Effects of Different Message Appeals on Information Sharing and Giving Behaviors in Charity Running Events for Homeless People

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Marketing - Consumer Behavior (Other)  
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The impact of charity sports event participation on sport consumer behavior has been well acknowledged in the literature (i.e., Aicher, Simmon, & Cintron, 2018; Filo, Fechner, & Inoue, 2020; Goodwin, Snelgrove, Wood, & Taks, 2017). However, much current research has focused on the participants' motivations, constraints and negotiations, and events attachment. What roles advertising appeal characteristics play in influencing behavioral responses is lacking. The purpose of the current study is to examine the role of message frame (i.e., positive and negative), content richness (i.e., rich and non-rich), recipient plight information of charity advertising appeal, trust propensity, and positive emotion of elevation in determining participants' word-of-mouth, social media sharing, and registering for the event intentions.

Drawing on the prospect theory, the study conducted two experiments to verify the causal relationships between advertising characteristics, trust propensity, elevation, and behavioral intentions. Each experiment used four advertising appeal conditions, which allowed for the interaction effects tests.

In Study 1, we employed a 2 (positive vs. negative frame) x 2 (rich vs. non-rich content) experimental design. We recruited 223 participants on Amazon Mechanical Turk. They are adults, age 18 and above. It is presumable that they have income and are likely to make more buying decision processes than the traditional college student samples (McCredie & Morey, 2019). For the data analyses, we utilized the PROCESS macro for SPSS Model 1 (Hayes, 2020) to assess the variables' relationships.

The results showed that advertising appeal with negatively framed exhibited greater effects in all three types of behavioral intentions (WOM intention, b = -2.643, p = .001; social media sharing intention, b = -1.696, p = .001 and, intention to register for the charity event, b = -2.500, p = .001). Also, content richness played a significant moderating role between message frame and behavior intentions (word-of-mouth, b = 0.891, p = .03, social media sharing, b = -0.833, p = .03 and, event registration, b = 1.314, p = .005). The interaction effect was more significant in rich content conditions than non-rich conditions for WOM intention, b = 1.152, p = .001 and social media sharing intention, b = 1.835, p = .001.

In Study 2, we utilized a similar 2 (positive vs. negative message) x 2 (low plight vs. high plight) study design. We recruited 212 MTurk participants. The Model 1 results revealed that plight information significantly moderated the interaction term between message frame and behavior intentions. A moderation mediation analysis (Model 7) revealed (1) a significant mediator role (elevation) in the relationship between message frame and all three behavior intentions, and (2) a significant interaction effect of message frame and trust propensity on elevation (b = -0.766, p = .029).

In summary, people who viewed the negative frames, rich content, and low plight information appeals showed greater behavioral intentions. We will discuss more details on the results, theoretical and practical implications at the conference.