

RESEARCH ARTICLE

Emotional appeals effectiveness in enhancing charity digital advertisements

Murooj Yousef¹  | Timo Dietrich¹ | Sharyn Rundle-Thiele¹ | Saleem Alhabash²

¹Marketing Department, Social Marketing @ Griffith, Griffith Business School, Griffith University, Brisbane, Australia

²Communication Arts and Sciences, Michigan State University, East Lansing, Michigan, USA

Correspondence

Murooj Yousef, Social Marketing @ Griffith, Griffith Business School, Griffith University, Nathan campus, 170 Kessels Rd, Nathan, Brisbane QLD 4111, Australia.
Email: murooj.yousef@griffithuni.edu.au

Abstract

Advertising appeals effectiveness has long been a point of debate in the literature. This study empirically tests hope and shame online advertisements aimed at enhancing donation quality to charities. Following a sequential research design the current research carries two studies to tests the effect of hope and shame appeal messages on social media on behavioral engagement measures, guided by the multi-actor engagement framework. Findings indicate shame appeals framed as losses are more effective in driving engagement than hope gain framed messages. The overall findings provide supporting evidence for the interplay between negative emotions and message framing. To achieve higher engagement and trigger behavior change while utilizing budgets effectively, charities would benefit from utilizing loss framed and shame inducing advertising messages.

KEYWORDS

advertising effectiveness, emotional appeals, hope appeals, message framing, shame appeals, social media advertising

1 | INTRODUCTION

Charities are known to utilize emotional appeals in their advertising campaigns to promote different causes and generate donations (Conlin & Bauer, 2021). The use of negative emotional appeals have long dominated the charitable advertising efforts, however, questions of their effectiveness have been raised in both the literature and practice (Septianto & Tjiptono, 2019). With the rise of digital advertising tools, practitioners are consistently seeking understanding of most effective advertising strategies to yield high engagement and utilize budgets effectively. The rapid shift within the digital and particularly social media landscape is noticeable, with more and more advertising messages aimed at changing social, environmental, and health related behaviors (Voorveld et al., 2018). The COVID-19 pandemic intensified time spend online for most citizens, mainly for interpersonal reasons (keeping up with family and friends), shopping, entertainment, and

connecting with organizations. Digital marketing creates an opportunity for advertisers to reach their target audiences at a lower cost (Baines et al., 2017). For example, social media advertising spending is valued at AU\$110,628 million in 2021 (Statista, 2021). Almost half (46%) of marketing budgets in 2021 were allocated to digital and social media advertising with 97% of marketers investing in social media ads (Leone, 2020). Social media allows advertisers to directly disseminate their persuasive messages to consumers and monitor campaign performance in real-time through quantitative metrics such as but not limited to impressions, reach, and engagement.

Non-profit organizations (NPOs) and charities are increasingly leveraging different online advertising tools (Seo & Vu, 2020; Yousef, Dietrich, & Rundle-Thiele, 2021). Fueled by cost-efficiency and the affordances of directly interacting and engaging with consumers, constituents, and stakeholder, NPOs and charities leverage social media platforms to raise awareness about certain issues, advocate for their

This is an open access article under the terms of the [Creative Commons Attribution-NonCommercial-NoDerivs](https://creativecommons.org/licenses/by-nc-nd/4.0/) License, which permits use and distribution in any medium, provided the original work is properly cited, the use is non-commercial and no modifications or adaptations are made.

© 2022 The Authors. Journal of Philanthropy and Marketing published by John Wiley & Sons Ltd.

causes, and accept donations through available fundraising tools (Lovejoy & Saxton, 2012; Saxton & Wang, 2013; Sun & Asencio, 2019). Social media marketing presents an opportunity for NPOs and charities to reach people in a timely, targeted, personal, relevant, engaging, and cost-effective way. The two-way communication nature of social media enhances interactions with customers, offering real time responses and engagement between organizations and customers (Baines et al., 2017). The interactive nature of social media platforms changed how organizations carry out their marketing activities (Baek & Yoon, 2022; Bilgin & Kethüda, 2022). Previous research has indicated that direct marketing activities are more costly for charities than online marketing such as social media (Sargeant et al., 2006; Sundermann & Leipnitz, 2019). Social media advertising and marketing is found to deliver higher effectiveness, efficiency and return on investment to engage with donors (Baines et al., 2017). Amid a shortage of studies exploring the use of social media as advertising platforms for NPOs and charities (Baek & Yoon, 2017; Knoll, 2016), the current study primarily focuses on examining the effectiveness of emotional appeals in NPO and charity social media advertising.

Considering the important role of emotional processing of persuasive messages through the lens of the tri-component model (Ostrom, 1969), advertisers have leveraged discrete emotional appeals such as fear, guilt, shame, love, pride, and hope in delivering their messages (Baek & Yoon, 2017) with the aim of affecting consumers' attitudes, decisions, and actions online and offline (Alhabash et al., 2015; Edell & Burke, 1987). For example, pro-environmental advertising context found that emotional appeals of shame, guilt, and hope led to development of pro-environmental attitudes and behaviors (Baek & Yoon, 2017; Bamberg & Möser, 2007), while charity and NPO advertising found that happiness, sadness, and pride appeals were effective in driving attitude and behavior change (Cao & Jia, 2017; Small & Verrochi, 2009). To understand consumer decision making and choice led actions when presented with different alternatives and message appeals, Prospect Theory is applied (Berger & Smith, 1998; Tversky & Kahneman, 1992). Prospect Theory is one of multiple behavioral economics theories that scholars developed to consider how people decide between alternatives that involve risk and uncertainty. According to Prospect Theory people think in terms of expected utility that serves as a reference point for determination (Berger & Smith, 1998). Four main communication models stemmed from this line of thought: AIDA Model, Hierarchy of Effects Model (Lavidge & Steiner, 1961), Innovation Adoption Model (Rogers, 2014) and the Communications Model (Vaughn, 1980). All of these theoretical frameworks share three main stages: a cognitive, an affective, and a behavioral stage. While such theories confirm the role of communication on all three dimensions (i.e., cognition, emotion and behavior), research remains limited in measuring behavioral outcomes (Yousef, Rundle-Thiele, & Dietrich, 2021). Much of the research in this domain focuses on leveraging controlled experimental designs to examine how different persuasive appeals affect persuasive outcomes, such as attitudes, beliefs, and behavioral intentions (Chang & Lee, 2010; Eckler & Bolls, 2011; Wang et al., 2017). The affordances of social media platforms for dissemination of persuasive messages and tracking their

effectiveness, measured through behavioral, server-based responses to ads, provides advertising scholars with a unique opportunity to examine the effects of persuasive appeals in the field (e.g., Kaye et al. 2016; Plant et al. 2017; Small & Verrochi, 2009).

Guided by Shawky et al. (2020) multi-actor social media engagement framework the current study investigates the effects of hope (gain) and shame (loss) appeals on online engagement behaviors (measured through social media metrics) to answer the following research question: Which advertising appeal and framing strategy is most effective in triggering actions for behavior change?

In the following sections we provide a conceptualisation of message framing through the lens of Prospect Theory and other communication theory frameworks, review the literature of advertising appeals and message effectiveness in charity and non-profit contexts and highlight the hypotheses set for this study. By following a sequential research design the current research carries two studies to tests hope and shame appeal messages effectiveness in driving behavioral actions on social media. The findings highlight best practices for NPOs and charities when advertising on social media.

2 | THEORETICAL FRAMEWORK

Processing of emotionally-framed persuasive messages can be understood through the lens of prospect theory (Tversky & Kahneman, 1989, 1992). Prospect theory explicates message framing (positive/gain vs. negative/loss) affects audience's decision making and actions. In their earlier econometrics' experiments, Tversky and Kahneman (1989, 1992) showed that individuals arrived at different choice outcomes based on whether the message emphasize the gain or the loss in a particular scenario. By influencing the way an audience perceives a message through a positive or negative appeal, their attitudes, beliefs, thoughts, and actions are also influenced (Tversky & Kahneman, 1992). The importance of advertising appeals and framing have been emphasized in social advertising, as individuals' perception of a social and public issues are significantly shaped by the framing and presentation of information, affecting their behavior accordingly (Baek & Yoon, 2022; Iyengar & Kinder, 2010). In the charity advertising context, mixed and inconsistent evidence creates a challenge for advertisers when designing their persuasive messages. For example, Chang and Lee (2010) found loss-framed messages to be more effective than gain-framed ones, while Tugrul and Lee (2018) found gain framed messages to be more effective in driving donations. The interplay between advertising appeals and message framing have been examined in multiple contexts such as organ donations (Chien & Chang, 2015), responsible tourism (Yoon et al., 2019) and conservation (Jacobson et al., 2019). This study builds on the existing literature to examine the relationship of message framing and emotional appeals for charities on social media in aim to determine best advertising strategies within this context.

Advertising appeals can be rational or emotional, appealing to one's cognition or emotions, respectively. Rational appeals rely on arguments, reason and facts to create persuasion (Dahlen et al., 2010).

In contrast, emotional appeals seek to induce certain emotions in the audience to make the message memorable and more persuasive to induce action (Dahlen et al., 2010; Lee, 2010a). In an advertising context, it has been found that persuasive messages leveraging an emotional, as opposed to a rational, appeal are superior in igniting processing and persuasive outcomes (i.e., attitudes, beliefs, behavioral intentions, behaviors) (Hornik, Ofir, & Rachamim, 2016; Hornik Ofir, & Rachamim, 2017). It is argued that the challenge advertising research faces currently is to not only identify effective advertising appeals but to match such appeals to “corresponding action tendencies and relevant behavioral advertising outcomes” (Poels & Dewitte, 2019, p. 86). When emotions are induced in the audience, both affective and cognitive responses are evoked resulting in “feeling-action tendencies” which guide intentional future behavior (e.g., donating to charities) as well as automatic reaction to stimuli (e.g., fight, flight or avoidance of negative advertisements) (Baumeister et al., 2007; Lowe, 2011). To reduce a threat or make the most of an opportunity, the emotional system produces unique reactions in the form of perceptions, cognition, and behavior (Öhman & Mineka, 2003). Hence, emotional advertising appeals have been found to help explain behavior (e.g., donating to charity) (Baek & Yoon, 2022; Cockrill & Parsonage, 2016).

Different emotions have different effects on behavior (Nabi, 2002). Fear, for example, has been shown to motivate threat escaping behaviors, while anger promotes deeper information processing and sadness resulting in withdrawal and inaction (Durkin et al., 2018; Kemp et al., 2015; Nabi, 2002; Öhman & Mineka, 2003). Hence, the categorizing of emotional appeals is of high importance to enable deep understanding of each category and accurate comparison of their effectiveness in changing behavior. While certain higher order emotions have been widely studied in the literature such as fear and guilt (Chang, 2014; Laroche et al., 2001), others such as shame and hope are scarcely present (Baek & Yoon, 2017; Bleakley et al., 2015; Brennan & Binney, 2010; Kemp et al., 2015) calling for more research to empirically test their effectiveness in changing behavior.

2.1 | Shame and Hope advertising appeal

Shame is a negative emotion characterized with its internal attribution of blame, activating a need for coping mechanisms (Tangney & Dearing, 2003), provoking avoidance tendencies (Schmader & Lickel, 2006). A review of the literature in charity advertising highlights a clear gap in studying the effectiveness of shame appeals (Baek & Yoon, 2017). Only a limited number of studies have investigated the use of shame as an emotional appeal to be applied for charity donations, confirming the focus on other emotions, namely sadness, guilt, empathy, sympathy, happiness, and pride (Baek & Yoon, 2022; Kemp et al., 2017; Small & Verrochi, 2009).

While some research compares loss and gain framed emotional appeals in pro-environmental advertising (Reeves et al., 2020), specific tests of shame appeals are scarce in the charity advertising context (Xu, 2017). Research examining shame appeals highlights the

defensive responses they produce (Agrawal & Duhachek, 2010). When viewing a shame appeal advertisement, shame-laden individuals tend to generate negative attributions to their environment (e.g., charities are hard to deal with), perceiving themselves as unable to solve the issue at hand (e.g., donate quality items) (Tangney, 1998). This lack of efficacy results in the adoption of emotion-focused strategies to ease feelings of shame (De Hooze et al., 2008). Research in other advertising context suggest shame appeals can be effective in inducing action when combined with a loss message framing (Baek & Yoon, 2017; Duhachek et al., 2012). To be effective, research suggest shameful appeals should highlight the consequences of failing to adopt the promoted behavior (i.e., loss frame). This can be explained by Regulatory Fit Theory (Higgins, 2008) which posits that when a message employs a tactic that matches a person's personality and orientation, the result intensifies and balances their orientation and chosen strategies. When applying this to shame advertising appeals, matching the negative emotion with negative framing (i.e., a loss frame) makes the message eloquent and more persuasive (Duhachek et al., 2012; Lee & Aaker, 2004).

On the other hand, hope is a mildly pleasant emotion that can be described as the belief that a positive and favorable outcome is possible to achieve in the future (Averill et al., 2012; MacInnis & De Mello, 2005). Hope is categorized as high in uncertainty and requires high cognitive activity (Smith & Ellsworth, 1985). Hope requires belief in the possibility of change, adding a cognitive aspect to motivation or desire for change (Lazarus & Lazarus, 1991). Chadwick (2015) breaks down what evokes feelings of hope as a discrete emotion. When hope is evoked, appraisals of future outcomes include importance, possibility, congruency, and the role of the outcome in creating a better future. The more important, relevant and congruent with an individual's goals and values an outcome is, the more hope becomes relevant in creating persuasion (Chadwick, 2015). When comparing the current situation to the future, hope appeals aim to present the future as brighter and better due to the promoted action (e.g., when you sort your donations, you reduce the burden on charities) (Chadwick, 2015; Lazarus, 2001). Research further suggests that hope is highly correlated with perseverance due to the motivational nature of this emotion (Nabi, 2015) and is controlled by the presented context (Smith & Ellsworth, 1985). By enhancing perceptions of self-efficacy, hope appeals work on motivating individuals to take action and achieve the desired outcome (Cohen-Chen & Van Zomeren, 2018).

As hope is highly influenced by the presented situation (Smith & Ellsworth, 1985), context is a major influencer when it comes to assessing hope appeals' effectiveness. For example, studying anti-sugar sweetened beverages advertising, Jordan et al. (2015) exposed participants to humor, fear, and nurturance persuasive appeals, and found that both argument strength and emotional responses to the ads, specifically the evoking of feelings of empowerment and hope, positively mediated the effect of message appeal on intentions to cut back on children's intake of sugar-sweetened beverages, thus highlighting the important role of evoking feeling of hope. Bigsby et al. (2013) found hopeful anti-tobacco advertisements yielded higher intentions to quit smoking. When hope is used in health promotion of certain

medications, results show higher survival and better quality of life (Vater et al., 2014) as well as higher treatment adoption (Kemp et al., 2017). Juxtaposed, Cockrill and Parsonage (2016) found hope appeals negatively influenced charitable behavior (e.g., volunteering for charities) acting as a deterrent to the promoted behavior. Similarly, van Zomeren et al. (2019) found that hope in climate change messages served as an emotion-focused coping function, that induced hope for change while eliminating the need for actual action. Cavanaugh et al. (2015) found hope appeals lacked the ability to foster connectedness with others, which reduces the emotional appeals ability to promote charitable behavior. Yet, Jacobson et al. (2019) found positively framed emotional appeals to be highly effective on social media. With social media platforms currently in play, the question of whether positive emotional appeals such as hope can overcome limitations and inspire action remains unanswered.

2.2 | Multi-Actor framework

Unlike past research on persuasive appeals effectiveness delineating effects on attitudes, behavioral intentions, and behaviors, the current study looks at a different set of persuasive outcome variables. The affordance of social media platforms, specifically, in relation to the visibility, recording, and archiving of user's interactions and engagements with a particular social media message, presents an important opportunity for testing the theoretical constructs presented here in the field. Within social media, objective measures such as clicks, social media shares, likes and comments can be directly linked to desired behavior outcomes (Alhabash et al., 2013; O'Reilly et al., 2019; Uhrig et al., 2010). Alhabash et al. (2015) found some social media engagement measures (e.g., likes) mediated the relationship between attitudes and intentions to consume alcohol. Their findings highlight the important role social media engagement measures may have on the persuasion process. Beyond engagement and behavioral intentions, limited research investigates the direct effect advertising appeals have on social media engagement measures (i.e., likes, shares, comments) warranting the need for further research to confirm this relationship and to extend understanding.

Research on social media engagement have seen an increase in attention since 2010 (Rowley & Keegan, 2020). However, a lack of consistency in defining engagement on social media and lack of consensus on measuring engagement has resulted in confusion and limited evidence on engagement's role in contributing to effectiveness of social advertising campaigns (Barger, Peltier, & Schultz, 2016; Yousef, Dietrich, & Rundle-Thiele, 2021). Multiple frameworks have been developed to examine engagement on social media. Dessart (2017) for example examines social media engagement through three dimensions: affective, cognitive, and behavioral with a focus on community and brand engagement. Similarly, Schivinski, Christodoulides, and Dabrowski (2016) examines consumer engagement on social media with brands through the three-dimensions of consumption, contribution, and creation. One limitation of both frameworks is the assumption that exchanges on social media is linear between users and brands. With social media growing beyond simple dyadic exchanges

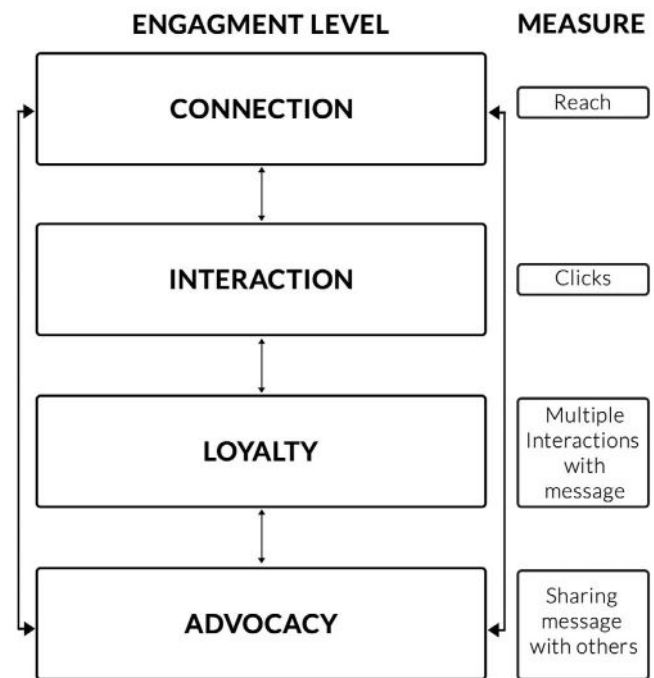


FIGURE 1 Multi-actor social media engagement framework.

between customers and brands, we resort to the Shawky et al. (2020) multi-actor social media engagement framework that highlights the dynamic nature of social media and suggests customers move between different levels of engagement on social media: connection, interaction, loyalty, and advocacy. Connection is where exposure happens and is measured by reach and impressions. Interaction measures conversations and feedback on content via clicks, likes, messages, and comments. Next is loyalty, represented by repeated interactions from users such as replying to comments, or commenting multiple times on a post. According to Shawky, advocacy is the highest level of social media engagement where customers contribute to the spread of an organization's message. Advocacy is measured by shares of social media posts (Shawky et al., 2020). Figure 1 shows the framework and the four levels of engagement. The framework offers a way of understanding how engagement on social media progress from one level to the next, allowing for advancing the way social media advertisements' effectiveness are measured.

Such online behaviors have been shown to be critical in the revised thinking of persuasion within the digital age. Alhabash, Mundel, and Hussain (2017) re-envisioned traditional persuasion models for the digital age, by highlighting the importance of considering the mediating effect of online engagement (or viral behavioral) intentions as a precursor to offline behavior change. Across a number of studies, Alhabash and colleagues (Alhabash et al., 2015) found that intentions to like, share, and comment on pro-social messages were significantly and positively related to message-congruent behavioral intentions. With that in mind, in today's highly networked and connected digital environment, an examination of the effects of persuasive appeals in driving online and offline action can benefit from the multi-actor social media engagement framework as a means of quantifying the potential effects of social media advertising.

For the purpose of the current study, we are focusing on four online outcomes. First, impressions represent the first level of Shawky et al. (2020) model where connection with the audience occur. Impressions on social media are defined as the number of times an ad is displayed (York, 2020). Second, interaction is when two way communication occurs between social media actors (Shawky et al., 2020) and is defined as any action taken on an ad (e.g., comment). Third, loyalty is defined as the repeated interaction with an ad. Finally, advocacy is defined as the sustained interaction where engagement goes beyond dyadic nature to one's own networks and is measured by sharing of the ad. Guided by past research, it is expected that shame loss framed message would be more effective in evoking online behavioral responses than hope gain framed message on social media. Hence, the following hypotheses are proposed:

Hypothesis 1. A loss framed shame appeal message will garner more impressions than a gain framed hope appeal message.

Hypothesis 2. A loss framed shame appeal message will garner more interaction a gain framed hope appeal message in delivering interaction.

Hypothesis 3. A loss framed shame appeal message will garner more loyalty than a gain framed hope appeal message.

Hypothesis 4. A loss framed shame appeal message will garner more advocacy than a gain framed hope appeal message.

Hypothesis 5. A loss framed shame appeal message will be more cost effective than a gain framed hope appeal message.

3 | METHOD

The study followed a sequential research design. Study one was a pre-test of the employed advertinments administered across two community surveys using a between participants design to test the two advertising appeals effectiveness (hope and shame). Study two followed a quasi-field experimental research design to test the effectiveness of the two advertisements by publishing them through Facebook Ads Manager in an A/B testing experiment with each click from an ad recorded as the behavioral measure for this study.


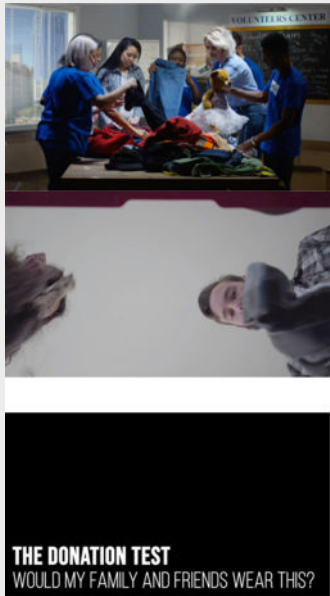
3.1 | Study 1

Two advertising appeals (hope-gain framed and shame-loss framed) were designed and tested with a participant panel (n = 635). Qualtrics was employed and all surveys were distributed online via a panel provider over a two-week period in October to November 2019.

3.1.1 | Stimuli design

The ads were taken from a program aimed at increasing goods donations' quality within Queensland, Australia. A description of the employed advertisements is outlined in Table 1. To ensure that the hope advertisement appeal was rated as more hopeful than the shameful advertisement appeal, and that the shameful advertisements

TABLE 1 Social advertisement appeals tested.

Advertisement appeal	Description
<p>Hope appeal – gain framed</p> 	<p>This video advertisement opens showing volunteers sorting donated clothes in a charity center. A voice over says “By sorting before donating you can save charities time. This time can be spent delivering services for those in need.” A clip of a women folding baby’s clothes and getting them ready is shown. Voice over continues “before donating, put your goods to the test.” Text appears on the screen: “The donation test: Would my family and friends wear this?”</p>
<p>Shame appeal – loss framed</p> 	<p>This video advertisement opens showing volunteers sorting donated clothes in a charity center. A voice over says “Today, our paid charity staff and volunteers had to throw out a third of the items that were donated. These went to landfill.” The scene cuts to a clip of a couple putting clothes in a suitcase, voice over continues “One item was the old shirt you donated last week. Before donating, put your goods to the test.” Text appears on the screen: “The donation test: Would my family and friends wear this?”</p>

were rated as more shameful than the hopeful advertisements, a single-item 7-point shame scale (not shameful/shameful) and a single-item hope scale (not hopeful/hopeful) were applied in the manipulation check (Jäger & Eisend, 2013) (see Appendix for survey questions). Study 1 included between-participants ANOVA to compare advertisements emotional valence using SPSS v.25.

3.2 | Study 2

Following completion of study 1, the two advertisements were delivered through Facebook Ads Manager for a week in February 2021. The advertisements are randomly distributed to Facebook users where it appears on their Facebook newsfeed. Facebook Ads Manager allows for A/B testing, while controlling for reach (both advertisements reached the same number of Facebook users). Additionally, the audience exposed to the advertisements were balanced in terms of gender and age to ensure comparability.

3.2.1 | Social media

Two social media ads were created and published on Facebook as an experiment where reach is controlled for. The ads were linked to a charity website selling donated clothes. One aim of the website is to inform people on what to donate to increase quality donations to their shop. Each ad employed a different appeal and were promoted for a week on Facebook. Following the Shawky et al. (2020) framework, measures were recorded and extracted from Facebook ads manager. Finally, a comparison of social media advertising cost between the two appeals is presented to understand cost effectiveness between different message framing strategies.

3.2.2 | Analysis

To conceptualize exposure and engagement with Facebook campaigns, Merchant et al. (2014) created a public health campaign and measured its effectiveness using both categorical and continuous measures. Categorical measures of Merchant and colleagues (2014) included binary measures (yes/no) while numerical continuous measures included the count of those who interacted with the content or commented on it. The current study follows Merchant et al. (2014) approach in measuring the four engagement levels of Shawky et al. (2020) framework by analyzing the extracted Facebook data as categorical (out of all users reached, ad was liked: yes or no, ad was clicked on: yes or no, ad was commented on: yes or no, ad was shared: yes or no) and continuous with actual frequencies of likes, clicks, comments, and shares. The two advertisements published on Facebook were analyzed using Shawky et al. (2020) multi-actor social media engagement framework. A chi-square test of independence was performed to examine the relation between the two advertising appeal and message framing and

Shawky et al. (2020) engagement levels: connection, interaction, loyalty, and advocacy.

4 | RESULTS

4.1 | Study 1: Pre-test

A total of 635 valid responses were collected to check appeal valence. Across the two ads, the gender ratio slightly favored males (53.1%), with four responding "Other". The average age of respondents in the survey was 46.82 ($SD = 3.83$). Participants perceived the shameful ad as more shameful ($M = 3.7$, $SD = 1.6$) than the hopeful ad ($M = 3.2$, $SD = 1.8$), $F(1, 630) = 17.03$, $p < 0.05$, $\eta^2 = 0.026$. In terms of hope ratings, The hopeful ad ($M = 5.4$ $SD = 1.4$) was perceived as more hopeful than the shameful ads ($M = 4.9$ $SD = 1.5$), $F(1, 630) = 9.87$, $p < 0.05$, $\eta^2 = 0.015$.

4.2 | Study 2: A/B testing

In total, the two ads placed on Facebook received 25,082 impressions and reached 16,205 Facebook users who are 18 years of age and over (see Figure 2). The sample reached was female skewed (65% females, 34% males, and 1% uncategorized; see Figure 3). The two ads resulted in 793 clicks to the website. The click through rate of 2.6% is considered above the average of 1.24% for Facebook ads (Irvine, 2020). The results of each level of engagement based on Shawky et al. (2020) social media multi-actor engagement framework is presented next.

4.2.1 | Connection

To enable a valid comparison between the two advertising appeals, reach was controlled for through the Facebook experiment feature (see Table 2 for numbers reached on Facebook). A chi-square test of independence revealed an insignificant effect of advertising appeal type on reach between the two advertisements $\chi^2(1, N = 16,205) = 0.00$, $p = 1$. The shame-loss ad achieved 50% more impressions than the hope-gain ad, resulting in a significant effect of appeal type on impressions $\chi^2(1, N = 16,205) = 645.64$, $p < 0.05$, hence $H1$ was supported.

4.2.2 | Interaction

The shame-loss appeal had significantly more interaction than the hope-gain appeal with the former achieving 47% more interactions than the latter (see Table 2). Chi-square test of independence show significance for clicks $\chi^2(1, N = 16,205) = 50.78$ $p < 0.05$, reactions $\chi^2(1, N = 16,205) = 7.04$ $p < 0.05$, and engagement $\chi^2(1, N = 16,205) = 139.77$ $p < 0.05$. Only one comment was recorded in the shame-loss ad, no significant difference was found

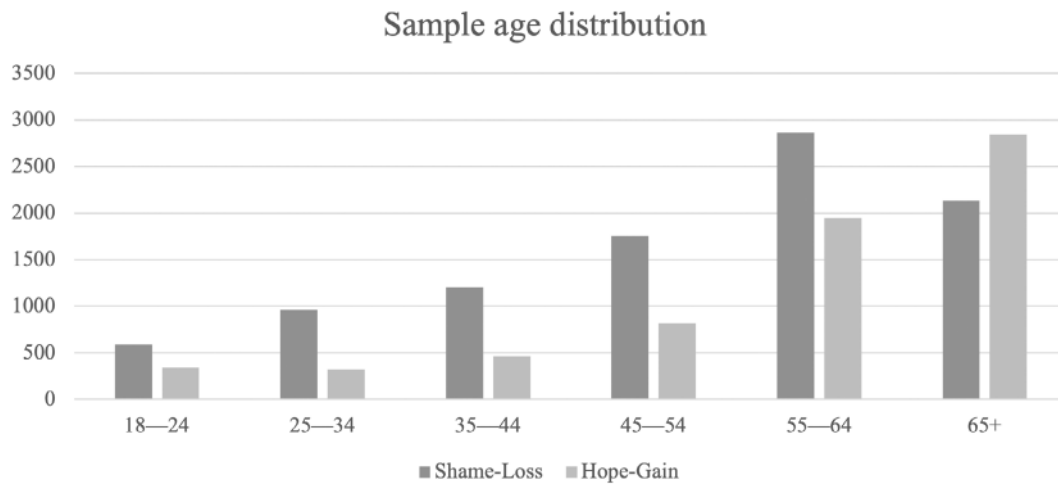


FIGURE 2 Age groups reached on Facebook.

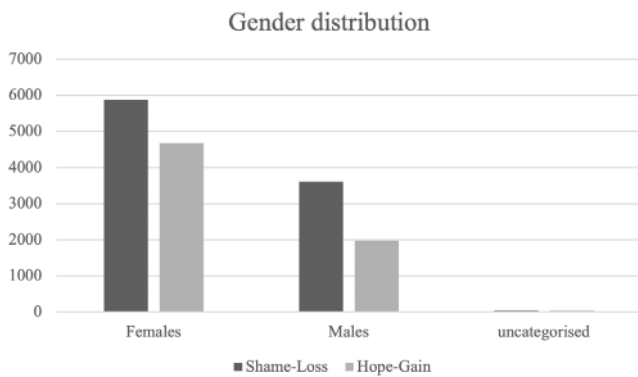


FIGURE 3 Sample gender distribution.

TABLE 2 Engagement data for each advertising appeal.

	Hope-gain	Shame-loss
Reach	6699	9506
Impressions	8387	16,695
Clicked	229	564
Engaged	2443	4653
Commented	0	1
Repeated interactions	0	0
Shared the ad	0	2

$\chi^2 (1, N = 16,205) = 0.70, p = 0.88$. Overall, the interaction was higher in the shame loss framed condition supporting **H2**.

4.2.3 | Loyalty

No repeated interaction was recorded on any advertising appeal (see Table 2). Therefore, different appeals had no effect on level of loyalty, **H3** was not supported.

4.2.4 | Advocacy

No significant differences in advocacy were detected by appeal type (see Table 2) $\chi^2 (1, N = 16,205) = 1.40, p = 0.084$, hence **H4** was not supported.

4.2.5 | Advertising cost

The shame-loss framed ad was more cost effective than the hope-gain ad. The shame-loss ad's cost per 1000 impressions cost per mile (CPM) was AU\$6.97 while the hope-gain ad's CPM was AU\$9.29, showing a 33% increase in ad spend. Similarly, a comparison of the cost per click (CPC) measure shows shame-loss ad spending at AU \$0.19 per click, while the hope-gain ad costs AU\$0.57 per click demonstrating a 197% increase in ad spending, hence **H5** is supported.

5 | DISCUSSION

This study investigated gain framed hope appeals and loss framed shame advertising appeals, advancing understanding of advertising appeals effectiveness in four key areas. First, the study provides support for the interplay between emotional appeals and message framing. Second, this is the first study to apply the social media multi-actor engagement framework to empirically test hope and shame advertising appeal effectiveness (Shawky et al., 2020), corroborating the framework for use beyond organizational social media evaluation. Third, our findings demonstrate the capacity for shame loss framed appeals to generate more interaction when compared to hope gain framed appeals. Finally, this study responds to calls to employ behavioral measures when evaluating advertising appeals (Alhabash et al., 2015; Plant et al., 2011) drawing on social media advertising tools that allow for capture of reactions and actions on each advertised message. Each contribution is discussed in turn.

5.1 | Interplay of emotional appeals and message framing

Findings of the current study provide supporting evidence for the interplay between emotional appeals and message framing. This can be explained by the dual process model of approach and avoidance motivation where behavior is induced by approaching benefit or avoiding losses (Elliot, 2008). Message framing acts as a proxy for approach and avoidance motivations when an action is prompted in a persuasive message (Mann et al., 2004). This study examined the effect of the two frames – gain or loss – finding loss framed messages on social media to be more effective for non-profit and charity advertisements. This confirms the role of aversion motivation in influencing behavior. Under the behavioral inhibition system, individuals “have an aversion motivation” which drives them to avoid punishment (i.e., loss frame) (Baek & Yoon, 2017; Carver, 2004; Harmon-Jones, 2003). Similarly, Block and Keller (1995) suggests negative messages are more persuasive due to the high intensity of experiencing loss compared to gains. Furthermore, negative messages are found to be more effective in grabbing the audience attention as positivity is usually expected from advertising stimulus (Buda & Zhang, 2000; Homer & Yoon, 1992; Yousef, Dietrich, & Rundle-Thiele, 2021).

5.2 | Utilizing frameworks to evaluate social media advertisements effectiveness

This study evaluated hope gain framed and shame loss framed advertising appeals by analyzing effectiveness in reaching, interacting with, inspiring loyalty, and establishing advocacy from potential donors, through the multi-actor engagement framework (Shawky et al., 2020). While the framework has been designed as an evaluation tool for organizations social media pages, this study showcases the ability to apply the framework to evaluate the effectiveness of different advertising appeals. This is the first study to apply this framework to empirically test people's response to hope and shame appeals. Advertisers on social media can utilize the framework to empirically test the effectiveness of their advertising strategies on platforms such as Facebook and optimize their behavior change messages.

5.3 | Shame loss framed messages yield higher impressions and interactions and are more cost effective

A key contribution of this study is the testing of appeals beyond happiness and sadness emotional appeals that currently dominate the literature. The hope appeal advertisement was found less effective in attracting impressions and driving interaction. This can be explained by the components of hope appeals and their effect on persuasion. Chadwick (2015) explains this through multiple elements used to evoke hope and in turn affect the persuasiveness of hope appeal messages including goal congruence, possibility, importance, and future

expectations. The hope ad employed within this study focused on future expectations, with donation sorting resulting in saving charity time and resources in the future. When compared to other components, future expectations had limited effect on subjective feelings of hope, indicating other components are needed to increase hope appeals effectiveness in evoking feelings of hope (Chadwick, 2015). Moreover, the limited effect of hope appeals may also be attributed to the expectancy of positive appeals in advertising messages (Buda & Zhang, 2000) as they are less likely to grab the audience attention compared to negative appeals.

Previously, hope emotional appeals were found to produce coping mechanisms, disabling feeling of connection with others and inducing a hope for change, thus deterring any effort of taking action and changing current behavior (Cockrill & Parsonage, 2016; Kemp et al., 2017; van Zomeren et al., 2019). This may explain the reduction in clicks for the hope appeal advertisement. Our results suggest that shame loss framed ads are more effective in driving action (e.g., clicks) than hope appeals, confirming previous findings (Small & Verrochi, 2009). The shame appeal employed in this study was framed to highlight the losses charities incur when having to filter unusable or low-quality donations, contributing to message effectiveness. Shame appeals are more effective when the appeal is congruent with the framing of the message (Chang & Lee, 2010). Overall, our findings confirm the persuasive effect negative emotions and message framing have when promoting charities and NPOs on social media.

While advertisers consider many metrics when running social media advertising campaigns (e.g., reach and engagement), cost effectiveness, and return on investment are essential additional considerations. Compared to traditional and other digital platforms, social media provides a cost-efficient advertising dissemination channel (Jobs & Gilfoil, 2014; Sundermann & Leipnitz, 2019). Across different industries, the average cost per click on Facebook is AU\$1.72 (Irvine, 2020). While cost per click for both the positive and negative ads in this study remained lower than the average CPC, the positive ad clicks costed 197% more than the negative ads clicks. Similarly, Facebook's CPM metric demonstrated an 33% increase of cost for the positive ad.

The platform where the advertisements are shared plays a role in the effectiveness of different advertising appeals. Given that Facebook is one of the most negative platforms in nature of content, users of the platform expect negatively framed messages more than positive messages (Voorveld et al., 2018). A platform-appeal fit impacts advertising effectiveness and should be considered when developing advertising messages for social media platforms (Reich & Pittman, 2020). As this study utilized Facebook advertising tools, it can be posited that shame being a negative emotion matched viewers content expectation on the platform, contributing to its higher interaction and less cost. That is, when Facebook detects an ad to be of higher relevance to their users, the cost of showing the ad becomes lower (Cordero-Gutiérrez & Lahuerta-Otero, 2020). Furthermore, it is posited that social media users switch between states of interaction when presented with different content. Users can be passive or active depending on multiple factors such as mood, content and time of

interaction. Shame appeals may have generated higher interaction as users on Facebook are more used to negative content and will actively interact with such content compared to positively framed messages such as hope appeals (Trifiro & Gerson, 2019).

5.4 | Behavioral measures

Utilizing behavioral measures extend understanding beyond intentions, attitudes, and beliefs. By employing social media advertising tools, behavioral metrics such as clicks, likes, comments and shares were recorded, contributing to the assessment of advertising appeal effectiveness. Utilization of objective behavioral measurement is scarcely applied to examine social media charity advertisements (Knoll, 2016; Yousef, Dietrich, & Rundle-Thiele, 2021; Yousef, Rundle-Thiele, & Dietrich, 2021). This is an important contribution to future advertising evaluative studies, where the true effect of advertising messages can be examined without relying on self-reported measures that depend on conscious evaluations and processes (Pham et al., 2018). When researchers carry experiments directly on social media advertising tools, not only do the results represent reality more accurately, but it also provides advertisers with a clear methodology to follow when testing their advertisement messages.

6 | IMPLICATIONS

Advertising practitioners aiming to increase interaction and induce action should consider the use of loss framed shame appeal advertising messages. The results of this study highlight the advantage shame advertising appeals have over hope appeals for charity advertising, especially when combined with a congruent framing strategy. Shame appeal messages demonstrated a superior ability to engage more people with less monetary investment on social media. Charities aiming to increase donation quality should utilize social media advertising tools. Finally, the current study validated Shawky et al. (2020) multi-actor social media engagement framework as an analytical tool for assessing message framing and emotional appeals on social media. Practically, the study shows NPOs and charities as well as social media advertising practitioners how to apply the framework to measure the effectiveness of different advertising appeals on social media.

6.1 | Limitations and future research

A number of limitations are present in this study. First, loyalty was measured by multiple comments, rather than donation behavior over time. More consideration of the interplay between social media engagement and donation behavior is needed to move beyond server-based responses (e.g., clicks) and test actual donation behavior (e.g., quality of donated items). Future research should utilize charity data such as donation quality and filtering time to gain additional insights

into advertising effectiveness. Second, hope and shame were the emotional focal points of this study. With a considerable array of negative (and positive) emotions, future research is recommended to examine a wider range of negative appeals to understand which can drive action while minimizing reactance. Similarly, replication of this study is needed to understand if other positive appeals (e.g., awe) can be considered as suitable alternatives for charity consideration. Third, mediators of effectiveness such as involvement with the cause and charity were not examined in this study. Future research is recommended to employ a survey pre-exposure to collect such data or utilize social media targeting tools to target high or low involved users only. Fourth, the advertisements tested in this study were shared predominantly on Facebook where negative content dominates. Future research should investigate other platforms to understand the role that social media platforms exert on advertising appeal effectiveness. Empirical tests of different appeals on multiple platforms (e.g., Twitter, TikTok, Snapchat) is needed to draw conclusions on where charities should advertise for most effective results. It should be noted that the current study found no effect of appeal type on loyalty or advocacy, warranting the need for further research to understand social media advertising effect on the two levels of engagement. It can be argued that social media ads may be unable to induce loyalty and advocacy from a single exposure, hence testing of multiple exposure effects and reoccurring campaigns on inspiring loyalty and advocacy is needed. Finally, this is one of the first studies to apply the multi-actor social media engagement framework to test advertising appeals effectiveness, future research is needed to confirm the framework applicability across different contexts and appeals (Shawky et al., 2020).

7 | CONCLUSION

This study investigated different charity advertising appeals and found messages utilizing shame appeals framed to highlight losses to be more effective in driving interactions on social media than hope appeals. Further, this study highlights the value of using Shawky et al. (2020) multi-actor social media engagement framework to test advertising appeal effectiveness through objective behavioral measures. The results highlight how shame loss frame strategy in charity social media advertising can deliver superior outcomes to engage more people with less budget.

ACKNOWLEDGMENT

Open access publishing facilitated by Griffith University, as part of the Wiley - Griffith University agreement via the Council of Australian University Librarians.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available from the corresponding author upon reasonable request.

ORCID

Murooj Yousef  <https://orcid.org/0000-0002-8215-2627>

REFERENCES

- Agrawal, N., & Duhachek, A. (2010). Emotional compatibility and the effectiveness of Antidrink messages: A defensive processing perspective on shame and guilt. *Journal of Marketing Research*, 47(2), 263. <http://search.proquest.com.libraryproxy.griffith.edu.au/docview/235241637?accountid=14543>
- Alhabash, S., McAlister, A., Hagerstrom, A., Quilliam, E., Rifon, N., & Richards, J. (2013). Between likes and shares: Effects of emotional appeal and virality on the persuasiveness of anticyberbullying messages on Facebook. *Cyberpsychology, Behavior and Social Networking*, 16(3), 175–182.
- Alhabash, S., McAlister, A. R., Lou, C., & Hagerstrom, A. (2015). From clicks to behaviors: The mediating effect of intentions to like, share, and comment on the relationship between message evaluations and offline behavioral intentions. *Journal of Interactive Advertising*, 15(2), 82–96. <https://doi.org/10.1080/15252019.2015.1071677>
- Alhabash, S., Mundel, J., & Hussain, S. A. (2017). Social media advertising: Unraveling the mystery box. In *Digital Advertising* (pp. 285–299). Routledge.
- Averill, J., Catlin, G., & Chon, K. (2012). *Rules of hope*. Springer Science & Business Media.
- Baek, T. H., & Yoon, S. (2017). Guilt and shame: Environmental message framing effects. *Journal of Advertising*, 46(3), 440–453. <https://doi.org/10.1080/00913367.2017.1321069>
- Baek, T. H., & Yoon, S. (2022). Pride and gratitude: Egoistic versus altruistic appeals in social media advertising. *Journal of Business Research*, 142, 499–511. <https://doi.org/10.1016/j.jbusres.2021.12.066>
- Baines, P., Fill, C., & Rosengren, S. (2017). *Marketing*. Oxford University Press.
- Bamberg, S., & Möser, G. (2007). Twenty years after Hines, Hungerford, and Tomera: A new meta-analysis of psycho-social determinants of pro-environmental behaviour. *Journal of Environmental Psychology*, 27(1), 14–25. <https://doi.org/10.1016/j.jenvp.2006.12.002>
- Barger, V., Peltier, J. W. & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), 268–287. <https://doi.org/10.1108/JRIM-06-2016-0065>
- Baumeister, R. F., Vohs, K. D., Nathan DeWall, C., & Zhang, L. (2007). How emotion shapes behavior: Feedback, anticipation, and reflection, rather than direct causation. *Personality and Social Psychology Review*, 11(2), 167–203.
- Berger, P. D., & Smith, G. E. (1998). The impact of prospect theory based framing tactics on advertising effectiveness. *Omega*, 26(5), 593–609.
- Bigsby, E., Cappella, J. N., & Seitz, H. H. (2013). Efficiently and effectively evaluating public service announcements: Additional evidence for the utility of perceived effectiveness. *Communication Monographs*, 80(1), 1–23.
- Bilgin, Y., & Kethüda, Ö. (2022). Charity social media marketing and its influence on charity brand image, Brand Trust, and donation intention. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. <https://doi.org/10.1007/s11266-021-00426-7>
- Bleakley, A., Jordan, A. B., Hennessy, M., Glanz, K., Strasser, A., & Vaala, S. (2015). Do emotional appeals in public service advertisements influence Adolescents' intention to reduce consumption of sugar-sweetened beverages? *Journal of Health Communication*, 20(8), 938–948. <https://doi.org/10.1080/10810730.2015.1018593>
- Block, L. G., & Keller, P. A. (1995). When to accentuate the negative: The effects of perceived efficacy and message framing on intentions to perform a health-related behavior. *Journal of marketing research*, 32(2), 192–203.
- Brennan, L., & Binney, W. (2010). Fear, guilt, and shame appeals in social marketing. *Journal of Business Research*, 63(2), 140–146.
- Buda, R., & Zhang, Y. (2000). Consumer product evaluation: The interactive effect of message framing, presentation order, and source credibility. *Journal of Product & Brand Management*, 9, 229–242.
- Cao, X., & Jia, L. (2017). The effects of the facial expression of beneficiaries in charity appeals and psychological involvement on donation intentions. *Nonprofit Management and Leadership*, 27(4), 457–473. <https://doi.org/10.1002/nml.21261>
- Carver, C. S. (2004). Negative affects deriving from the behavioral approach system. *Emotion*, 4(1), 3–22.
- Cavanaugh, L. A., Bettman, J. R., & Luce, M. F. (2015). Feeling love and doing more for distant others: Specific positive emotions differentially affect prosocial consumption. *Journal of Marketing Research*, 52(5), 657–673. <https://doi.org/10.1509/jmr.10.0219>
- Chadwick, A. E. (2015). Toward a theory of persuasive Hope: Effects of cognitive appraisals, Hope appeals, and Hope in the context of climate change. *Health Communication*, 30(6), 598–611. <https://doi.org/10.1080/10410236.2014.916777>
- Chang, C. (2014). Guilt regulation: The relative effects of altruistic versus egoistic appeals for charity advertising. *Journal of Advertising*, 43(3), 211–227.
- Chang, C.-T., & Lee, Y.-K. (2010). Effects of message framing, vividness congruency and statistical framing on responses to charity advertising. *International Journal of Advertising*, 29(2), 195–220. <https://doi.org/10.2501/S0265048710201129>
- Chien, Y.-H., & Chang, W.-T. (2015). Effects of message framing and exemplars on promoting organ donation. *Psychological Reports*, 117(3), 692–702. <https://doi.org/10.2466/01.PRO.117c.25z7>
- Cockrill, A., & Parsonage, I. (2016). Shocking people into action: Does it still work? *Journal of Advertising Research*, 56(4), 401–413. <https://doi.org/10.2501/JAR-2016-045>
- Cohen-Chen, S., & Van Zomeren, M. (2018). Yes we can? Group efficacy beliefs predict collective action, but only when hope is high. *Journal of Experimental Social Psychology*, 77, 50–59.
- Conlin, R., & Bauer, S. (2021). Examining the impact of differing guilt advertising appeals among the generation Z cohort. *International Review on Public and Nonprofit Marketing*, 19(2), 289–308.
- Cordero-Gutiérrez, R., & Lahuerta-Otero, E. (2020). Social media advertising efficiency on higher education programs. *Spanish Journal of Marketing-ESIC*, 24, 247–262.
- Dahlen, M., Lange, F., & Smith, T. (2010). Marketing communications: A brand narrative approach.
- De Hooge, I. E., Breugelmans, S. M., & Zeelenberg, M. (2008). Not so ugly after all: When shame acts as a commitment device. *Journal of Personality and Social Psychology*, 95(4), 933–943.
- Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, 33(5-6), 375–399.
- Duhachek, A., Agrawal, N., & Han, D. (2012). Guilt versus shame: Coping, fluency, and framing in the effectiveness of responsible drinking messages. *Journal of Marketing Research*, 49(6), 928–941. www.jstor.org/stable/41714478
- Durkin, S., Bayly, M., Brennan, E., Biener, L., & Wakefield, M. (2018). Fear, sadness and Hope: Which emotions maximize impact of anti-tobacco mass media advertisements among lower and higher SES groups? *Journal of Health Communication*, 23(5), 445–461. <https://doi.org/10.1080/10810730.2018.1463320>
- Eckler, P., & Bolls, P. (2011). Spreading the virus: Emotional tone of viral advertising and its effect on forwarding intentions and attitudes. *Journal of Interactive Advertising*, 11(2), 1–11. <https://doi.org/10.1080/15252019.2011.10722180>
- Edell, J. A., & Burke, M. C. (1987). The power of feelings in understanding advertising effects. *Journal of Consumer Research*, 14(3), 421–433.
- Elliot, A. J. (2008). *Handbook of approach and avoidance motivation*. Psychology Press.
- Harmon-Jones, E. (2003). Anger and the behavioral approach system. *Personality and Individual Differences*, 35(5), 995–1005.
- Higgins, E. T. (2008). Regulatory fit. *Handbook of motivation science*, 356–372.

- Homer, P. M., & Yoon, S.-G. (1992). Message framing and the interrelationships among ad-based feelings, affect, and cognition. *Journal of Advertising*, 21(1), 19–33.
- Hornik, J., Ofir, C., & Rachamim, M. (2016). Quantitative evaluation of persuasive appeals using comparative meta-analysis. *The Communication Review*, 19(3), 192–222. <https://doi.org/10.1080/10714421.2016.1195204>
- Hornik, J., Ofir, C., & Rachamim, M. (2017). Advertising appeals, moderators, and impact on persuasion: A quantitative assessment creates a hierarchy of appeals. *Journal of Advertising Research*, 57(3), 305–318.
- Irvine, M. (2020). Facebook Ad benchmarks for your industry reporting & analysis. <https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks>
- Iyengar, S., & Kinder, D. R. (2010). *News that matters: Television and American opinion*. University of Chicago Press.
- Jacobson, S. K., Morales, N. A., Chen, B., Soodeen, R., Moulton, M. P., & Jain, E. (2019). Love or loss: Effective message framing to promote environmental conservation. *Applied Environmental Education & Communication*, 18(3), 252–265. <https://doi.org/10.1080/1533015X.2018.1456380>
- Jäger, T., & Eisend, M. (2013). Effects of fear-arousing and humorous appeals in social marketing advertising: The moderating role of prior attitude toward the advertised behavior. *Journal of Current Issues and Research in Advertising*, 34(1), 125–134.
- Jobs, C. G. (2014). A social media advertising adoption model for reallocation of traditional advertising budgets. *Academy of Marketing Studies Journal*, 18(1), 235.
- Jordan, A., Bleakley, A., Hennessy, M., Vaala, S., Glanz, K., & Strasser, A. A. (2015). Sugar-sweetened beverage-related public service advertisements and their influence on parents. *American Behavioral Scientist*, 59(14), 1847–1865. <https://doi.org/10.1177/0002764215596556>
- Kaye, S. A., Lewis, I., Algie, J., & White, M. J. (2016). Young drivers' responses to anti-speeding advertisements: Comparison of self-report and objective measures of persuasive processing and outcomes. *Traffic injury prevention*, 17(4), 352–358.
- Kemp, E., Bui, M., Krishen, A., Homer, P. M., & LaTour, M. S. (2017). Understanding the power of hope and empathy in healthcare marketing. *The Journal of Consumer Marketing*, 34(2), 85–95. <http://search.proquest.com.libraryproxy.griffith.edu.au/docview/1891409586?accountid=14543>
- Kemp, E., Min, K. S., & Joint, E. (2015). Selling Hope: The role of affect-laden health care advertising in consumer decision making. *Journal of Marketing Theory and Practice*, 23(4), 434–454. <https://doi.org/10.1080/10696679.2015.1049688>
- Knoll, J. (2016). Advertising in social media: A review of empirical evidence. *International Journal of Advertising*, 35(2), 266–300.
- Laroche, M., Toffoli, R., Zhang, Q., & Pons, F. (2001). A cross-cultural study of the persuasive effect of fear appeal messages in cigarette advertising: China and Canada. *International Journal of Advertising*, 20(3), 297–317.
- Lavidge, R. J., & Steiner, G. A. (1961). A model for predictive measurement of advertising effectiveness. *Journal of Marketing*, 25(6), 59–62. <https://doi.org/10.2307/1248516>
- Lazarus, R. (2001). Relational meaning and discrete emotions. In KR Scherer, A. Schorr, T. Johnstone, *Appraisal processes in emotion: Theory, methods, research*. In Oxford University Press.
- Lazarus, R. S., & Lazarus, R. S. (1991). *Emotion and adaptation*. Oxford University Press on Demand.
- Lee, A. Y., & Aaker, J. L. (2004). Bringing the frame into focus: The influence of regulatory fit on processing fluency and persuasion. *Journal of Personality and Social Psychology*, 86(2), 205–218. <http://search.proquest.com.libraryproxy.griffith.edu.au/docview/37962148?accountid=14543>
- Lee, S. Y. (2010a). Ad-induced affect: The effects of forewarning, affect intensity, and prior brand attitude. *Journal of Marketing Communications*, 16(4), 225–237. <http://search.proquest.com.libraryproxy.griffith.edu.au/docview/869428936?accountid=14543>
- Leone, C. (2020). How much should you budget for marketing in 2021? <https://www.webstrategiesinc.com/blog/how-much-budget-for-online-marketing-in-2014>
- Lovejoy, K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media*. *Journal of Computer-Mediated Communication*, 17(3), 337–353. <https://doi.org/10.1111/j.1083-6101.2012.01576.x>
- Lowe, R. (2011). The feeling of action tendencies: On the emotional regulation of goal-directed behavior. *Frontiers in Psychology*, 2, 346.
- MacInnis, D. J., & De Mello, G. E. (2005). The concept of hope and its relevance to product evaluation and choice. *Journal of Marketing*, 69(1), 1–14.
- Mann, T., Sherman, D., & Updegraff, J. (2004). Dispositional motivations and message framing: A test of the congruency hypothesis in college students. *Health Psychology*, 23(3), 330–334. <https://doi.org/10.1037/0278-6133.23.3.330>
- Merchant, G., Weibel, N., Patrick, K., Fowler, J. H., Norman, G. J., Gupta, A., & Marshall, S. (2014). Click “like” to change your behavior: a mixed methods study of college students' exposure to and engagement with Facebook content designed for weight loss. *Journal of medical Internet research*, 16(6), e3267.
- Nabi, R. (2002). Anger, fear, uncertainty, and attitudes: A test of the cognitive-functional model. *Communication Monographs*, 69(3), 204–216. <https://doi.org/10.1080/03637750216541>
- Nabi, L. R. (2015). Emotional flow in persuasive health messages. *Health Communication*, 30(2), 114–124. <https://doi.org/10.1080/10410236.2014.974129>
- Öhman, A., & Mineka, S. (2003). The malicious serpent: Snakes as a prototypical stimulus for an evolved module of fear. *Current Directions in Psychological Science*, 12(1), 5–9.
- O'Reilly, M., Dogra, N., Hughes, J., Reilly, P., George, R., & Whiteman, N. (2019). Potential of social media in promoting mental health in adolescents. *Health Promotion International*, 34(5), 981–991. <https://doi.org/10.1093/heapro/day056>
- Ostrom, T. M. (1969). The relationship between the affective, behavioral, and cognitive components of attitude. *Journal of Experimental Social Psychology*, 5(1), 12–30.
- Pham, C., Rundle-Thiele, S., Parkinson, J., & Li, S. (2018). Alcohol warning label awareness and attention: A multi-method study. *Alcohol and Alcoholism*, 53(1), 39–45. <https://doi.org/10.1093/alcalc/agx087>
- Plant, B. R. C., Reza, F., & Irwin, J. D. (2011). A systematic review of how anti-speeding advertisements are evaluated. *Journal of the Australasian College of Road Safety*, 22(4), 18.
- Plant, B. R., Irwin, J. D., & Chekaluk, E. (2017). The effects of anti-speeding advertisements on the simulated driving behaviour of young drivers. *Accident Analysis & Prevention*, 100, 65–74.
- Poels, K., & Dewitte, S. (2019). The role of emotions in advertising: A call to action. *Journal of Advertising*, 48(1), 81–90. <https://doi.org/10.1080/00913367.2019.1579688>
- Reeves, W., Kyu Kim, Y., Yim, M. Y.-C., & Kim, E. (2020). Exploring the optimized social advertising strategy that can generate consumer engagement with green messages on social media. *Journal of Research in Interactive Marketing*, 15, 48. <https://doi.org/10.1108/JRIM-10-2019-0171>
- Reich, B. J., & Pittman, M. (2020). An appeal to intimacy: Consumer response to platform-appeal fit on social media. *Journal of Consumer Psychology*, 30(4), 660–670. <https://doi.org/10.1002/jcpy.1154>
- Rogers, E. M., Singhal, A., & Quinlan, M. M. (2014). Diffusion of innovations. In *An integrated approach to communication theory and research* (pp. 432–448). Routledge.
- Rowley, J., & Keegan, B. J. (2020). An overview of systematic literature reviews in social media marketing. *Journal of Information Science*, 46(6), 725–738.

- Sargeant, A., Jay, E., & Lee, S. (2006). Benchmarking charity performance: Returns from direct marketing in fundraising. *Journal of Nonprofit & Public Sector Marketing*, 16(1–2), 77–94.
- Saxton, G. D., & Wang, L. (2013). The social network effect: The determinants of giving through social media. *Nonprofit and Voluntary Sector Quarterly*, 43(5), 850–868. <https://doi.org/10.1177/0899764013485159>
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of advertising research*, 56(1), 64–80.
- Schmader, T., & Lickel, B. (2006). The approach and avoidance function of guilt and shame emotions: Comparing reactions to self-caused and other-caused wrongdoing. *Motivation and Emotion*, 30(1), 42–55.
- Seo, H., & Vu, H. T. (2020). Transnational Nonprofits' social media use: A survey of communications professionals and an analysis of organizational characteristics. *Nonprofit and Voluntary Sector Quarterly*, 49(4), 849–870. <https://doi.org/10.1177/0899764020908340>
- Septianto, F., & Tjiptono, F. (2019). The interactive effect of emotional appeals and past performance of a charity on the effectiveness of charitable advertising. *Journal of Retailing and Consumer Services*, 50, 189–198.
- Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2020). A dynamic framework for managing customer engagement on social media. *Journal of Business Research*, 121, 567–577. <https://doi.org/10.1016/j.jbusres.2020.03.030>
- Small, D. A., & Verrochi, N. M. (2009). The face of need: Facial emotion expression on charity advertisements. *Journal of Marketing Research*, 46(6), 777–787. <http://search.proquest.com.libraryproxy.griffith.edu.au/docview/235217986?accountid=14543>
- Smith, C. A., & Ellsworth, P. C. (1985). Patterns of cognitive appraisal in emotion. *Journal of Personality and Social Psychology*, 48(4), 813–838.
- Statista. (2021). Social Media Advertising. <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/worldwide>
- Sun, R., & Asencio, H. D. (2019). Using social media to increase nonprofit organizational capacity. *International Journal of Public Administration*, 42(5), 392–404. <https://doi.org/10.1080/01900692.2018.1465955>
- Sundermann, L. M., & Leipnitz, S. (2019). Catch them if you can: The effect of reminder direct mailings on the return rate of first-time donors. *Journal of Nonprofit & Public Sector Marketing*, 31(1), 42–60. <https://doi.org/10.1080/10495142.2018.1526733>
- Tangney, J. P. (1998). How does guilt differ from shame? In *Guilt and children* (pp. 1–17). Elsevier.
- Tangney, J. P., & Dearing, R. L. (2003). *Shame and guilt*. Guilford Press.
- Trifiro, B., & Gerson, J. (2019). Social media usage patterns: Research note regarding the lack of universal validated measures for active and passive use. *Social Media + Society*, 5, 205630511984874. <https://doi.org/10.1177/2056305119848743>
- Tugrul, T. O., & Lee, E.-M. (2018). Promoting charitable donation campaigns on social media. *The Service Industries Journal*, 38(3–4), 149–163. <https://doi.org/10.1080/02642069.2017.1380190>
- Tversky, A., & Kahneman, D. (1989). Rational choice and the framing of decisions. In *Multiple criteria decision making and risk analysis using microcomputers* (pp. 81–126). Springer.
- Tversky, A., & Kahneman, D. (1992). Advances in prospect theory: Cumulative representation of uncertainty. *Journal of Risk and Uncertainty*, 5(4), 297–323.
- Uhrig, J., Bann, C., Williams, P., & Evans, W. D. (2010). Social networking websites as a platform for disseminating social marketing interventions: An exploratory pilot study. *Social Marketing Quarterly*, 16(1), 2–20. <https://doi.org/10.1080/15245000903528365>
- van Zomeren, M., Pauls, I. L., & Cohen-Chen, S. (2019). Is hope good for motivating collective action in the context of climate change? Differentiating hope's emotion- and problem-focused coping functions. *Global Environmental Change*, 58, 101915. <https://doi.org/10.1016/j.gloenvcha.2019.04.003>
- Vater, L. B., Donohue, J. M., Arnold, R., White, D. B., Chu, E., & Schenker, Y. (2014). What are cancer centers advertising to the public? A content analysis. *Annals of Internal Medicine*, 160(12), 813–820.
- Vaughn, R. (1980). How advertising works: A planning model. *Journal of advertising research*, 26(1), 57–63.
- Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Wang, J. M., Bao, J., Wang, C. C., & Wu, L. C. (2017). The impact of different emotional appeals on the purchase intention for green products: The moderating effects of green involvement and Confucian cultures. *Sustainable Cities and Society*, 34, 32–42. <https://doi.org/10.1016/j.scs.2017.06.001>
- Xu, J. (2017). Moral emotions and self-construal in charity advertising: Communication on focus. *Journal of Promotion Management*, 23(4), 557–574. <https://doi.org/10.1080/10496491.2017.1297976>
- Yoon, A., Jeong, D., Chon, J., & Yoon, J.-H. (2019). A study of Consumers' intentions to participate in responsible tourism using message framing and appeals. *Sustainability*, 11(3), 865.
- York, A. (2020). Reach vs. impressions: What's the difference in terms? <https://sproutsocial.com/insights/reach-vs-impressions/>
- Yousef, M., Dietrich, T., & Rundle-Thiele, S. (2021). Social advertising effectiveness in driving action: A study of positive, negative and coactive appeals on social media. *International Journal of Environmental Research and Public Health*, 18(11), 5954.
- Yousef, M., Rundle-Thiele, S., & Dietrich, T. (2021). Advertising appeals effectiveness: A systematic literature review. *Health Promotion International*, 2021, 1–14. <https://doi.org/10.1093/heapro/daab204>

How to cite this article: Yousef, M., Dietrich, T., Rundle-Thiele, S., & Alhabash, S. (2022). Emotional appeals effectiveness in enhancing charity digital advertisements. *Journal of Philanthropy and Marketing*, 27(4), e1763. <https://doi.org/10.1002/nvsm.1763>

APPENDIX: QUESTIONS

* 28. The advertisement made me feel

1-Not Shameful	2	3	4	5	6	7- Shameful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* 29. The advertisement made me feel

1-Not hopeful	2	3	4	5	6	7- Hopeful
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following question relates to how you feel after viewing this advertisement.