, $SE = .11$) and the negative frame ($M = 4.68$, $SE = .12$), $U = 12346.0$, $p = .136$, $r = -.06$. It also appears that consumers' participation intentions are for both frames of equal strength. There is no significant difference found in response between the positive ($M = 3.36$, $SE = .16$) and the negative framed message ($M = 3.30$, $SE = .16$), $U = 13369.5$, $p = .427$, $r = -.01$. This leads to the rejection of H_1 . Apparently, when there is no message evidence presented in the advertisement, both frames are of equal persuasiveness.

4.3.2 Hypothesis 2

The second hypothesis stated that the highly involved consumer will be more persuaded by campaign messages which are framed negatively, while the lowly involved consumer is more influenced by positively framed messages. To test whether this hypothesis is correct, the Mann Whitney test was used.

Table 4.2: Results effectiveness positive versus negative framed messages highly involved consumers ⁶

Variable	Mean score highly involved consumer positively framed messages (<i>SE</i>) ($n = 64$)	Mean score highly involved consumer negatively framed messages (<i>SE</i>) ($n = 37$)	P-value
Campaign attitudes	5.60 (.13)	5.55 (.16)	.268
Participation intentions	4.45 (.19)	4.57 (.23)	.337
Overall effectiveness message	5.03 (.15)	5.05 (.17)	.500

It seems to be that the persuasive effects of the framing technique are not moderated by consumers' level of involvement with the advertised causes. When persuading the highly involved consumer, it turns out that placing the emphasis on the positive consequences for the charity when the product is purchased ($M = 5.03$, $SE = .15$) is as effective as appointing the negative consequences when the campaign is not supported ($M = 5.05$, $SE = .17$), $U = 1184.0$, $p = .500$, $r = .00$. The favorableness of consumers' campaign attitudes when presented to the positive message ($M = 5.60$, $SE = .13$) did not seem to differ significantly from their attitudinal reactions toward the negatively framed campaigns ($M = 5.55$, $SE = .16$), $U = 1096.0$, $p = .268$, $r = -.06$. There was also no significant difference found in intention to participate between the two frames

⁶ A consumer who scored on average 5.5 or more on the involvement scales of the three advertisements, is regarded as a highly involved consumer in this analysis.

($M = 4.45, SE = .15$); ($M = 4.57, SE = .23$), $U = 1210.0, p = .337, r = -.04$. So, for the highly involved consumer, there seems to be no significant difference in response between the two messages. Therefore, H_{2A} was rejected.

Table 4.3: Results effectiveness positive versus negative framed messages lowly involved consumers ⁷

Variable	Mean score lowly involved consumer positively framed messages (<i>SE</i>) ($n = 41$)	Mean score lowly involved consumer negatively framed messages (<i>SE</i>) ($n = 62$)	P-value
Campaign attitudes	3.74 (.14)	3.90 (.16)	.102
Participation intentions	2.52 (.17)	2.61 (.16)	.441
Overall effectiveness message	3.13 (.15)	3.25 (.15)	.267

The results of the lowly involved consumers are presented in table 4.3. For these consumers, it appears that there is also no significant difference in reaction toward the positively and negatively framed advertisements. In both cases, campaign attitudes are not significantly different ($M = 3.74, SE = .14$); ($M = 3.90, SE = .16$), $U = 1082.0, p = .102, r = -.125$. The intention to buy the product of the campaign appears to be approximately the same in both the positive ($M = 2.52, SE = .17$) as the negative advertisements ($M = 2.61, SE = .16$), $U = 1331.5, p = .441, r = -.014$. Hypothesis H_{2B} , which states that campaign attitudes will be more favourable and participation intentions will be stronger for the less involved consumer when exposed to information that is framed positively, is therefore not accepted.

Since the eventual difference in attitudes and participation intentions between positively and negatively framed CRM campaign messages evidently cannot be explained on the basis of the level of involvement, it seems to be less valuable to test hypothesis 3 and 4. Nevertheless, it is important to test these hypotheses to ensure that differences in the effectiveness between the frames cannot be explained by the level of cause involvement. Further, for the approach of different sexes it is also useful to determine if there are differences in response between women and men (H_4), so advertisers can take into account whether the intent of the message needs to be different for women and men or not.

⁷ A consumer who scored on average 4.5 or less on the involvement scales of the three advertisements, is regarded as a lowly involved consumer in this analysis.

4.3.3 Hypothesis 3

It is expected that women are more involved with the cause-related marketing programs than men. To test whether there is a difference in the level of involvement between the two genders, the Mann-Whitney test was used. The involvement scores of women and men on the three causes were compared with each other. Table 4.4 shows the results of this comparison.

Table 4.4: Results differences in cause involvement between men and women

Variable	Mean score men (SE) (n = 172)	Mean score women (SE) (n = 156)	P-value
Cause involvement WNF	5.00 (.12)	5.40 (.11)	.014**
Cause involvement SOS Kinderdorpen	4.48 (.11)	5.21 (.10)	.000***
Cause involvement Stichting AAP	4.50 (.11)	5.02 (.12)	.002***

*** = significant at 1% level

** = significant at 5% level

The results show that women are significantly more involved with the presented CRM campaigns than men. This result was present for all the three advertised causes. Hence, H_3 was supported.

4.3.4 Hypothesis 4

Hypothesis 4 is a logical sequel to H_2 and H_3 . According to the fourth hypothesis, women will be more persuaded by negatively framed CRM advertisements, while men will be more convinced when they read a CRM ad which is positively framed. The underlying explanation to expect this effect, is that women are more involved with the CRM campaigns than men (H_3) and consumers who are highly involved with a subject, are according to the literature more persuaded by advertising messages which are framed negatively (H_2). The opposite should be true for men, because it was expected that men are less involved with the campaigns (H_3). The less involved consumer is according to the theory more convinced when information in an ad is positively framed (H_2). However, H_2 was rejected. This means that the eventual differences in attitudes and participation intentions between men and women, cannot be explained on the basis of the level of involvement (H_4). Therefore it seems to be less valuable to test H_4 . However, it is still interesting to test whether responses between the genders differ or not. The literature shows that men and women often respond differently to ads (Darley and Smith, 1995). It is therefore relevant to study whether the two genders respond differently to a particular frame in an ad. In this way we can help advertisers to find out whether or not the sexes should be approached differently.

Table 4.5 Results comparison responses between men and women positively framed messages

Variable	Mean score men positively framed messages (<i>SE</i>) (<i>n</i> = 78)	Mean score women positively framed messages (<i>SE</i>) (<i>n</i> = 82)	P-value
Campaign attitudes	4.55 (.13)	5.16 (.13)	.001*
Participation intentions	3.32 (.16)	3.97 (.17)	.006*
Overall effectiveness message	3.93 (.14)	4.55 (.14)	.003*

* = significant at 1% level

The results from the positively framed advertising messages are shown in the table above. Overall, the tests showed that when the emphasis is placed on the positive consequences for the charity when the product is purchased, campaign attitudes of women are more positive ($M = 5.16$, $SE = .13$), than the campaign attitudes of men ($M = 4.55$, $SE = .13$), $U = 2300.5$, $p = .001$, $r = -.242$. In this frame, women are also more willing to buy the advertised product ($M = 3.97$, $SE = .17$) than men ($M = 3.32$, $SE = .16$).

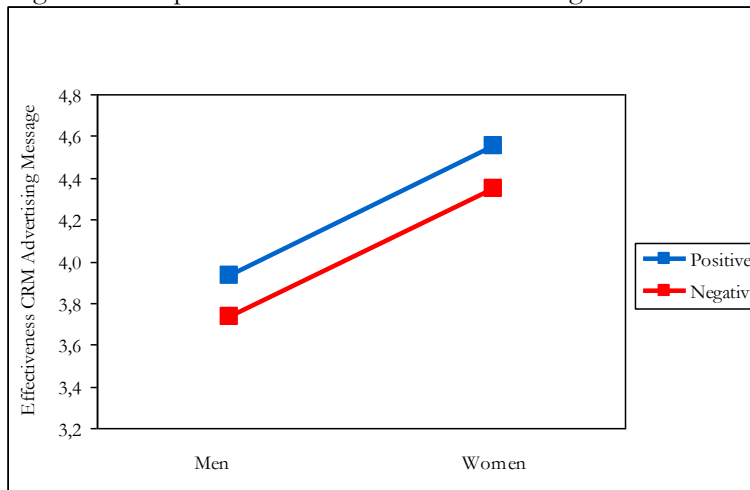
Table 4.6 Results comparison responses between men and women negatively framed messages

Variable	Mean score men negatively framed messages (<i>SE</i>) (<i>n</i> = 86)	Mean score women negatively framed messages (<i>SE</i>) (<i>n</i> = 69)	P-value
Campaign attitudes	4.35 (.14)	4.87 (.14)	.005*
Participation intentions	3.09 (.16)	3.84 (.18)	.001*
Overall effectiveness message	3.73 (.14)	4.35 (.15)	.001*

* = significant at 1% level

Not only positive messages, also the negative ones appear to be more effective for women ($M = 4.35$, $SE = .14$) than for men ($M = 3.73$, $SE = .14$), $U = 2114.0$, $p = .001$, $r = -.247$). Apparently it does not matter how the messages in CRM campaigns are framed, attitudes and purchase intentions of women are in general stronger than those of men. This indicates that women are, independent of the message frame, more affected by CRM ads than men (see figure 3).

Figure 3: Comparison overall effectiveness message between men and women



4.3.5 Hypothesis 5

According to the fifth hypothesis, the framing technique will have no influence on consumers with relatively much knowledge about the topic discussed in the ad. For these consumers, the positive and negative frame will be of equal persuasiveness. In contrast, it is stated that framing has an effect on consumers with less knowledge about the subject. In this case, the positive frame should be more persuasive. This effect was tested by means of the Mann-Whitney test.

Table 4.7: Results effectiveness positive vs. negative framed messages highly knowledgeable consumers ⁸

Variable	Mean score highly knowledgeable consumer positively framed messages (<i>SE</i>) (<i>n</i> = 25)	Mean score highly knowledgeable consumer negatively framed messages (<i>SE</i>) (<i>n</i> = 23)	P-value
Campaign attitudes	5.84 (.20)	5.02 (.28)	.015**
Participation intentions	5.07 (.16)	3.95 (.35)	.015**
Overall effectiveness message	5.45 (.23)	4.53 (.30)	.025**

** = significant at 5% level

The results of the highly involved consumers (table 4.7) show that when the emphasis is placed on the positive consequences, campaign attitudes are more positive ($M = 5.84$, $SE = .20$), than when the negative consequences are mentioned ($M = 5.02$, $SE = .28$), $U = 161.0$, $p = .015$, $r = -.355$. This group of consumers also appeared to have stronger intentions to participate in the

⁸ A consumer who scored on average 5.0 or more on the knowledge scales of the three advertisements, is regarded as a highly knowledgeable consumer in this analysis.

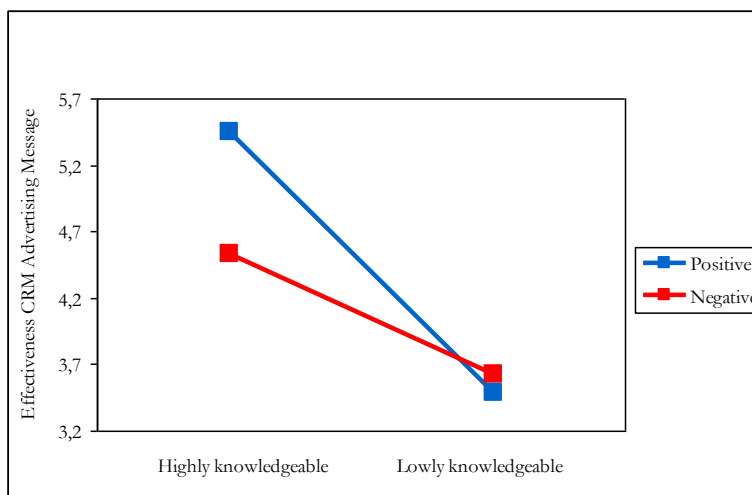
CRM program when a positive message was read ($M = 5.07$, $SE = .16$), instead of a negative one ($M = 3.95$, $SE = .35$), $U = 170.0$, $p = .015$, $r = -.350$.

Table 4.8: Results effectiveness positive vs. negative framed messages less knowledgeable consumers ⁹

Variable	Mean score lowly knowledgeable consumer positively framed messages (<i>SE</i>) ($n = 27$)	Mean score lowly knowledgeable consumer negatively framed messages (<i>SE</i>) ($n = 44$)	P-value
Campaign attitudes	4.20 (.23)	4.31 (.22)	.167
Participation intentions	2.73 (.26)	2.96 (.22)	.266
Overall effectiveness message	3.49 (.23)	3.63 (.22)	.233

When we take a look at the results of the lowly knowledgeable consumer (table 4.8), it can be seen that there are no significant differences in attitudinal responses between the positive ($M = 4.20$, $SE = .23$) and the negative message ($M = 4.31$, $SE = .22$), $U = 512.5$, $p = .167$, $r = -.115$. The willingness to participate of the lowly involved consumer also did not seem to differ between the two frames ($M = 2.73$, $SE = .26$); ($M = 2.96$, $SE = .22$). $U = 532.5$, $p = .266$, $r = -.086$.

Figure 4: Comparison overall effectiveness message between highly and lowly knowledgeable consumers



As can be seen in table 4.7-4.8 and from figure 4, the tests showed the opposite from the prediction made. It seemed that the framing technique had an effect on consumers with high knowledge and not on consumers with low knowledge. Hence, H_{5A} and H_{5B} were rejected.

⁹ A consumer who scored on average 3.0 or less on the knowledge scales of the three advertisements, is regarded as a lowly knowledgeable consumer in this analysis.

4.3.6 Hypothesis 6

To test whether a statistical message is more effective when it is negatively framed, while an anecdotal message is more persuasive in a positive frame, the Mann-Whitney test was used.

Table 4.9 Results effectiveness statistical advertising message

Variable	Mean score positively framed statistical message (SE) (n = 162)	Mean score negatively framed statistical message (SE) (n = 159)	P-value
Campaign attitudes	4.88 (.11)	4.59 (.12)	.038**
Participation intentions	4.02 (.14)	3.69 (.15)	.050**
Overall effectiveness message	4.45 (.12)	4.13 (.13)	.050**

** = significant at 5% level

When it comes to a statistical CRM advertisement, campaign attitudes of consumers are more positive when the emphasis is placed on the positive consequences of supporting the campaign due to the purchase of the product ($M = 4.88$, $SE = .11$), than when the negative consequences of not buying the product are appointed ($M = 4.59$, $SE = .12$), $U = 11406.5$, $p = .038$, $r = -.099$. Participation intentions are also significantly stronger when consumers are exposed toward a positively framed statistical message ($M = 4.02$, $SE = .14$), than when exposed to a negative statistical message ($M = 3.69$, $SE = .15$), $U = 12192.5$, $p = .050$, $r = -.090$. This leads to the rejection of H_{6A} .

For an anecdotal advertising message, it overall appears to be more effective to place the emphasis on the positive ($M = 4.16$, $SE = .12$) instead of the negative consequences for the charity ($M = 3.84$, $SE = .13$), $U = 11720.5$, $p = .034$, $r = -.102$. Campaign attitudes of consumers were in this case more positive when the anecdotal message was positively framed ($M = 4.78$, $SE = .11$), instead of negatively ($M = 4.41$, $SE = .12$), $U = 11509.0$, $p = .018$, $r = .115$. Finally, intentions to participate were stronger when the ad was formulated positively ($M = 3.53$, $SE = .14$); ($M = 3.27$, $SE = .15$), $U = 12349.5$, $p = .093$, $r = -.073$. Therefore, H_{6B} was supported.

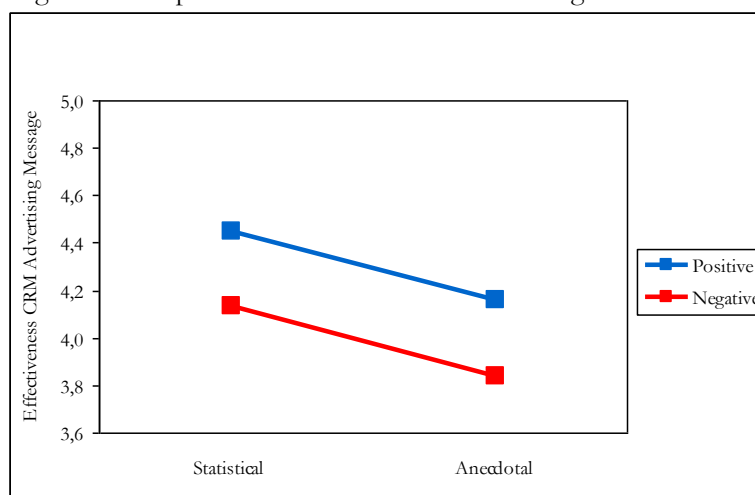
Table 4.10 Results effectiveness anecdotal advertising message

Variable	Mean score positively framed anecdotal message (SE) (n = 166)	Mean score negatively framed anecdotal message (SE) (n = 161)	P-value
Campaign attitudes	4.78 (.11)	4.41 (.12)	.018**
Participation intentions	3.53 (.14)	3.27 (.15)	.093*
Overall effectiveness message	4.16 (.12)	3.84 (.13)	.034**

** = significant at 5% level

* = significant at 10% level

Figure 5: Comparison overall effectiveness message between statistical and anecdotal messages



4.4 Thought-listing analysis

In the literature review of this research, it was supposed that insights and theoretical explanations for the moderating role of consumer involvement (H_2) and knowledge (H_4) could be derived from the persuasion and information processing literature. It was stated that the highly involved and knowledgeable consumer mainly follows the central information processing route. Further, it was suggested that negatively framed messages are more persuasive than positive ones when consumers predominantly rely on central processing. On the other hand, it was said that when a consumer is lowly involved and knowledgeable, the peripheral processing route to persuasion is followed. When a consumer processes the advertising message particularly via the peripheral route, positively framed messages are more favorable.

The thought-listing task was originally administrated to shed light on whether consumers indeed employed levels of central or peripheral processing in the anticipated conditions. However, the previous section showed that H₂ and H₄ could not be accepted. This means that another underlying explanation should be sought. Besides detecting processing differences, the thought-listing task offers supplementary evidence to explain rationales behind the attitudinal and behavioral responses of consumers. Therefore, thoughts and feelings written down by the respondents were used to explain the results of this study.

Frequently mentioned thoughts were coded into quantitative categories to draw reliable and accurate conclusions from the qualitative data. In addition, the valence of the responses was coded into the following categories: total number of thoughts and the number of both positive, negative and neutral thoughts generated. The results of the thought-listing analysis will be addressed in the discussion to substantiate the outcomes of this research.

4.5 Other findings

For advertisers and marketers it can be very useful to know which consumers are more or less responsive to framed advertising messages, because they regularly use descriptive variables such as income, age and education in order to segment consumer markets.

First, differences in response between the positive and negative frames were analyzed for the different consumer segments. The results are presented in Appendix G. As can be deduced from this Appendix, positively framed messages received in general a higher score. Higher scores indicate more favourable attitudes and stronger participation intentions, resulting in higher advertising effectiveness. Although the positive messages scored higher in almost all the various consumer segments, one have to admit that the response differences were not statistically significant. Nevertheless, it is believed that it is most effective to approach the different segments in a positive way because the hypothesis analysis also demonstrated that it is more effective to approach consumers through a positively framed CRM ad. So in conclusion, the various consumers segments can be approached similarly, namely positive.

Regardless of the message frame, it is helpful for advertisers to know which consumer segments are more or less responsive toward the CRM ads. Hence, a set of analyses was conducted to determine whether any of the psychographic or demographic variables moderated consumers' attitudes and participation intentions. The most striking results will be discussed briefly.

4.5.1 Involvement

Although H_2 , the moderating effect of involvement, could not be accepted, an interesting relationship is found. It turned out that there is a significant positive relationship between a consumers' level of involvement with the advertised cause and the effectiveness of the campaign message, $r = .604$, $p < .01$. This indicates that the more involved a consumer is with the advertised cause, the more favourable his attitudes toward the campaign and the stronger his willingness to participate into the program is. So regardless of the type of message frame, CRM ads are most effective when consumers are highly involved with the subject of the ad.

4.5.2 Knowledge

Knowledge also proved to have a significant positive influence on the effectiveness of CRM campaigns, $r = .321$, $p < .01$. The more knowledgeable the consumer feels about the activities of the charity presented in the campaign, the more positive his attitudes and the stronger his intentions to support the campaign. This indicates that targeting an audience that feels to have much knowledge about the cause, will be more effective than focusing on consumers who know little about it.

4.5.3 Income

The Kruskal-Wallis test showed that the attitudinal responses ($H(2) = 13.313$, $p = .001$) and the participation intentions ($H(2) = 7.079$, $p = .029$) were significantly different for the three income groups. A follow-up test was needed to get more detailed information. The Spearman's correlation test showed a negative relationship between income and the effectiveness of the advertising messages, $r = -.174$, $p < .001$. This indicates that, the lower the income of the consumer, the more persuasive the advertising messages. So, it evidently does not matter whether the CRM messages are framed positively or negatively, low income consumers are in general more persuaded by the advertisements than consumers with a higher income. This is surprising because one would expect that higher income groups are more willing to support cause-marketing practices because they have financial resources to share with others in need.

4.5.4 Age

It turned out that both the attitudes ($H(3) = 12.879, p = .005$) and participation intentions ($H(3) = 14.716, p = .002$) toward the CRM campaign are significantly different for the four age groups¹⁰. A significant negative relationship was found between age and the effectiveness of the campaign messages, $r = -.198, p < .0001$. This indicates that the younger consumers are, the more they are convinced by the ads and the more they will support corporate cause-branding activities. The different age groups can be approached similarly in terms of the message frame, although both the positive and the negatively framed campaign messages will be more effective among the younger consumer.

4.5.5 Education

No significant differences in attitudes ($H(2) = 2.771, p = .250$) and participation intentions ($H(2) = 2.418, p = .298$) were found between the low, middle and highly educated consumers. This finding points out that CRM advertisements are of equal effectiveness for the three groups. When advertisers want to segment the market to target the most promising group of consumers, it is less useful to segment the market based on educational level (e.g. exclude some groups based on education) because the ads appear to be of equal persuasiveness for all educational levels.

4.5.6 Nielsen region

The Kruskal-Wallis test also showed no significant differences in attitudes ($H(4) = 4.232, p = .376$) and participation intentions ($H(4) = 3.691, p = .449$) toward the campaigns for the five Nielsen regions in the Netherlands. In all parts of the country, the campaigns appear to be equal persuasiveness.

¹⁰ Respondents were divided into four different age groups: 18-34; 35-49; 50-64 and 65+

5. Discussion and conclusion

In today's crowded market where charities have to compete for attention, fundraising is not an easy task. Cause-related marketing is one of the several strategies for charities to gain public attention and increase donations. But also for companies in a competitive market it may be useful to link their name to a charity in order to distinguish themselves, to create goodwill among consumers and even to boost their sales. The cooperation between a company and a charity in the form of a CRM campaign, is often a win-win situation. This study specifically focused on one of the features that can improve the persuasiveness of CRM campaigns, namely message framing. It investigates the impact of goal framing on the persuasiveness of CRM campaign messages. It is performed to investigate how to improve the effectiveness of CRM campaign messages by determining the most appropriate frame, positive or negative, to present to Dutch consumers in printed CRM ads.

Levin et al. (1998) found that in goal framing, negatively framed messages are in general more persuasive than positively framed ones. However, the results of this research do not support this finding. On the contrary, the results show that a CRM campaign message that is framed positively, leads to higher advertising effectiveness than one that is framed negatively, independent of the level of involvement, level of knowledge and the type of message evidence. In the literature on message framing, various explanations have been proposed as to why negative framing would be more influential, but there is less agreement as to why positive framing would be more effective (Donovan and Jalleh, 1999). Using the sparse existing literature that proposes explanations for the effectiveness of positive frames and the comments participants have given on each ad in this research, plausible explanations have been searched to why positively framed CRM ads are more persuasive than negatively framed ones. Furthermore, the moderating impact of involvement, knowledge and message evidence are discussed in this chapter. Subsequently managerial implications are formulated, limitations are reviewed and suggestions for further research are proposed.

5.1 Main effect

Positive frames arouse more positive than negative thoughts; contrary for negative frames

In the thought-listing task, participants were asked to write down all thoughts and feelings that had occurred to them while reading the advertisements. The analysis showed that the mean for the positively framed advertisements was positive, which indicated that positive responses

dominated the negative responses (e.g. participants had more positive than negative thoughts). The opposite was true for the negatively framed ad messages. Here, the average mean of the responses was slightly negative, which suggests that respondents had more negative than positive thoughts after reading the advertising messages. So, participants generated more favorable responses when processing ad messages that emphasized the positive consequences from supporting the campaign, than when the focus was on the negative consequences that would occur from not purchasing the product.

The above finding could explain why the positively framed campaigns in this study appeared to be more effective than the negatively framed ones. Positive framing has been found to invoke a good mood, which can be linked to the favorable thoughts and evaluations of the advertising object (Chang, 2007). According to MacInnis and Jaworski (1989), consumers tend to attend to stimuli that makes them feel good. Ads that stimulate people to maintain or improve these positive feelings, are likely to generate more interest, arouse more thoughts, and result in higher ad recognition and recall. Smith (1996) suggested that consumers will favor the ad and brand to the degree the message frame makes them feel positive. This process is called ‘affect transfer’ (MacInnis and Jaworski, 1989), and may explain why positively framed advertising messages lead to more favorable ad and brand evaluations, than negatively framed messages. In addition, positive messages have the ability to be more effective because of their overall positivity and hedonic features. People usually accept that what is positive and reject negative information due to hedonistic principles (Meyers-Levy and Maheswaran, 2004; Shiv et al., 2004).

Negative frames arouse more skeptical and suspicious thoughts than positive frames

The thought-list analysis showed, despite the positive responses of participants toward the initiatives of companies and nonprofits to take action together, that a portion of the participants are quite skeptical about the presented advertisements and the way of cooperation.

Advertising skepticism can be described as “consumers' tendencies to doubt the truthfulness of advertising messages and marketers' motives for the messages” (Webb and Mohr, 1998). According to Webb and Mohr (1998), consumers’ mistrust toward advertising leads to skepticism toward CRM. Skepticism toward CRM implies that skeptical consumers do not longer believe in the altruistic intentions of the charitable giving of companies. They doubt the implementation and the motives of the company and perceive the motives as ‘self-serving’ (Brønn and Vrioni,

2001). It is found that skeptical consumers are less likely to respond positively to the initiatives, compared to less skeptical consumers. The more skeptical consumers are, the less they support the cause-marketing activities of a company (Yoon and Kim, 2008), since skepticism affects consumers' purchase decisions (Brønn and Vrioni, 2001).

As a result of the thought-list analyses, the suspicion has raised that consumers have on average more skeptical thoughts after reading a negatively framed CRM campaign, than after reading a positive one. The suspicion that consumers are more skeptical after reading a negative ad, may explain the outcome of this research that a positive message leads to more favorable campaign attitudes and greater willingness to participate into the CRM program.

5.2 Moderating effect of involvement

As we have seen in the theoretical framework of this study, the framing literature states that the level of involvement of the message receiver is an important moderating factor. It was hypothesized that campaign attitudes would be more favorable, and participation intentions stronger, for the high involved consumer when exposed to information that is framed negatively. On the other hand, the less involved consumer would be more persuaded when exposed to a positive frame. However, the results of this study showed that positively framed CRM campaigns are overall more persuasive than negatively framed ones, independent of consumers' level of involvement. It seems that this factor had no moderating influence on the framing effect.

A potential difference in the persuasiveness of messages used in charity- and health- or product-related contexts that may account for the mixed findings in the framing literature, is the 'reference point' invoked in the message. In most health- and product-related communications, the focus of the message is on the individual who is reading the message (e.g. "this is how *your* behavior may affect *your* health" or "this is how *your* purchase may affect *your* happiness/convenience"). The emphasis in those messages is generally on 'the self'. Health issues and product promotions are primarily of concern to the individual whose health or happiness/convenience is at stake. However, in CRM contexts, the message often focuses on 'the others' who may benefit or suffer as a result of a given behavior. For instance, in a CRM campaign of WNF, the message may promote the support of the campaign on the basis that 'environmental changes affect future generations' (effects on others).

It is suggested by Lorez (2007) that the reference point (self versus other) used in a framed communication, impacts the level of involvement with the message, and thus moderates the effectiveness of a particular message frame. The literature states that people exposed to a self-referencing message, have a higher level of involvement than those exposed to a message referencing the other. A couple of studies examined the effects of self-referencing on persuasion (e.g. Burnkrant and Unnava, 1995; Meyers-Levy and Peracchio, 1996). The predominant view in the literature points out that 'the self' is one of the richest and most developed networks in people's memory. Because of the rich representational structure around 'the self', communications that are self-referencing tend to be highly involving. It is shown that mental representations of others are less rich, distinctive and accessible, than representations of 'the self'. Therefore, messages that reference to others are likely to be less involving (Lorez, 2007).

The results of the study of Lorez (2007) showed that negatively framed messages seem to be more persuasive when the emphasis in the message lies on the receiver's 'self' as bearing the effects of his behavior, because the level of involvement is in this case high. In contrast, positively framed messages may work best when the focus is on the benefits or consequences for 'the others', because as known from the framing literature, positive messages are most effective under low involvement.

A plausible explanation for the outcome of this study (positive more persuasive than negative) is therefore the reference point. The reference point in the CRM advertisements used in this study, was in all three cases focused on 'the other'. As discussed in the literature above, when the message is other-referencing, people's level of involvement is relatively low, compared to their level of involvement when exposed to messages focusing on 'the self'. When the level of involvement is relatively low, positively framed messages seem to be more effective.

5.3 Moderating effect of knowledge

It was hypothesized that positive framing would have a significant effect on participants with low prior knowledge, while framing would have no effect on high knowledgeable participants. However, the reverse was found. It seemed that the framing technique had an effect on participants with high knowledge, where the positive frame was found to be more persuasive, and not on participants with low knowledge. A logical explanation was sought for this outcome, which is outlined in the following part, but it turned out that the theoretical implications were

very limited and call for further research. Despite the fact that consumer knowledge is an important construct for understanding consumer behavior (Brucks, 1985), there is little research conducted on the moderating effect of knowledge in message framing, what makes the importance of further research even more necessary.

As known, consumers differ in their ability, skills and competencies to interpret information from communications. Consumers with greater prior knowledge and skills are more able to process the advertising information more completely (Smith, 1996). Furthermore, O'Keefe (2002) states that these consumers are more affected by variations in argument quality and exhibit more resistance to messages with which they do not agree. These consumers also attach greater importance to the quality of the arguments in the ad (Petty and Cacioppo, 1983). It could be possible that message framing has an impact on the quality of the arguments in the advertisement. The literature suggests that consumers often consider the use of negative framing in advertising to be an unfair and inappropriate tactic to argue and convince consumers (Shiv et al., 1997). Therefore, it is possible that the quality of the arguments in negatively framed messages, are perceived to be less reliable and less honest. This could explain why framing had an effect on knowledgeable consumers and not on less knowledgeable consumers, because knowledgeable consumers are apparently more affected by variations in argument quality, which possibly varies between the frames.

5.4 Moderating effect of message evidence

The results of this study did not confirm the expectation that the convincing nature of the message frame would vary by the type of message evidence incorporated in the advertising message. It appeared that both the statistical and the anecdotal message were most effective when framed in a positive way. This is in contradiction with a previous study, accomplished by Das et al. (2008). This study was focused on the effectiveness of combining a particular message frame with a particular type of message evidence.

First of all, the mixed findings of the two studies could be caused by the study populations. The sample of Das et al. (2008) consisted of college students who may be more susceptible to the elaboration-enhancing effect of statistical information, while in this study a sample representative to the Dutch population was drawn, so no particular group was targeted. Secondly, the sample of Das et al. (2008) consisted of only 160 participants. In their study, participants were asked to read

one of the eight fundraising messages that varied in terms of evidence, framing and goal attainment. This means that on average each message was criticized by only 20 participants. Due to the small sample size, the reliability of the outcomes of Das et al. (2008) are a bit doubtful. Finally, both studies examined the persuasiveness of campaign messages for charities, although the studies have used different definitions of persuasion. In the study of Das et al. (2008), the perceived value of a charity goal was mentioned as persuasion, while in this study persuasion was referred to the favorableness of the campaign attitudes and the willingness to participate of consumers. This makes it difficult to compare the outcomes of the studies with each other.

5.5 Managerial implications

The results of this study suggest several implications for marketers and advertisers which are promoting their CRM programs. It is clear from the results that in the context of cause-related marketing, marketers and advertisers should not abandon positive framing in favor of negative framing. Regardless of the type of evidence included in the message, a CRM advertisement should communicate the importance of supporting the campaign in a positive rather than in a negative way. So, it is advisable for advertisers to explore the value and possibilities of positive framing in their cause-marketing advertising messages.

As we have seen in the literature, the level of involvement of consumers is lower, when the reference point in the ad is 'the other' than when it is focused on 'the self'. Given that social communications, like CRM, are almost always focused on 'the other', the degree of consumer involvement is generally low. As we know, in the case of low involvement, it is more effective to communicate in a positive way. Therefore, marketing managers who are engaged in social marketing activities, such as charity marketing, are advised to emphasize the positive consequences and outcomes of their campaigns in their communications. In addition, we also learn from this study that the more involved consumers are with an event or object presented in the ad, the more effective the ad will be. It is therefore very important for CRM marketers and advertisers to search for a cause where a large proportion of the target group feels involved with.

The results of this research suggest that knowledge has a positive effect on someone's attitudes and participation intentions into CRM programs. One of the things marketers can do to enlarge the effectiveness of their CRM campaigns, is to increase cause knowledge among consumers. Both marketers and communication professionals from corporations and the nonprofits

benefiting from the CRM campaign, are therefore advised to concentrate themselves on using tools which are designed to inform and to make consumers more aware of the charity and her activities. Besides, it is advisable to increase knowledge among consumers, because according to Brønn and Vrioni (2001), knowledge has a negative impact on a person's level of skepticism. This means that the more a consumer knows about the cause, the less skeptical he will be, which will result in a greater willingness to support the program. One of the things marketers can do is to include evince, either statistical or anecdotal, in their advertising messages, because evidence makes consumers more knowledgeable (Morgan and Miller, 2002).

Though actually beyond the scope of this study, it was analyzed which consumer segments are more or less sensitive to the CRM campaigns. This study showed that consumers between 18 and 34 years old, also called 'generation Y', are most susceptible to the CRM campaigns. This generation appears to be most influenced by the ads and shows a great willingness to support charitable causes. The finding is also endorsed by other studies (e.g. Cui et al., 2003; Youn and Kim, 2008). Younger consumers are therefore an important target group for marketers and advertisers when promoting CRM campaigns. 'Generation Y' is an emerging generation with powerful aggregate spending (Cui et al., 2003), so an attractive market to focus on. With regard to gender, women were more inclined to purchase products based on cause-related marketing programs, than men. Therefore, women are an important and interesting target group for CRM activities. Interestingly, the lower income group showed greater willingness to support CRM campaigns. This was also found by Youn and Kim. (2008). However, marketers and advertisers should be careful with the interpretation of this finding, because it could be that this effect is caused by the youngsters. This study showed that young people are more persuaded by the CRM campaigns. Young consumers generally have a lower income than the older consumer, what could cause the effect of income on the persuasiveness of the advertisements.

5.6 Limitations and suggestions for future research

As with most research, this study has some limitations which are acknowledged. Next to that, suggestions for further research are proposed. Due to the growth of corporate social responsibility in our society and corporate alliances with nonprofit organizations, there is a lot of potential for future research on cause-related marketing.

First of all, the results of this study should be interpreted with caution because consumer involvement, consumer knowledge and message evidence may not be the only moderating factors of the goal framing effect. Future research should continue to examine factors that could moderate framing effects. To the best of my knowledge, this study and the study of Das et al. (2008) are the only studies that have examined the moderating effect of message evidence. As known, message framing and message evidence are important elements, which can improve the effectiveness of persuasive messages (Orth et al., 2005; Reynolds and Reynolds, 2002; Smith, 1996; Smith and Petty, 1996; Zhang and Buda, 2000). Many previous studies focused on testing the effectiveness of positive and negative frames, or statistical and anecdotal evidence separately. It is clear that more research is needed to further investigate the joint effects of framing and evidence. Perhaps such an approach could also help to solve the controversies in the area of message framing. Although the framing technique was successfully manipulated as shown by the manipulation checks, the reliability of the message evidence manipulation was not checked in this study. Future studies are advised to include additional checks on the message evidence manipulation.

Secondly, the thought-list analysis performed in this study is perhaps somewhat subjective, because only one researcher coded the open-ended responses. Despite this, and the qualitative nature of the responses, it is believed that the thought-list analysis provides a sufficient basis to explain and clarify the results of this study. However, future research should further examine the mindsets that emerged from the thought-list analysis in a more quantitative way. For instance the suspicion has raised that consumers are less skeptical toward CRM campaigns framed in a positive way. Further research could continue to explore whether the degree of consumer skepticism is moderating the framing effect.

Third, this research only assesses cognitive and affective responses, attitudes, and participation intentions, as opposed to actual behavior. Future research might attempt to gain a better understanding of the goal framing effect in CRM campaigns, by assessing actual behavior in the marketplace by using an experimental setting. It is recommended for further research to replicate this research in a more realistic exposure environment. Besides, this study examined the effects of message framing with only a relatively short time span intervening between message exposure and judgment formulation. It will be highly relevant to examine the robustness of the findings of this study, as the length of time increases, to be more like typical purchase cycles.

Furthermore, responses of the participants were not measured over time. Research has shown that reactions toward an advertisement, appear to become more effective after three to five exposures (Cacioppo and Petty, 1985). Next to this, consumers' attitudes toward an advertisement, can change after a certain number of exposures (Burke and Edell, 1989). Therefore, it could be interesting to measure consumers' reactions toward framed CRM campaigns after a couple exposures. This will make the results even more realistic, because in reality, consumers see an advertisement often several times.

As discussed, framing and evidence can be effective tools for the development of persuasive CRM campaign messages. However, these are not the only factors in an advertisement that may affect the persuasiveness. Future research should continue to explore and examine factors that can increase the effectiveness of CRM campaigns. This could include for example the donation amount offered by companies or the size of the donation relative to the price of the product. Since evidence is an important factor to improve the effectiveness of advertisements for causes, further research could examine whether it is more persuasive to outline the message statically or anecdotally.

Finally, in advertising, negative frames are a rare occurrence and evidence suggests that advertisers are averse to the use of negative framing in their messages. It is stated that many advertisers avoid negative framing through fear of a potential backlash. Positive frames represent a safer alternative (Cox and Cox, 2001; Pervan and Vocino, 2008). To my knowledge, no research is conducted on the impact of negative framing on consumers' perceptions toward the sender of the advertising message. This could be a useful topic for further research.

References

- Berger, I.E., Cunningham, P.H. & Kozinets, R.V. (1999). Consumer persuasion through cause-related advertising. *Advances in consumer research*, 26 (1), 491-197.
- Braun, K.A., Gaeth, G.J. & Levin, I.P. (1997). Framing effects with differential impact: The role of attribute salience. *Advances in consumer research*, 24 (1), 405-411.
- Brønn, P.S. & Vrioni, A.B. (2001). Corporate social responsibility and cause-related marketing: an overview. *International journal of advertising*, 20 (2), 207-222.
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of consumer research*, 12 (1) , 1-16.
- Bruner, G.C., James, K.E. and Hensel, P.J. (2001). *Marketing scales handbook: a compilation of multi-item measures*. Cincinnati, OH: South-Western Educational Pub, Vol.3, 84-93 and 722-729.
- Burke, M.C. & Edell, J.A. (1989). The impact of feelings on ad-based affect and cognition. *Journal of Marketing Research*, 26 (1), 69-83.
- Burnett, J.J. & Wood, R. (1988). A proposed model of donation decision process. *Research in consumer behavior*, 3 (1), 1-47.
- Burnkrant, R. E., & Unnava, H. R. (1995). Effects of self-referencing on persuasion. *Journal of consumer research*, 22 (1), 17–26.
- Cacioppo, J. T., Harkins, S. G., & Petty, R. E. (1981). In R. E. Petty, T. M. Ostrom, & T. C. Brock (Eds.), *Cognitive responses in persuasion* (pp. 31-54). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Celsi, R.L. & Olson, J.C. (1988). The role of involvement in attention and comprehension processes. *Journal of consumer research*, 15 (2), 210-224.
- Chandy, R.K., Tellis, G.J., Macinnis, D.J. & Thaivanich, P. (2001). What to say when: advertising appeals in evolving markets. *Journal of marketing research*, 38 (4), 399-414.
- Chang, C.T. (2007). Health-care product advertising: The influences of message framing and perceived product characteristics. *Psychology & marketing*, 24 (2) 143-169.
- Chang, C. (2002). Effectiveness of ad framing for consumption products. Paper presented at the 2002 Annual Conference of the International Communication Association, Seoul, South Korea.
- Chang, C.T. (2008). To donate or not to donate? Product characteristics and framing effects of cause-related marketing on consumer purchase behavior. *Psychology & Marketing*, 25 (12), 1089–1110.

- Chang, C. (2008). Ad framing effects for consumption products: An affect priming process. *Psychology & Marketing*, 25 (1), 24-46.
- Chang, C.T. & Lee, Y.K. (2009). Framing charity advertising: influences of message framing, image valence, and temporal framing on a charitable appeal. *Journal of Applied Social Psychology*, 2009, 39 (12), 2910-2935.
- Chebat, J., Limoges, F. & Gelinias-Chebat, C. (1998). Limits of the effects of advertisement framing: The moderating effects of prior knowledge and involvement. *Advances in consumer research*, 25 (1), 342-333.
- Cox, D. & Cox, A.D. (2001). Communicating the consequences of early detection: the role of evidence and framing. *Journal of Marketing*, 65 (3), 91-103.
- Cui, Y, Trent, E.S., Sullivan, P.M. & Matiru, G.N. (2003). Cause-related marketing: How generation Y responds. *International journal of Retail & Distribution Management*, 31 (6), 310-320.
- Dardis, F.E. & Shen, F. (2008). The influence of evidence type and product involvement on message-framing effects in advertising. *Journal of consumer behavior*, 7 (3), 222-238.
- Darley, W.K & Smith, R.E. (1995). Gender differences in information processing strategies: an empirical test of the selectivity model in advertising response. *Journal of Advertising*, 24 (1), 41-56.
- Das, E., Kerkhof, P. & Kuiper, J. (2008). Improving the effectiveness of fundraising messages: The impact of charity goal attainment, message framing, and evidence on persuasion. *Journal of applied communication research*, 36 (2), 161-175.
- Donovan, R.J. & Jalleh, G. (1999). Positively versus negatively framed product attributes: The influence of involvement. *Psychology & Marketing*, 16 (7), 613-630.
- Edell, J.A. & Burke, M.C. (1987). The power of feelings in understanding advertising effects. *Journal of consumer research*, 14 (3), 421-433.
- Field, A. (2005). *Discovering statistics using SPSS*. London, United Kingdom: SAGE Publications Ltd.
- Grau, S.L. & Folse, J.A. (2007). Cause-related marketing (CRM): The influence of donation proximity and message-framing cues on the less involved consumer. *Journal of advertising*, 36 (4), 19-33.
- Hamlin, R. P. & Wilson, T. (2004). The impact of cause branding on consumer reactions to products: Does product/cause “fit” really matter? *Journal of marketing management*, 20 (7), 663-681.

- Homer, P.M., & Yoon, S. (1992). Message framing and the interrelationships among ad-based feelings, affect, and cognition. *Journal of Advertising*, 21 (1), 19-33.
- Kahneman, D. & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica*, 47 (2), 263-291.
- Keller, P.A., Lipkus, I.M. and Rimer, B.K. (2003). Affect, framing, and persuasion. *Journal of Marketing Research*, 4 (1), 8-18.
- Kopfman, J.E., Smith, S.W., Ah Yun, J.K. & Hodges, A. (1998). Affective and cognitive reactions to narrative versus statistical evidence organ donation messages. *Journal of applied communication research*, 26 (3), 279-300.
- Lafferty, B.A. & Goldsmith, R.E. (1999). Corporate credibility's role in consumers' attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad. *Journal of Business Research*, 44 (2), 109-116.
- Levin, I.P., Schneider, S.L. & Gaeth, G.J. (1998). All frames are not created equal: A typology and critical analysis of framing effects. *Organizational behavior and human decision processes*, 76 (2), 149-188.
- Levin, I.P., Schneider, S.L., Gaeth, G.J. & Lauriola, M. (2002). A new look at framing effects: Distribution of effect sizes, individual differences, and independence of types of effects. *Organizational Behavior and Human Decision Processes*, 88 (1), 411-429.
- Levin, I.P. & Gaeth, G.J. (1988). How consumers are affected by the framing of attribute information before and after consuming the product. *Journal of consumer research*, 15 (3), 374-378.
- Li, H., Daugherty, T. & Biocca, F. (2002). Impacts of 3-D advertising on product knowledge, brand attitude and purchase intention: The mediating role of presence. *Journal of advertising*, 31 (3), 43-57.
- Lorez, P.S. (2007). The interaction of message frames and reference points in prosocial persuasive appeals. *Psychology & marketing*, 24 (11), 1001-1023.
- MacInnis, D.J. & Jaworski, B.J. (1989). Information processing from advertisements: Toward an integrative framework. *Journal of Marketing*, 53 (4), 1-23.
- Maheswaran, D. & Meyers-Levy, J. (1990). The influence of message framing and issue involvement. *Journal of Marketing Research*, 27 (3), 361-367.
- Martin, B., & Marshall, R. (1999). The interaction of message framing and felt involvement in the context of cell phone commercials. *European journal of marketing*, 33 (1/2), 206-218.

- Martin, B.A.S. (2003). The influence of gender on mood effects in advertising. *Psychology & Marketing*, 20 (3), 249-273.
- Martin, B.A.S., B. Lang & S. Wong (2003). Conclusion explicitness in advertising: The moderating role of need for cognition (NFC) and argument quality (AQ) on persuasion. *Journal of advertising*, 32 (4), 57-66.
- McKay-Nesbitt, J., Manchanda, R.V., Smith, M.C. & Huhmann, B.A. (2009). Effects of age, need for cognition, and affective intensity on advertising effectiveness. *Journal of Business Research*, In Press, Corrected Proof, Available online 24 October 2009.
- Meijs, L.C.P.M. & Voort, J. van der (2003). Maatschappelijk betrokken ondernemen: de publieke perceptie, *Management Executive*, November/December.
- Meyerowitz, B.E. & Chaiken, S. (1987), The Effect of Message Framing on Breast Self-Examination: Attitudes, Intentions and Behaviors. *Journal of personality and social psychology*, 52 (3), 500-510.
- Meyers-Levy, J. & Maheswaran, D. (2004). Exploring message framing outcomes when systematic, heuristic, or both types of processing occur. *Journal of consumer psychology*, 14 (1/2), 159-167.
- Meyers-Levy, J. & Peracchio, L. A. (1996). Moderators of the impact of self-reference on persuasion. *Journal of consumer research*, 22 (4), 408-423.
- Morgan, S. E., & Miller, J. (2002). Communicating about gifts of life: The effect of knowledge, attitudes, and altruism on behavior and behavioral intentions regarding organ donation. *Journal of Applied Communication Research*, 30 (2), 163-178.
- O'Keefe, D. J. (2002). *Persuasion theory and research* (2nd ed.). Thousand Oaks, CA: Sage.
- Orth, U.R., Oppenheim, P.P. & Firbasova, Z. (2005). Measuring message framing effects across Europe. *Journal of Targeting, Measurement and Analysis for Marketing*, 13 (4), 313-326.
- O'Shoughnessy, J. & O'Shoughnessy, N.J. (2004). *Persuasion in advertising*. New York and London: Routledge Taylor & Fransis group.
- Park, C.W. & Moon, B. (2003). The relationship between product involvement and product knowledge: Moderating roles of product type and product knowledge type. *Psychology and Marketing*, 20 (11), 977-997.
- Park, C.W., Mothersbaugh, D.L. & Feick, L. (1994). Consumer knowledge assessment. *Journal of consumer research*, 21 (1), 71-82.
- Pervan, S.J. & Vocino, A. (2008). Message framing: keeping practitioners in the picture. *Marketing Intelligence & Planning*, 26 (6), 634-648.

- Petty, R.E. & Cacioppo, J.T. (1983). Central and peripheral routes to persuasion: Application to advertising. *Advertising and consumer psychology*, 3-23. In Larry Percy and Arch Woodside. Lexington, MA: Lexington Books.
- Petty, R.E., Cacioppo, J.T. & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of consumer research*, 10 (2), 135-146.
- Petty, R.P. & Cacioppo, J.T. (1986). The elaboration likelihood model of persuasion. *Advances in experimental social psychology*, 19, 123-205. New York: Academic Press.
- Reynolds, R. A. & Reynolds, J. L. (2002). Evidence. In J. E. Dillard & M. Pfau (Eds.), *The persuasion handbook: Developments in theory and practice* (pp. 513-542). Thousand Oaks, CA: Sage.
- Shen, L. & Dillard, J.P. (2007). The influence of behavioral inhibition/approach systems and message framing on the processing of persuasive health messages. *Communication research*, 34 (4), 433-467.
- Sekaran, U. (2003). *Research methods for business: A skill building approach*. New York, United States of America: John Wiley & Sons Inc.
- Sen, S. & Bhattacharya. C.B. (2001). Does doing good always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of marketing research*, 38 (2), 225-243.
- Shiv, B., Britton, J.A.E. & Payne, J.W. (2004). Does elaboration increase or decrease the effectiveness of negatively versus positively framed messages? *Journal of consumer research*, 31 (1), 199-208.
- Shiv, B., Edell, J.A.E. & Payne, J.W. (1997). Factors Affecting the Impact of Negatively and Positively Framed Ad Messages. *The Journal of consumer research*, 24 (3), 285-294.
- Smith, G.E. (1996). Framing in advertising and the moderating impact of consumer education. *Journal of advertising research*, 36 (5), 49-64.
- Smith, G. E., & Berger, P. D. (1996). The impact of direct marketing appeals on charitable marketing effectiveness. *Journal of the Academy of Marketing Science*, 24 (3), 219–231.
- Smith, S.M. & Petty, R.E. (1996). Message framing and persuasion: A message processing analysis. *Personality & social psychology bulletin*, 22 (3), 257-268.
- Strahilevitz, M. (1999). The effects of product type and donation magnitude on willingness to pay more for a charity-linked brand. *Journal of consumer psychology*, 8 (3), 215-241.
- Tsai, S. (2007). Message framing strategy for brand communication. *Journal of advertising research*, 47 (3), 364-377.

- Unicef (2009). Knuffelactie van IKEA gestart. Available at <http://www.unicef.nl/nieuws/berichten/2009/11/03/knuffelactie-van-ikea-gestart.aspx>
- Unicef (2010). Procter and Gamble & Unicef. Available at <http://www.unicef.nl/partners/procter-and-gamble--unicef.aspx>
- Webb, D.J. & Mohr, L.A. (1998). A typology of consumer responses to cause-related marketing: From skeptics to socially concerned. *Journal of public policy & marketing*, 17 (2), 226-238.
- Youn, S. & Kim, H. (2008). Antecedents of consumer attitudes toward cause-related marketing. *Journal of advertising research*, 48 (1), 123-137.
- Zaichkowsky, J. (1985). Measuring the involvement construct. *Journal of consumer research*, 12 (3), 341-352.
- Zhang, Y. & Buda, R. (1999). Moderating effects of need for cognition on responses to positively and negatively framed advertising messages. *Journal of Advertising*, 28 (2), 1-15.
- Zhang, Y. & Buda, R. (2000). Consumer product evaluation: the interactive effect of message framing, presentation order, and source credibility. *Journal of product & brand management*, 9 (4), 229-242.

Internet sources

- www.aap.nl
- www.aidsfonds.nl
- www.artsenzondergrenzen.nl
- www.brandwonden.nl
- www.clinicclowns.nl
- www.cruyff-foundation.org
- www.greenpeace.nl
- www.kwfkankerbestrijding.nl
- www.legerdesheils.nl
- www.oxfamnovib.nl
- www.rodekruis.nl
- www.soskinderdorpen.nl
- www.unicef.nl
- www.voedselbankennederland.nl
- www.wnf.nl

Appendix A

Questionnaire pretest 1: Charity selection

Het is voor een goed doel!

Versie 1

Deze vragenlijst maakt deel uit van mijn afstudeeronderzoek dat gaat over goede doelen marketing. Voordat ik mijn definitieve vragenlijst kan opstellen heb ik wat meer informatie nodig. Met deze korte vragenlijst (ongeveer 5 minuten) probeer ik deze informatie te verkrijgen.

In deze vragenlijst worden 7 verschillende goede doelen aan je voorgelegd. De vragen en stellingen bij ieder goed doel gaan over jouw kennis en mate van betrokkenheid ten aanzien van het goede doel. Het is belangrijk dat je de vragen en stellingen zo eerlijk mogelijk beantwoord. Het is niet de bedoeling en nodig deze vragenlijst als een soort examen te bezien.

Alvast bedankt voor je medewerking!

Marjolein Konings

1. Hoeveel heb je het idee te weten over SOS Kinderdorpen?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over SOS Kinderdorpen, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een SOS Kinderdorpen kenner, hoeveel heb je dan het idee te weten over SOS Kinderdorpen?

Heel weinig Heel veel

SOS Kinderdorpen is een stichting die zich richt op het welzijn van kinderen. Over de hele wereld zijn er kinderen die door armoede, ziekte, rampen of oorlogen de zorg van hun ouders verliezen. De stichting zorgt ervoor dat kinderen die er alleen voor staan kunnen opgroeien in een liefdevol gezin en in een veilige omgeving in hun eigen land. Daarnaast helpen de gezinsversterkende programma's voorkómen dat kinderen er alleen voor komen te staan.

4. Hetgeen waar het SOS Kinderdorpen zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar SOS Kinderdorpen zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over KWF Kankerbestrijding?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over KWF Kankerbestrijding, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een KWF Kankerbestrijding kenner, hoeveel heb je dan het idee te weten over KWF Kankerbestrijding?

Heel weinig Heel veel

KWF Kankerbestrijding strijdt al bijna zestig jaar voor minder kans op kanker, meer kans op genezing en een betere kwaliteit van leven voor mensen met kanker. Aandachtsgebieden van KWF Kankerbestrijding zijn wetenschappelijk kankeronderzoek, onderwijs en opleiding van kankerexperts, voorlichting en begeleiding van kankerpatiënten.

4. Hetgeen waar KWF Kankerbestrijding zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar KWF Kankerbestrijding zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over Unicef?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over Unicef, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Unicef kenner, hoeveel heb je dan het idee te weten over Unicef?

Heel weinig Heel veel

Unicef komt wereldwijd op voor de rechten van kinderen en verbetert in 161 ontwikkelingslanden de levensomstandigheden van kinderen. Unicef steunt hulpprojecten op het gebied van gezondheidszorg, voeding, onderwijs, water en bescherming. Belangrijke aandachtsgebieden zijn: onderwijs voor meisjes, het vaccineren en beschermen van kinderen tegen bijvoorbeeld mazelen, polio en malaria, het beschermen van kinderen tegen (seksuele) uitbuiting en geweld en het voorkomen van verdere verspreiding van hiv/aids en de opvang van aidswezen.

4. Hetgeen waar Unicef zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar Unicef zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over de Brandwonden Stichting?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over de Brandwonden Stichting, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Brandwonden Stichting kenner, hoeveel heb je dan het idee te weten over de Brandwonden Stichting?

Heel weinig Heel veel

Mensen die brandwonden hebben opgelopen of ouders van kinderen met brandwonden zijn vaak getraumatiseerd. Het ongeval wordt meestal bij volle bewustzijn meegemaakt. Daarnaast is de behandeling van brandwonden langdurig en erg pijnlijk. De Brandwonden Stichting trekt zich het lot van deze mensen aan en doet veel aan hulpverlening. De stichting focust zich op het verbeteren van de behandeling, verpleging, verzorging van en hulpverlening aan personen met brandwonden; het bevorderen van de kwaliteit van leven van mensen met brandwonden; en het bevorderen van preventie van brandwonden.

4. Hetgeen waar de Brandwonden Stichting zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar de Brandwonden Stichting zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over de Johan Cruyff Foundation?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over de Johan Cruyff Foundation, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Johan Cruyff Foundation kenner, hoeveel heb je dan het idee te weten over de Johan Cruyff Foundation?

Heel weinig Heel veel

De Johan Cruyff Foundation is een organisatie die zich richt op het bevorderen van het geestelijk en lichamelijk welzijn van kinderen en jongeren. Sporten staat hierin centraal en is een belangrijk onderdeel van de ontwikkeling van ieder kind. Speciale aandacht gaat uit naar kinderen en jongeren die gehandicapt zijn of in een minder kansrijke omgeving opgroeien omdat juist voor hen sporten en bewegen zo belangrijk is. De Foundation zet projecten op om sport en spel te stimuleren. Dit gebeurt in samenwerking met verenigingen, scholen, sportbonden, bedrijven en overheden.

4. Hetgeen waar de Johan Cruyff Foundation zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar de Johan Cruyff Foundation zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over het Wereld Natuur Fonds?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over het Wereld Natuur Fonds, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Wereld Natuur Fonds kenner, hoeveel heb je dan het idee te weten over het Wereld Natuur Fonds?

Heel weinig Heel veel

Het Wereld Natuur Fonds bouwt aan een toekomst waarin de mens in harmonie leeft met de natuur. Voor het beschermen van de rijkdom aan dier-, plant- en boomsoorten op aarde richt het Wereld Natuur Fonds zich op: het beschermen en waar mogelijk herstellen van leefgebieden als tropische en andere bossen, waterrijke natuurgebieden en zeeën en oceanen; en het aanpakken van bedreigingen zoals ontbossing, verdroging, overbevissing, klimaatverandering en de illegale handel in dieren en planten.

4. Hetgeen waar het Wereld Natuur Fonds zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar het Wereld Natuur Fonds zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over het Rode Kruis?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over het Rode Kruis, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Rode Kruis kenner, hoeveel heb je dan het idee te weten over het Rode Kruis?

Heel weinig Heel veel

Het Rode kruis is de grootste hulpverlenende organisatie ter wereld. Het Rode Kruis biedt hulp aan mensen in nood in conflict- en rampgebieden zowel nationaal als internationaal. Hierbij valt te denken aan hulp tijdens oorlogen, overstromingen, aardbevingen, milieurampen maar ook bijvoorbeeld de vuurwerkcramp in Enschede. De eerste zorg is om zoveel mogelijk levens te redden: het opvangen en onderdak bieden van slachtoffers, zorgen voor drinkwater, medicijnen, dokters, EHBO, eten en gezondheidszorg. Daarna volgen jaren van hulp bij herstelwerkzaamheden en de wederopbouw van oorlogs- en rampgebieden.

4. Hetgeen waar het Rode Kruis zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar het Rode Kruis zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen

Tot slot een aantal achtergrond vragen:

5. Wat is uw geslacht?

- Man
 Vrouw

6. Wat is uw leeftijd?

_____ jaar

7. Wat is uw hoogst genoten opleiding?

- Geen opleiding
 Basisschool
 Mavo/Mulo/VMBO
 Havo
 VWO/Atheneum/Gymnasium
 MBO
 HBO
 WO
 Anders, namelijk

Bedankt voor uw medewerking!

Deze vragenlijst maakt deel uit van mijn afstudeeronderzoek dat gaat over goede doelen marketing. Voordat ik mijn definitieve vragenlijst kan opstellen heb ik wat meer informatie nodig. Met deze korte vragenlijst (ongeveer 5 minuten) probeer ik deze informatie te verkrijgen.

In deze vragenlijst worden 8 verschillende goede doelen aan je voorgelegd. De vragen en stellingen bij ieder goed doel gaan over jouw kennis en mate van betrokkenheid ten aanzien van het goede doel. Het is belangrijk dat je de vragen en stellingen zo eerlijk mogelijk beantwoord. Het is niet de bedoeling en nodig deze vragenlijst als een soort examen te bezien.

Alvast bedankt voor je medewerking!

Marjolein Konings

1. Hoeveel heb je het idee te weten over Oxfam Novib?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over Oxfam Novib, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Oxfam Novib kenner, hoeveel heb je dan het idee te weten over Oxfam Novib?

Heel weinig Heel veel

Oxfam Novib streeft naar een rechtvaardige wereld zonder armoede. Het doel van Oxfam Novib is dat iedereen een zelfstandig bestaan zonder armoede kan opbouwen. Ze is daarom vooral actief op het gebied van armoedebestrijding en gelijke rechten. Iedereen heeft recht op een eerlijk inkomen, voedsel, gezondheidszorg, onderwijs, een veilig leven en de mogelijkheid zijn of haar stem te laten horen. Oxfam Novib ondersteunt de mensen die wereldwijd voor hun rechten en een fatsoenlijk bestaan vechten.

4. Hetgeen waar Oxfam Novib zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar Oxfam Novib zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over de Voedselbank?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over de Voedselbank, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Voedselbank kenner, hoeveel heb je dan het idee te weten over de Voedselbank?

Heel weinig Heel veel

De Voedselbank is een liefdadigheidsinstelling die kosteloos levensmiddelen verstrekt aan hen die financieel niet of nauwelijks in staat zijn om in hun levensonderhoud te voorzien. De Voedselbank gaat verspilling van voedsel tegen door dit bij bedrijven in te zamelen en gratis te verstrekken aan mensen die in Nederland onder de armoedegrens leven. Wekelijks eten ruim vijftigduizend mensen in Nederland van het voedselpakket dat zij gratis van de Voedselbank krijgen.

4. Hetgeen waar de Voedselbank zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar de Voedselbank zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over Greenpeace?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over Greenpeace, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Greenpeace kenner, hoeveel heb je dan het idee te weten over Greenpeace?

Heel weinig Heel veel

Greenpeace is een internationale milieuorganisatie die door onderzoek, overleg en acties werkt aan een duurzaam evenwicht tussen mens en milieu. Doelen van Greenpeace zijn o.a. het stoppen van de klimaatverandering door efficiënt gebruik van schone energie uit wind, zon en biomassa; duurzaam beheer van de bossen wereldwijd; meer recycling van hout en papier; duurzaam beheer van oceanen, zeeën en rivieren en duurzame visserij; de stop van kernenergie en een wereld zonder kernwapens.

4. Hetgeen waar Greenpeace zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar Greenpeace zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over de CliniClowns?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over de CliniClowns, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een CliniClowns kenner, hoeveel heb je dan het idee te weten over de CliniClowns?

Heel weinig Heel veel

Stichting CliniClowns biedt kinderen die ernstig ziek of gehandicapt zijn of die een traumatische ervaring hebben gehad wat afleiding en plezier. Door het optreden van de clowns kunnen de kinderen even aan iets anders denken dan aan ziek zijn.

4. Hetgeen waar CliniClowns zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar CliniClowns zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over het Aids Fonds?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over het Aids Fonds, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Aids Fonds kenner, hoeveel heb je dan het idee te weten over het Aids Fonds?

Heel weinig Heel veel

Het Aids Fonds is er voor iedereen die met hiv/aids te maken heeft. In Nederland en daarbuiten. Het Aids Fonds zet zich in voor de bestrijding van aids in zowel ontwikkelingslanden als in Nederland. Het Aids Fonds financiert wetenschappelijk onderzoek, verzorgt preventie en behandeling voor kwetsbare groepen en komt op voor de rechten van mensen met hiv.

4. Hetgeen waar het Aids Fonds zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar het Aids Fonds zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over het Leger des Heils?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over het Leger des Heils, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Leger des Heils kenner, hoeveel heb je dan het idee te weten over het Leger des Heils?

Heel weinig Heel veel

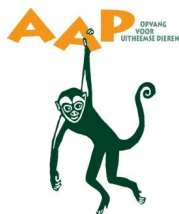
Het Leger des Heils in Nederland is door de jaren heen uitgegroeid tot een professionele hulpverlener. Het Leger des Heils is actief in zeer uiteenlopende werkvelden zoals maatschappelijke opvang, verslavingszorg, ondersteuning van ouderen, reclassering, gezinsbegeleiding, jeugdbescherming, jeugdhulpverlening, preventie en maatschappelijk herstel. Doelgroepen die het Leger des Heils hulpverlening biedt zijn o.a. uit huis geplaatste kinderen, ouderen die verpleging nodig hebben, jeugdige delinquenten, verslaafden, psychiatrische patiënten, mishandelde vrouwen, langdurig werklozen, dak- en thuislozen, ouders met opvoedingsproblemen, ex-gedetineerden en terminale patiënten.

4. Hetgeen waar het Leger des Heils zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar het Leger des Heils zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over Stichting AAP?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over Stichting AAP, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Stichting AAP kenner, hoeveel heb je dan het idee te weten over Stichting AAP?

Heel weinig Heel veel

Stichting AAP is een Europees opvangcentrum voor uitheemse dieren zoals apen, wasberen, stinkdieren en prairiehondjes. Vaak zijn de dieren ernstig mishandeld of verwaarloosd. De dieren die bij Stichting AAP terecht komen zijn afkomstig uit de illegale handel, proefdierlaboratoria, circussen, louche dierentuinen of rechtstreeks van particulieren. Bij AAP krijgen de dieren professionele verzorging. Het uiteindelijke doel is om de dieren geestelijk en lichamelijk weer gezond te maken en ze daarna te herplaatsen in een meer natuurlijke omgeving in de vorm van een reservaat of gerenommeerde dierentuin.

4. Hetgeen waar Stichting AAP zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar Stichting AAP zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen



1. Hoeveel heb je het idee te weten over Artsen zonder Grenzen?

Heel weinig Heel veel

2. Hoeveel heb je het idee te weten over Artsen zonder Grenzen, in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

3. Als je jezelf vergelijkt met een Artsen zonder Grenzen kenner, hoeveel heb je dan het idee te weten over Artsen zonder Grenzen?

Heel weinig Heel veel

Artsen zonder Grenzen is een medische noodhulporganisatie die wereldwijd mensen helpt, ongeacht hun afkomst, religie, of politieke overtuiging. Voorop staat het redden van levens door het verlenen van medische hulp aan slachtoffers van vooral oorlogen, natuurrampen en epidemieën.

4. Hetgeen waar Artsen zonder Grenzen zich voor inzet

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe

5. De problemen waar Artsen zonder Grenzen zich op richt

Baren mij geen grote zorgen Baren mij grote zorgen

Tot slot een aantal achtergrond vragen:

5. Wat is uw geslacht?

- Man
 Vrouw

6. Wat is uw leeftijd?

_____ jaar

7. Wat is uw hoogst genoten opleiding?

- Geen opleiding
 Basisschool
 Mavo/Mulo/VMBO
 Havo
 VWO/Atheneum/Gymnasium
 MBO
 HBO
 WO
 Anders, namelijk

Bedankt voor uw medewerking!

Appendix B

Results pretest 1: Charity selection

Variable (N=25)	Mean	S.E.	Std. Deviation
SOS Kinderdorpen Knowledge	2.72	.288	1.44
SOS Kinderdorpen Involvement	4.75	.281	1.41
KWF Kankerbestrijding Knowledge	4.01	.245	1.23
KWF Kankerbestrijding Involvement	5.66	.215	1.08
Unicef Knowledge	3.69	.237	1.19
Unicef Involvement	5.09	.269	1.34
Brandwondenstichting Knowledge	3.00	.265	1.32
Brandwondenstichting Involvement	4.54	.234	1.17
Johan Cruyff Foundation Knowledge	2.32	.225	1.12
Johan Cruyff Foundation Involvement	3.99	.224	1.12
WNF Knowledge	3.92	.278	1.39
WNF Involvement	5.14	.274	1.37
Rode Kruis Knowledge	3.95	.262	1.31
Rode Kruis Involvement	5.24	.214	1.07

Variable (N=27)	Mean	S.E.	Std. Deviation
Oxfam Novib Knowledge	2.47	.269	1.40
Oxfam Novib Involvement	4.84	.182	0.95
Voedselbank Knowledge	3.74	.212	1.10
Voedselbank Involvement	4.90	.193	1.00
Greenpeace Knowledge	3.95	.224	1.17
Greenpeace Involvement	5.12	.249	1.30
CliniClowns Knowledge	3.89	.202	1.05
CliniClowns Involvement	5.52	.184	0.95
Aids Fonds Knowledge	3.25	.234	1.21
Aids Fonds Involvement	4.76	.206	1.07
Leger des Heils Knowledge	3.52	.260	1.35
Leger des Heils Involvement	4.64	.205	1.07
Stichting AAP Knowledge	2.64	.226	1.17
Stichting AAP Involvement	4.13	.309	1.60
Artsen zonder Grenzen Knowledge	3.78	.197	1.02
Artsen zonder Grenzen Involvement	5.38	.222	1.16

Appendix C

Questionnaire pretest 2: Framing manipulation & brand familiarity

Het is voor een goed doel!

Deze vragenlijst maakt deel uit van mijn afstudeeronderzoek dat gaat over reclame campagnes voor goede doelen. Voordat ik mijn definitieve vragenlijst kan opstellen heb ik wat meer informatie nodig. Met deze korte vragenlijst (ongeveer 3 minuten) probeer ik deze informatie te verkrijgen.

In deze vragenlijst worden 6 verschillende teksten van reclame campagnes van goeden doelen aan je voorgelegd. De vragen bij iedere tekst gaan over de manier waarop jij deze tekst interpreteert. Het is belangrijk dat je de vragen zo eerlijk mogelijk beantwoord. Het is niet de bedoeling en nodig deze vragenlijst als een soort examen te bezien.

Alvast bedankt voor je medewerking!

Marjolein Konings

In hoeverre bent u bekend met de onderstaande merken?

Innocent (fruitdrankjes)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Tarvo (brood)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Pharox (Led-lampen)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Ocean Spray (vruchtensap)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Lavazza (koffie)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Popla (toilet papier)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Ehrmann (toetje)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend
Volvic (mineraalwater)	Heel erg onbekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Heel erg bekend

SOS Kinderdorpen Tekst 1



 **SOS KINDERDORPEN**
Een liefdevol thuis voor ieder kind

 **innocent**
little tasty drinks



SOS Kinderdorpen & Innocent helpen de kinderen in Pakistan!

Dit is Imran. Door de ernstige overstromingen in zijn land, is Imran zijn ouders, broertjes en zusjes verloren en staat hij er nu alleen voor. Jij kunt kinderen als Imran helpen! Wanneer jij een Innocent fruitdrankje koopt, doneert Innocent 60 eurocent aan SOS Kinderdorpen. SOS Kinderdorpen vangt alleenstaande kinderen op en geeft ze een blijvend thuis in hun eigen land.

Jouw bijdrage is van belang! Met de steun van deze campagne kan SOS Kinderdorpen haar opvangcapaciteit in Pakistan uitbreiden. Imran en zijn lotgenootjes kunnen dan opgevangen worden in een liefdevol gezin in één van de SOS Kinderdorpen. Met onze hulp zorgen we ervoor dat deze kinderen kunnen opgroeien in een stabiele omgeving met schoon drinkwater, eten, medische hulp en onderwijs. Hierdoor geven we ze een kans op een veilige en betere toekomst!

Koop dus een fruitdrankje van Innocent, steun hiermee SOS Kinderdorpen en zorg ervoor dat Imran en zijn lotgenootjes krijgen waar ieder kind recht op heeft; een liefdevolle opvoeding!

De bovenstaande boodschap benadrukt de ‘positieve’ gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de ‘negatieve’ gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

SOS Kinderdorpen Tekst 2



SOS Kinderdorpen & Innocent helpen de kinderen in Pakistan!

Dit is Imran. Door de ernstige overstromingen in zijn land, is Imran zijn ouders, broertjes en zusjes verloren en staat hij er nu alleen voor. Jij kunt kinderen als Imran helpen! Wanneer jij een Innocent fruitdrankje koopt, doneert Innocent 60 eurocent aan SOS Kinderdorpen. SOS Kinderdorpen vangt alleenstaande kinderen op en geeft ze een blijvend thuis in hun eigen land.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan SOS Kinderdorpen haar opvangcapaciteit in Pakistan niet uitbreiden. Imran en veel van zijn lotgenootjes kunnen dan niet opgevangen worden in een liefdevol gezin in één van de SOS Kinderdorpen. Zonder onze hulp is de kans groot dat deze kinderen zullen opgroeien in een onstabiele omgeving zonder schoon drinkwater, eten, medische hulp en onderwijs en hebben zij minder kans op een veilige en betere toekomst!

Koop dus een fruitdrankje van Innocent, steun hiermee SOS Kinderdorpen en zorg ervoor dat Imran en zijn lotgenootjes krijgen waar ieder kind recht op heeft; een liefdevolle opvoeding!

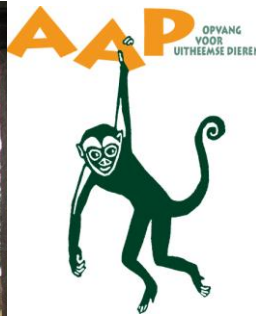
De bovenstaande boodschap benadrukt de ‘positieve’ gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de ‘negatieve’ gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

Stichting AAP Tekst 1



Stichting AAP & Tarvo helpen verwaarloosde en mishandelde apen!

Wereldwijd worden apen gebruikt als proefdier in laboratoria, voor de illegale handel, circussen, louche dierentuinen, fout toeristenvermaak of als huisdier. Ze worden vaak verwaarloosd en mishandeld. Jij kunt ervoor zorgen dat deze apen een beter bestaan krijgen! Wanneer jij een Tarvo brood koopt, doneert Tarvo 35 eurocent aan Stichting AAP. Stichting AAP is gespecialiseerd in de opvang van verwaarloosde en mishandelde apen.

Jouw bijdrage is van belang! Met de steun van deze campagne kan Stichting AAP haar opnamecapaciteit uitbreiden zodat veel van deze apen opgevangen en ondergebracht kunnen worden. Zij krijgen hier rust en professionele verzorging zodat ze kunnen bijkomen van hun ellendige verleden. Met onze steun kunnen de apen weer gezond worden zodat zij uiteindelijk herplaatst kunnen worden naar een meer natuurlijke omgeving.

Koop dus een brood van Tarvo, steun hiermee Stichting AAP en zorg ervoor dat deze apen de verzorging krijgen waar zij recht op hebben!

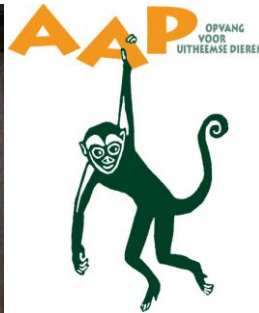
De bovenstaande boodschap benadrukt de 'positieve' gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de 'negatieve' gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

Stichting AAP Tekst 2



Stichting AAP & Tarvo helpen verwaarloosde en mishandelde apen!

Wereldwijd worden apen gebruikt als proefdier in laboratoria, voor de illegale handel, circussen, louche dierentuinen, fout toeristenvermaak of als huisdier. Ze worden vaak verwaarloosd en mishandeld. Jij kunt ervoor zorgen dat deze apen een beter bestaan krijgen! Wanneer jij een Tarvo brood koopt, doneert Tarvo 35 eurocent aan Stichting AAP. Stichting AAP is gespecialiseerd in de opvang van verwaarloosde en mishandelde apen.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan Stichting AAP haar opnamecapaciteit niet uitbreiden waardoor veel van deze apen niet opgevangen en ondergebracht kunnen worden. Ze zijn hierdoor gedoemd bij hun eigenaren te blijven, vaak onder ellendige omstandigheden. Hierdoor lopen zij de professionele verzorging die ze zo hard nodig hebben mis!

Koop dus een brood van Tarvo, steun hiermee Stichting AAP en zorg ervoor dat deze apen de verzorging krijgen waar zij recht op hebben!

De bovenstaande boodschap benadrukt de 'positieve' gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de 'negatieve' gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

WNF Tekst 1



Het Wereld Natuur Fonds & Pharox zetten zich in tegen de wereldwijde ontbossing!

Jaarlijks sneuvelt er 13 miljoen hectare bos, dit staat gelijk aan 36 voetbalvelden bos per minuut! Ontbossing is wereldwijd verantwoordelijk voor 20% van de uitstoot van CO₂. Het tegengaan van ontbossing is dus essentieel om verdere opwarming van de aarde te voorkomen! Ook jij kunt helpen! Wanneer jij een Led-lamp van Pharox koopt, doneert Pharox 2 euro aan het WNF.

Jouw bijdrage is van belang! Met de steun van deze campagne kan het WNF duurzame productiemethoden en alternatieven voor houtkap ontwikkelen. Hierdoor zal de ontbossing aanzienlijk afnemen en wordt verdere opwarming van de aarde voorkomen. Zo voorkomen we dat 1/3 van alle plant- en diersoorten deze eeuw nog uitsterven. Als we ons inzetten tegen de klimaatverandering zullen overstromingen, droogtes, stormen en hittegolven minder frequent en hevig worden. We voorkomen dan dat het aantal slachtoffers van deze rampen binnen 5 jaar met 54% zal stijgen tot 375 miljoen mensen per jaar.

Koop dus een Pharox Led-lamp, steun hiermee het WNF en zorg ervoor dat de klimaatverandering wordt beperkt!

De bovenstaande boodschap benadrukt de ‘positieve’ gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de ‘negatieve’ gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

WNF Tekst 2



Het Wereld Natuur Fonds & Pharox zetten zich in tegen de wereldwijde ontbossing!

Jaarlijks sneuvelt er 13 miljoen hectare bos, dit staat gelijk aan 36 voetbalvelden bos per minuut! Ontbossing is wereldwijd verantwoordelijk voor 20% van de uitstoot van CO₂. Het tegengaan van ontbossing is dus essentieel om verdere opwarming van de aarde te voorkomen! Ook jij kunt helpen! Wanneer jij een Led-lamp van Pharox koopt, doneert Pharox 2 euro aan het WNF.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan het WNF geen duurzame productiemethoden en alternatieven voor houtkap ontwikkelen. Het gevolg is dat de ontbossing in grote getalen zal blijven doorgaan en de aarde steeds verder zal opwarmen. Hierdoor zal 1/3 van alle plant- en diersoorten deze eeuw nog uitsterven. Wanneer we niets doen tegen de klimaatverandering worden overstromingen, droogtes, stormen en hittegolven frequenter en heviger. Het aantal slachtoffers van deze rampen zal dan binnen 5 jaar met 54% stijgen tot 375 miljoen mensen per jaar.

Koop dus een Pharox Led-lamp, steun hiermee het WNF en zorg ervoor dat de klimaatverandering wordt beperkt!

De bovenstaande boodschap benadrukt de 'positieve' gevolgen welke het goede doel zal ervaren als het product wordt gekocht/de campagne wordt gesteund.

Helemaal mee oneens Helemaal mee eens

De bovenstaande boodschap benadrukt de 'negatieve' gevolgen welke het goede doel zal ervaren als het product niet wordt gekocht/de campagne niet wordt gesteund.

Helemaal mee oneens Helemaal mee eens

Tot slot een aantal achtergrond vragen:

Wat is uw geslacht?

- Man
 Vrouw

Wat is uw leeftijd?

_____ jaar

Wat is uw hoogst genoten opleiding?

- Geen opleiding
 Basisschool
 Mavo/Mulo/VMBO
 Havo
 VWO/Atheneum/Gymnasium
 MBO
 HBO
 WO
 Anders, namelijk

Bedankt voor uw medewerking!

Appendix D

Results pretest 2: Brand familiarity

(N = 25)	Mean score*	S.E.
Innocent (fruitdrankjes)	2.52	.379
Tarvo (brood)	2.40	.408
Pharox (Led-lampen)	1.72	.358
Ocean Spray (vruchtensap)	1.52	.252
Lavazza (koffie)	3.00	.476
Popla (toiletpapier)	3.08	.432
Ehrmann (toetje)	1.92	.316
Volvic (mineraalwater)	2.24	.401

*The mean scores are based on the question: 'To what extent are you familiar with the following brands?' Where 1 indicated 'very unfamiliar' and 7 indicated 'very familiar'.

Appendix E

Final questionnaire

Goededoelenmarketing

Versie Positief

Momenteel ben ik bezig met het afronden van mijn opleiding Marketing aan de Erasmus Universiteit Rotterdam. Deze vragenlijst maakt deel uit van mijn afstudeeronderzoek naar bedrijven die een bepaald bedrag of percentage van de verkoop van een specifiek product doneren aan een goed doel. Het invullen van de vragenlijst duurt ongeveer 10 tot 15 minuten en de resultaten worden volledig anoniem verwerkt.

In deze vragenlijst zullen een drietal fictieve campagnes van goede doelen aan u worden voorgelegd. **Het is erg belangrijk dat u iedere campagne aandachtig en op uw eigen tempo doorleest!!** Na iedere campagne volgen een aantal vragen en stellingen. Beantwoordt deze stellingen zo eerlijk mogelijk, het gaat om uw mening en er bestaan geen goede of foute antwoorden.

Alvast bedankt voor uw medewerking!

Marjolein Konings

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



Het
**Wereld
Natuur & Fonds** & **Pharox**
zetten zich in
tegen de
**wereldwijde
ontbossing!**

Jaarlijks sneuvelt er 13 miljoen hectare bos, dit staat gelijk aan 36 voetbalvelden bos per minuut! Ontbossing is wereldwijd verantwoordelijk voor 20% van de uitstoot van CO₂.

Het tegengaan van ontbossing is dus essentieel om verdere opwarming van de aarde te voorkomen! Ook jij kunt helpen!

Wanneer jij een Led-lamp van Pharox koopt, doneert Pharox 2 euro aan het WNF.

Jouw bijdrage is van belang! Met de steun van deze campagne kan het WNF duurzame productiemethoden en alternatieven voor houtkap ontwikkelen. Hierdoor zal de ontbossing aanzienlijk afnemen en wordt verdere opwarming van de aarde voorkomen. Zo voorkomen we dat 1/3 van alle plant- en diersoorten deze eeuw nog uitsterven. Als we ons inzetten tegen de klimaatverandering zullen overstromingen, droogtes, stormen en hittegolven minder frequent en hevig worden. We voorkomen dan dat het aantal slachtoffers van deze rampen binnen 5 jaar met 54% zal stijgen tot 375 miljoen mensen per jaar.

Koop dus een Pharox Led-lamp, steun hiermee het WNF en zorg ervoor dat de klimaatverandering wordt beperkt!



pharox
LED light



1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van het Wereld Natuur Fonds en Pharox?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van het Wereld Natuur Fonds en Pharox?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam

4. Het gevoel wat ik bij het merk Pharox heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

5. Het gevoel wat ik bij het Wereld Natuur Fonds heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig

Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een LED-lamp van het merk Pharox?

N.a.v. deze advertentie ben ik <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	N.a.v. deze advertentie ben ik
<u>helemaal niet bereid</u> om dit	<u>heel erg bereid</u> om dit product
product te kopen	te kopen

7. Stel u heeft een LED-lamp nodig. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een LED-lamp van het merk Pharox zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van het Wereld Natuur Fonds & Pharox zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van het Wereld Natuur Fonds en Pharox zich voor inzet? (dus over ontbossing en klimaatverandering)

Heel weinig Heel veel

10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van het Wereld Natuur Fonds en Pharox zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van ontbossing en klimaatverandering, hoeveel heeft u dan het idee te weten over dit onderwerp?

Heel weinig Heel veel

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



SOS KINDERDORPEN
Een liefdevol thuis voor ieder kind

SOS Kinderdorpen & Innocent helpen de kinderen in Pakistan!

Dit is Imran. Door de ernstige overstromingen in zijn land, is Imran zijn ouders, broertjes en zusjes verloren en staat hij er nu alleen voor. Jij kunt kinderen als Imran helpen! Wanneer jij een Innocent fruitdrankje koopt, doneert Innocent 60 eurocent aan SOS Kinderdorpen. SOS Kinderdorpen vangt alleenstaande kinderen op en geeft ze een blijvend thuis in hun eigen land.

Jouw bijdrage is van belang! Met de steun van deze campagne kan SOS Kinderdorpen haar opvangcapaciteit in Pakistan uitbreiden. Imran en zijn lotgenootjes kunnen dan opgevangen worden in een liefdevol gezin in één van de SOS Kinderdorpen. Met onze hulp zorgen we ervoor dat deze kinderen kunnen opgroeien in een stabiele omgeving met schoon drinkwater, eten, medische hulp en onderwijs. Hierdoor geven we ze een kans op een veilige en betere toekomst!

Koop dus een fruitdrankje van Innocent, steun hiermee SOS Kinderdorpen en zorg ervoor dat Imran en zijn lotgenootjes krijgen waar ieder kind recht op heeft; een liefdevolle opvoeding!



1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van SOS Kinderdorpen en Innocent?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van SOS Kinderdorpen en Innocent?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam

4. Het gevoel wat ik bij het merk Innocent heb, is na het lezen van de bovenstaande campagne...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

5. Het gevoel wat ik bij SOS Kinderdorpen heb, is na het lezen van de bovenstaande campagne...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig

Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een fruitdrankje van het merk Innocent?

N.a.v. deze advertentie ben ik <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	N.a.v. deze advertentie ben ik
<u>helemaal niet bereid</u> om dit	<u>heel erg bereid</u> om dit product
product te kopen	te kopen

7. Stel u wilt een fruitdrankje kopen. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een fruitdrankje van het merk Innocent zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet? (dus over alleenstaande kinderen, hulp van SOS Kinderdorpen)

Heel weinig Heel veel

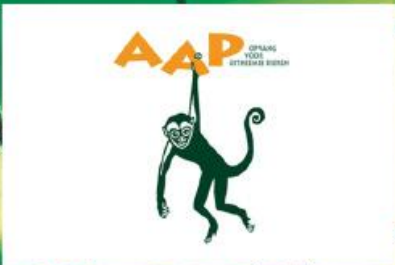
10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van alleenstaande kinderen en hulp aan alleenstaande kinderen, hoeveel heeft u dan het idee te weten over dit onderwerp?

Heel weinig Heel veel

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



Wereldwijd worden apen gebruikt als proefdier in laboratoria, voor de illegale handel, circussen, louche dierentuinen, fout toeristenvermaak of als huisdier. Ze worden vaak verwaarloosd en mishandeld. Jij kunt ervoor zorgen dat deze apen een beter bestaan krijgen! Wanneer jij een Tarvo brood koopt, doneert Tarvo 35 eurocent aan Stichting AAP. Stichting AAP is gespecialiseerd in de opvang van verwaarloosde en mishandelde apen.

Jouw bijdrage is van belang! Met de steun van deze campagne kan Stichting AAP haar opnamecapaciteit uitbreiden zodat veel van deze apen opgevangen en ondergebracht kunnen worden. Zij krijgen hier rust en professionele verzorging zodat ze kunnen bijkomen van hun ellendige verleden. Met onze steun kunnen de apen weer gezond worden zodat zij uiteindelijk herplaatst kunnen worden naar een meer natuurlijke omgeving.



Koop dus een brood van Tarvo, steun hiermee Stichting AAP en zorg ervoor dat deze apen de verzorging krijgen waar zij recht op hebben!

1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van Stichting AAP en Tarvo?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van Stichting AAP en Tarvo?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam

4. Het gevoel wat ik bij het merk Tarvo heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

5. Het gevoel wat ik bij Stichting AAP heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een brood van het merk Tarvo?

N.a.v. deze advertentie ben ik N.a.v. deze advertentie ben ik helemaal niet bereid om dit product te kopen N.a.v. deze advertentie ben ik heel erg bereid om dit product te kopen

7. Stel u heeft een brood nodig. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een brood van het merk Tarvo zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van Stichting AAP & Tarvo zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van Stichting AAP en Tarvo zich voor inzet? (dus over verwaarloosde en mishandelde apen en de opvang van deze apen bij Stichting AAP)

Heel weinig Heel veel

10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van Stichting AAP en Tarvo zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van mishandelde apen en de opvang van deze dieren, hoeveel heeft u dan het idee te weten over dit onderwerp?

Heel weinig Heel veel

Tot slot een aantal achtergrond vragen:

13. Wat is uw geslacht?

- Man
 Vrouw

14. Wat is uw leeftijd?

_____ jaar

15. Wat is uw hoogst genoten opleiding?

- Geen opleiding
 Basisschool
 Mavo/Mulo/VMBO
 Havo
 VWO/Atheneum/Gymnasium
 MBO
 HBO
 WO
 Anders, namelijk

16. Hoe hoog is uw bruto gezinsinkomen?

In 2010 ligt het jaarlijkse bruto modale inkomen op € 30.000, dat is ongeveer € 2.500 bruto per maand'

- Beneden modaal
 Ongeveer modaal
 Boven modaal

17. In welke regio bent u woonachtig?

- In één van de 3 grote steden (Amsterdam, Rotterdam of Den Haag)
 In regio West (Noord-Holland, Zuid-Holland of Utrecht)
 In regio Noord (Friesland, Groningen of Drenthe)
 In regio Oost (Overijssel, Gelderland of Flevoland)
 In regio Zuid (Zeeland, Brabant of Limburg)
 Woonachtig in het buitenland

18. Welke woonsituatie is op u van toepassing?

- Thuiswonend (bij ouders)
 Alleenwonend
 Samenwonend met partner
 Wonend met kinderen (met of zonder partner)
 Anders, namelijk...

19. Wie is binnen uw huishouden hoofdverantwoordelijk voor de boodschappen?

- Ik zelf
- Deels ik, deels iemand anders
- Iemand anders

Dit is het einde van de vragenlijst. Bedankt voor uw medewerking!

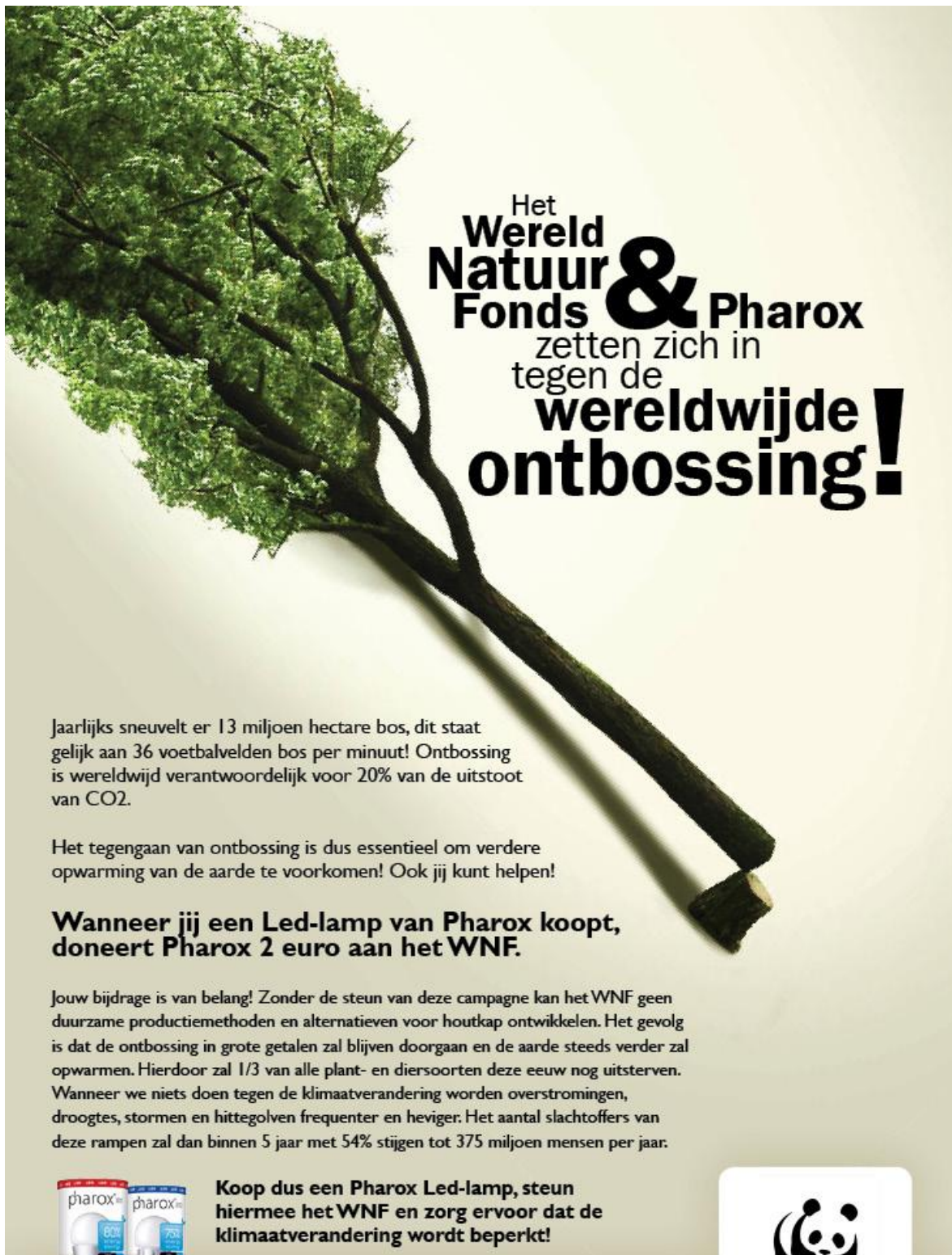
Momenteel ben ik bezig met het afronden van mijn opleiding Marketing aan de Erasmus Universiteit Rotterdam. Deze vragenlijst maakt deel uit van mijn afstudeeronderzoek naar bedrijven die een bepaald bedrag of percentage van de verkoop van een specifiek product doneren aan een goed doel. Het invullen van de vragenlijst duurt ongeveer 10 tot 15 minuten en de resultaten worden volledig anoniem verwerkt.

In deze vragenlijst zullen een drietal fictieve campagnes van goede doelen aan u worden voorgelegd. **Het is erg belangrijk dat u iedere campagne aandachtig en op uw eigen tempo doorleest!!** Na iedere campagne volgen een aantal vragen en stellingen. Beantwoordt deze stellingen zo eerlijk mogelijk, het gaat om uw mening en er bestaan geen goede of foute antwoorden.

Alvast bedankt voor uw medewerking!

Marjolein Konings

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



Het
**Wereld
Natuur & PharoX**
Fonds
zetten zich in
tegen de
**wereldwijde
ontbossing!**

Jaarlijks sneuvelt er 13 miljoen hectare bos, dit staat gelijk aan 36 voetbalvelden bos per minuut! Ontbossing is wereldwijd verantwoordelijk voor 20% van de uitstoot van CO₂.

Het tegengaan van ontbossing is dus essentieel om verdere opwarming van de aarde te voorkomen! Ook jij kunt helpen!

Wanneer jij een Led-lamp van PharoX koopt, doneert PharoX 2 euro aan het WNF.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan het WNF geen duurzame productiemethoden en alternatieven voor houtkap ontwikkelen. Het gevolg is dat de ontbossing in grote getalen zal blijven doorgaan en de aarde steeds verder zal opwarmen. Hierdoor zal 1/3 van alle plant- en diersoorten deze eeuw nog uitsterven. Wanneer we niets doen tegen de klimaatverandering worden overstromingen, droogtes, stormen en hittegolven frequenter en heviger. Het aantal slachtoffers van deze rampen zal dan binnen 5 jaar met 54% stijgen tot 375 miljoen mensen per jaar.



Koop dus een PharoX Led-lamp, steun hiermee het WNF en zorg ervoor dat de klimaatverandering wordt beperkt!

pharox®
LED light



1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van het Wereld Natuur Fonds en Pharox?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van het Wereld Natuur Fonds en Pharox?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam

4. Het gevoel wat ik bij het merk Pharox heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

5. Het gevoel wat ik bij het Wereld Natuur Fonds heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig

Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een LED-lamp van het merk Pharox?

N.a.v. deze advertentie ben ik <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	N.a.v. deze advertentie ben ik
<u>helemaal niet bereid</u> om dit	<u>heel erg bereid</u> om dit product
product te kopen	te kopen

7. Stel u heeft een LED-lamp nodig. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een LED-lamp van het merk Pharox zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van het Wereld Natuur Fonds & Pharox zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van het Wereld Natuur Fonds en Pharox zich voor inzet? (dus over ontbossing en klimaatverandering)

Heel weinig Heel veel

10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van het Wereld Natuur Fonds en Pharox zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van ontbossing en klimaatverandering, hoeveel heeft u dan het idee te weten over dit onderwerp?

Heel weinig Heel veel

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



SOS KINDERDORPEN
Een liefdevol thuis voor ieder kind

SOS Kinderdorpen & Innocent helpen de kinderen in Pakistan!

Dit is Imran. Door de ernstige overstromingen in zijn land, is Imran zijn ouders, broertjes en zusjes verloren en staat hij er nu alleen voor. Jij kunt kinderen als Imran helpen! Wanneer jij een Innocent fruitdrankje koopt, doneert Innocent 60 eurocent aan SOS Kinderdorpen. SOS Kinderdorpen vangt alleenstaande kinderen op en geeft ze een blijvend thuis in hun eigen land.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan SOS Kinderdorpen haar opvangcapaciteit in Pakistan niet uitbreiden. Imran en veel van zijn lotgenootjes kunnen dan niet opgevangen worden in een liefdevol gezin in één van de SOS Kinderdorpen. Zonder onze hulp is de kans groot dat deze kinderen zullen opgroeien in een onstabiele omgeving zonder schoon drinkwater, eten, medische hulp en onderwijs en hebben zij minder kans op een veilige en betere toekomst!

Koop dus een fruitdrankje van Innocent, steun hiermee SOS Kinderdorpen en zorg ervoor dat Imran en zijn lotgenootjes krijgen waar ieder kind recht op heeft; een liefdevolle opvoeding!



1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van SOS Kinderdorpen en Innocent?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van SOS Kinderdorpen en Innocent?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam

4. Het gevoel wat ik bij het merk Innocent heb, is na het lezen van de bovenstaande campagne...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

5. Het gevoel wat ik bij SOS Kinderdorpen heb, is na het lezen van de bovenstaande campagne...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een fruitdrankje van het merk Innocent?

N.a.v. deze advertentie ben ik N.a.v. deze advertentie ben ik helemaal niet bereid om dit product te kopen N.a.v. deze advertentie ben ik heel erg bereid om dit product te kopen

7. Stel u wilt een fruitdrankje kopen. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een fruitdrankje van het merk Innocent zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet? (dus over alleenstaande kinderen, hulp van SOS Kinderdorpen)

Heel weinig Heel veel

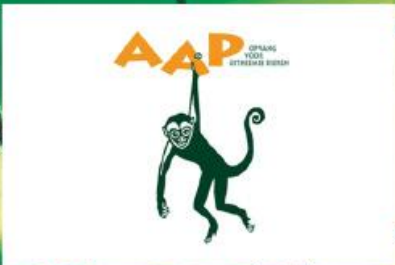

10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van SOS Kinderdorpen en Innocent zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van alleenstaande kinderen en hulp aan alleenstaande kinderen, hoeveel heeft u dan het idee te weten over dit onderwerp?


Heel weinig Heel veel

Lees de onderstaande campagne eerst aandachtig door voordat u begint met het beantwoorden van de vragen en stellingen



Wereldwijd worden apen gebruikt als proefdier in laboratoria, voor de illegale handel, circussen, louche dierentuinen, fout toeristenvermaak of als huisdier. Ze worden vaak verwaarloosd en mishandeld. Jij kunt ervoor zorgen dat deze apen een beter bestaan krijgen! Wanneer jij een Tarvo brood koopt, doneert Tarvo 35 eurocent aan Stichting AAP. Stichting AAP is gespecialiseerd in de opvang van verwaarloosde en mishandelde apen.

Jouw bijdrage is van belang! Zonder de steun van deze campagne kan Stichting AAP haar opnamecapaciteit niet uitbreiden waardoor veel van deze apen niet opgevangen en ondergebracht kunnen worden. Ze zijn hierdoor gedoemd bij hun eigenaren te blijven, vaak onder ellendige omstandigheden. Hierdoor lopen zij de professionele verzorging die ze zo hard nodig hebben mis!



Koop dus een brood van Tarvo, steun hiermee Stichting AAP en zorg ervoor dat deze apen de verzorging krijgen waar zij recht op hebben!

1. Ik ben erg geïnteresseerd in hetgeen er door uw gedachten heen ging toen u de bovenstaande campagne las. Noteer hieronder alstublieft alles wat er door uw gedachten heen ging tijdens het lezen van de campagne.

.....

.....

Houd bij beantwoording van de volgende vragen en stellingen de zojuist bekeken en gelezen campagne in gedachten.

2. Wat is uw houding tegenover de bovenstaande campagne van Stichting AAP en Tarvo?

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

3. Hoe beoordeelt u de boodschap van de bovenstaande campagne van Stichting AAP en Tarvo?

Niet overtuigend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Overtuigend
Irritant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Niet irritant
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam

4. Het gevoel wat ik bij het merk Tarvo heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

5. Het gevoel wat ik bij Stichting AAP heb, is na het lezen van de bovenstaande campagne ...

Slecht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Goed
Ongunstig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Gunstig
Onaangenaam	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Aangenaam
Negatief	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Positief

6. In hoeverre bent u bereid om naar aanleiding van de bovenstaande advertentie, de campagne te steunen door het kopen van een brood van het merk Tarvo?

N.a.v. deze advertentie ben ik N.a.v. deze advertentie ben ik helemaal niet bereid om dit product te kopen N.a.v. deze advertentie ben ik heel erg bereid om dit product te kopen

7. Stel u heeft een brood nodig. Hoe waarschijnlijk is het dan dat u naar aanleiding van de bovenstaande campagne een brood van het merk Tarvo zou kopen?

Heel onwaarschijnlijk Heel waarschijnlijk

8. Hetgeen waar de campagne van Stichting AAP & Tarvo zich voor inzet ...

Vind ik onbelangrijk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vind ik belangrijk
Betekent weinig voor mij	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Betekent veel voor mij
Spreekt mij persoonlijk niet aan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Spreekt mij persoonlijk aan
Doet er voor mij weinig toe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Doet er voor mij veel toe
Baart mij geen grote zorgen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Baart mij grote zorgen

9. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van Stichting AAP en Tarvo zich voor inzet? (dus over verwaarloosde en mishandelde apen en de opvang van deze apen bij Stichting AAP)

Heel weinig Heel veel

10. Hoeveel heeft u het idee te weten over hetgeen waar de campagne van Stichting AAP en Tarvo zich voor inzet in vergelijking tot vrienden en kennissen?

Heel weinig Heel veel

11. Als u uzelf vergelijkt met een 'kenner' op het gebied van mishandelde apen en de opvang van deze dieren, hoeveel heeft u dan het idee te weten over dit onderwerp?

Heel weinig Heel veel

Tot slot een aantal achtergrond vragen:

13. Wat is uw geslacht?

- Man
 Vrouw

14. Wat is uw leeftijd?

_____ jaar

15. Wat is uw hoogst genoten opleiding?

- Geen opleiding
 Basisschool
 Mavo/Mulo/VMBO
 Havo
 VWO/Atheneum/Gymnasium
 MBO
 HBO
 WO
 Anders, namelijk

16. Hoe hoog is uw bruto gezinsinkomen?

In 2010 ligt het jaarlijkse bruto modale inkomen op € 30.000, dat is ongeveer € 2.500 bruto per maand'

- Beneden modaal
 Ongeveer modaal
 Boven modaal

17. In welke regio bent u woonachtig?

- In één van de 3 grote steden (Amsterdam, Rotterdam of Den Haag)
 In regio West (Noord-Holland, Zuid-Holland of Utrecht)
 In regio Noord (Friesland, Groningen of Drenthe)
 In regio Oost (Overijssel, Gelderland of Flevoland)
 In regio Zuid (Zeeland, Brabant of Limburg)
 Woonachtig in het buitenland

18. Welke woonsituatie is op u van toepassing?

- Thuiswonend (bij ouders)
 Alleenwonend
 Samenwonend met partner
 Wonend met kinderen (met of zonder partner)
 Anders, namelijk...

19. Wie is binnen uw huishouden hoofdverantwoordelijk voor de boodschappen?

- Ik zelf
- Deels ik, deels iemand anders
- Iemand anders

Dit is het einde van de vragenlijst. Bedankt voor uw medewerking!

Appendix F

Demographics

Group 1 = Respondents who have judged the positively framed CRM campaigns

Group 2 = Respondents who have judged the negatively framed CRM campaigns

Age	Group 1	Group 2	Total
18 – 29	13 (7.7%)	19 (11.7%)	32 (9.7%)
30 – 39	22 (13.1%)	27 (16.7%)	49 (14.8%)
40 – 49	33 (19.6%)	32 (19.8%)	65 (19.7%)
50 – 59	49 (29.2%)	43 (26.5%)	92 (27.9%)
60 – 69	40 (23.8%)	32 (19.8%)	72 (21.8%)
70 – 79	11 (6.5%)	9 (5.6%)	20 (6.1%)
Total	168 (100%)	162 (100%)	330 (100%)

Gender	Group 1	Group 2	Total
Male	84 (50%)	89 (54.9%)	173 (52.4%)
Female	84 (50%)	73 (45.1%)	157 (47.6%)
Total	168 (100%)	162 (100%)	330 (100%)

Highest completed education	Group 1	Group 2	Total
Primary education	1 (0.6%)	2 (1.2%)	3 (0.9%)
Secondary education	45 (26.8%)	47 (29.0%)	92 (27.9%)
MBO (Intermediate vocational education)	41 (24.4%)	38 (23.5%)	79 (23.9%)
HBO (Higher vocational education)	41 (24.4%)	41 (25.3%)	82 (24.8%)
WO (University education)	36 (21.4%)	34 (21.0%)	70 (21.2%)
Other	4 (2.4%)	0 (0.0%)	4 (1.2%)
Total	168 (100%)	162 (100%)	330 (100%)

Gross family income	Group 1	Group 2	Total
Below average	43 (26.9%)	38 (23.9%)	81 (25.4%)
Around average	53 (33.1%)	46 (28.9%)	99 (31.0%)
Over average	64 (40.0%)	75 (47.2%)	139 (43.6%)
Total	160 (100%)	159 (100%)	319 (100%)

Living situation	Group 1	Group 2	Total
Living with parents	5 (3.0%)	9 (5.6%)	14 (4.2%)
Living alone	37 (22.0%)	31 (19.1%)	68 (20.6%)
Living together with partner	71 (42.3%)	60 (37.0%)	131 (39.7%)
Living with children (with or without partner)	50 (29.8%)	59 (36.4%)	109 (33.0%)
Otherwise	5 (3.0%)	3 (1.9%)	8 (2.4%)
Total	168 (100%)	162 (100%)	330 (100%)

Nielson region	Group 1	Group 2	Total
Amsterdam, Rotterdam or Den Haag	15 (8.9%)	20 (12.3%)	35 (10.6%)
Region West	55 (32.7%)	67 (41.4%)	122 (37.0%)
Region North	26 (15.5%)	11 (6.8%)	37 (11.2%)
Region East	26 (15.5%)	28 (17.3%)	54 (16.4%)
Region South	44 (26.2%)	34 (21.0%)	78 (23.6%)
Living abroad	2 (1.2%)	2 (1.2%)	4 (1.2%)
Total	168 (100%)	162 (100%)	330 (100%)

Responsible person for shopping	Group 1	Group 2	Total
Me	82 (49.1%)	76 (46.9%)	158 (48.0%)
Partly me, partly someone else	65 (38.9%)	62 (38.3%)	127 (38.6%)
Someone else	20 (12.0%)	24 (14.8%)	44 (13.4%)
Total	167 (100%)	162 (100%)	329 (100%)

Appendix G

Results other findings

Income	Mean score	Mean score	P-value
	overall effectiveness ¹¹	overall effectiveness	
	positively framed	negatively framed	
	messages (<i>SE</i>)	messages (<i>SE</i>)	
Below average (n = 40) & (n = 38)	4.53 (.21)	4.41 (.21)	.506
Around average (n = 51) & (n = 46)	4.25 (.20)	4.16 (.18)	.759
Over average (n = 61) & (n = 69)	4.04 (.15)	3.77 (.16)	.353

Age	Mean score	Mean score	P-value
	overall effectiveness	overall effectiveness	
	positively framed	negatively framed	
	messages (<i>SE</i>)	messages (<i>SE</i>)	
18 – 34 year (n = 23) & (n = 28)	4.69 (.24)	4.47 (.22)	.484
35 – 49 year (n = 40) & (n = 50)	4.47 (.17)	4.07 (.16)	.112
50 – 65 year (n = 75) & (n = 52)	4.20 (.15)	3.90 (.20)	.333
65 and older (n = 22) & (n = 25)	3.46 (.31)	3.59 (.30)	.594

Education	Mean score	Mean score	P-value
	overall effectiveness	overall effectiveness	
	positively framed	negatively framed	
	messages (<i>SE</i>)	messages (<i>SE</i>)	
Low (n = 37) & (n = 36)	4.35 (.24)	4.18 (.25)	.745
Middle (n = 47) & (n = 43)	4.43 (.21)	4.06 (.19)	.176
High (n = 71) & (n = 71)	4.04 (.12)	3.86 (.16)	.515

Gender	Mean score	Mean score	P-value
	overall effectiveness	overall effectiveness	
	positively framed	negatively framed	
	messages (<i>SE</i>)	messages (<i>SE</i>)	
Males (n = 168)	3.93 (.14)	3.73 (.14)	.268
Females (n = 147)	4.55 (.14)	4.35 (.15)	.491

¹¹ This variable (overall effectiveness) is constructed by summing up and then averaging participants responses to the attitude and participation variables of the three advertisements

Region	Mean score overall effectiveness positively framed messages (<i>SE</i>)	Mean score overall effectiveness negatively framed messages (<i>SE</i>)	P-value
Amsterdam, Rotterdam or Den Haag (n = 13) & (n = 19)	4.06 (.36)	4.20 (.32)	.744
Region West (n = 53) & (n = 65)	4.01 (.17)	3.90 (.15)	.743
Region North (n = 25) & (n = 10)	4.38 (.26)	3.93 (.50)	.422
Region East (n = 25) & (n = 28)	4.33 (.32)	4.25 (.21)	.887
Region South (n = 42) & (n = 32)	4.41 (.18)	3.93 (.29)	.295

Responsibility grocery shopping	Mean score overall effectiveness positively framed messages (<i>SE</i>)	Mean score overall effectiveness negatively framed messages (<i>SE</i>)	P-value
Me (n = 76) & (n = 74)	4.38 (.15)	4.21 (.15)	.592
Partly me (n = 63) & (n = 58)	4.05 (.15)	3.88 (.19)	.559
Someone else (n = 20) & (n = 23)	4.37 (.31)	3.66 (.20)	.028*

* = significant at 5% level