

An Integrated Model of the Effective Television PSAs on Giving Behavior

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ABSTRACT

The authors develop a conceptual framework to provide a more effective integrated model for non-profit organizations, that use public service advertisements, to appeal and stimulate individuals' helping behaviors (donations). The integrated model includes; antecedents, TV public service advertisements (affective vs. cognitive and dynamic vs. static ads), moderators (individual demographics, empathic tendencies, and involvement), mediators (responses to ads, attitude toward giving, and donation intention), and consequences (making donations). The distinct features of the model, as compared to previous models, include: (1) a more theoretical integration of variables, (2) a more logical flow of those variables, and (3) a more testable provision of research propositions. The implications for both academic and practical areas are provided.

Key words: Public Service Advertisements, Giving Behavior, Non-profit organizations

INTRODUCTION

Although many nonprofit organizations (NPOs) use a variety of charitable campaigns as effective fundraising tools, a large number have recently faced serious financial challenges due to a lack of governmental support (Bendapudi, Singh, and Bendapudi 1996; Foundation Center 2009; Gladden, Mahony, and Apostolopoulou 2005; Park, Yoh, & Anton 2011). Moreover, the recent economic downturn also significantly contributes to the decrease of corporate donations to charitable organizations (Foundation Center 2009). In response to this situation, many NPOs have paid considerable attention to alternative sources, especially individual donors. As a

result, the competition among NPOs and charity organizations to raise funds from the private sector has extensively intensified.

Despite the fact that NPOs recognize the importance of private individuals as a financial source, many NPOs and charity organizations have experienced difficulties in securing donations from private individuals due to a lack of understanding of private individuals' donor behavior (Bendapudi et al. 1996). Research indicates that corporations and private individuals exhibit distinctly different motivations when engaging in charitable giving (Gladden et al. 2005; Verner, Hecht and Fansler 1998; Prince and File 1994; Weber 2004). Specifically, corporations' involvement in charitable events is largely related to two major factors: (1) corporate social responsibility and (2) marketing. Private individuals' motivations to participate in charitable events and giving stem from the desire to: (1) demonstrate philanthropy (Weber 2004; Gladden et al. 2005; Prince and File 1994), (2) support a good cause (Gladden et al. 2005), (3) engage in social affiliation (Verner et al. 1998), (4) receive public recognition (Verner et al. 1998), and (5) enhance self-esteem (Verner et al. 1998).

Although there has been research conducted that has investigated the motivations behind individuals' involvement in charity events, NPOs continue to have difficulty securing participants and donations. To overcome such difficulties, it is necessary to examine one of the most essential issues: what effective PSA campaigns are doing to appeal to donors and participants. Among various advertising methods in the consumer behavior context, the research focuses on the effect of TV PSAs due to the prominent advantages of that medium.

The major purpose of this study is to propose a model of charitable giving behavior based upon an investigation of effective TV PSA formats. The following sections will discuss the effectiveness of TV PSAs.

Effectiveness of PSAs

Since the introduction of TV, the effect of TV advertising has drawn significant attention from scholars and practitioners in various fields. Scholars have particularly paid attention to the effects of TV advertising on public concerns because studies consistently find that TV advertising represents a powerful and ubiquitous influence on public beliefs and behaviors (O'Keefe and Reid 1990). For example, TV advertising provides significant impact on children's health-related beliefs and behavior (Lewis and Lewis 1974) and understanding of the risks of alcohol consumption (Stacy, Zogg, Unger, and Dent 2004).

The primary purposes of public service advertisements (PSAs) is to draw the public's attention, to create public perceptions to change attitudes, and to simulate behaviors toward various social issues (O'Keefe and Reid 1990). For these purposes, the two distinctive types of PSAs exist (Bagozzi and Moore 1994). The first type targets at individuals who are in need of help (e.g., people with disabilities, kids in poverty) or individuals who are exposed to various social problems (e.g., abortion, underage drinking). The second type is aimed at the general public to help others by donating money or time to a well-intentioned cause. Due to the fact that PSAs can give a significant impact, the government, NPOs, and other related organizations spend more than \$6 billion on PSAs each year (Advertising Council, 2006).

Although research found that people seem to pay attention to PSAs and receive positive impressions from PSAs (O'Keefe and Reid 1990), there has not been an empirical and scientifically valid evaluation of PSAs (Bendapudi et al. 1996; O'Keefe and Reid 1990; Park et al. 2008). In addition, the effectiveness of TV advertising has been well reported and a substantial body of literature on the impact of TV advertising has been produced (Ludwig and Karabetsos 1999; Stipp and Schiavone 1996). However, there is a dearth of studies on the effectiveness of TV PSAs for non-profit charity organizations to promote public awareness about their organizations and events (Bendapudi et al. 1996; O'Keefe and Reid 1990; Park et al. 2008). Such limited research attention to NPOs has been noticeable in the marketing literature. Specifically, Bendapudi et al. (1996) noted that during the past decades, approximately 1.5% of the proceedings of the AMA (American Marketing Association) and the Association for Consumer Research have focused on donation behavior to NPOs and charitable organizations. Therefore, in order to fill this gap in the literature, additional research is necessary.

Giving Behavior Models

In order for NPOs or charity organizations to understand the donor decision-making process and the effectiveness of service advertisements, it is critical to develop a theoretical model for the factors that influence the effectiveness of PSA campaigns (O'Keefe and Reid 1990). The first and most crucial step to propose a framework to enhance giving behavior for charitable events through TV PSAs is to understand the different formats of advertisements (discussed later in this paper) that affect viewers' attitudes as well as the psychological processes of target audiences toward certain stimuli. In addition, it is important to examine the previously proposed models to develop an integrated theoretical model. The following section briefly reviews the previously proposed models. Each model makes unique contributions which provide insights into a more profound understanding of donors' giving behaviors.

The framework of Burnett and Wood (1988) was the first integrated model that incorporated literature from various academic areas in the decision-making process related to giving. Specifically, they reviewed several theories, such as the social exchange theory, the symbolic interaction theory, the equity theory, and pro-social behavior, to develop a donation behavior model.

The most notable contribution of Burnett and Wood's model is the concept that the donation decision process is a type of emotional exchange. Compared to other marketing exchange activities, the donation process requires an intensive engagement of emotions and values. Specifically, giving behavior can generate a variety of feelings such as guilt, improved self-esteem, self-satisfaction, and joy of giving (Burnet and Wood 1988).

Another model by Guy and Patton (1989) was proposed to provide insights into donors' giving decision-making in greater detail. The model emphasized that fundraisers attempting to recruit donors should better understand the motivations of the people who give to their cause to develop effective marketing strategies that will enhance the long-term commitment of donors to organizations, rather than to simply apply marketing techniques. Furthermore, the Guy and Patton (1989) model stressed that an individual's motivation for donating appear to be

driven by the anticipation of intrinsic benefits, such as feelings of happiness, rather than social obligation or feelings of guilt.

Both Burnett and Wood's model and Guy and Patton's model suggest that the key issue is to understand why people help and conclude that various motivations may differently affect a person's decision process. However, different motivational routes are not built in either model (Bendapudi et al. 1996).

In attempting to extend the above models, Bendapudi et al. (1996) proposed a more integrated model to promote individual donors' giving behavior. The two important breakthroughs of the model are: the emphasis on the charitable organization's role in the donors' motivations and their effects on giving decision-making. Bendapudi et al.'s (1996) model of giving behavior consists of three major components: antecedents (variables controlled by charitable organizations such as promotional activities), moderators (uncontrollable variables such as individuals' motivations or economic state), and consequences (level of success, donor's perception and future donation intention to the organization). Furthermore, Bendapudi et al (1996) categorize the antecedents into source variable (organization's image such as the perceived familiarity), message variables (types of message to their target market), and request variables (money or time).

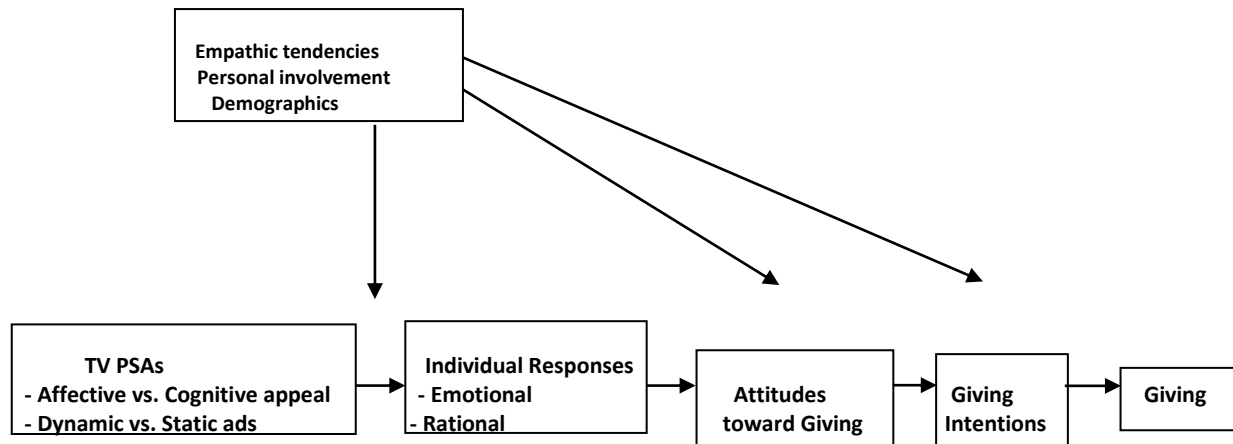
Although Bendapudi et al's (1996) model is widely accepted, there are two major limitations in applying it to charity events. First, the model does not explain the effectiveness of different types of advertisement messages (e.g., affective vs. cognitive) which may significantly influence consumers' understanding of the purposes of PSAs and donation decision-making. Second, important mediators, such as donor's attitudes toward donations, NPO characteristics, and viewers' responses are not in the model.

THE INTEGRATED MODEL

The proposed framework is comprised of five phases (see Figure 1). The first phase presents antecedents, exposure to either affective or cognitive appeal advertisements to increase participation in charitable events. It is proposed that exposure to the ads, moderated by various variables of the donors, influences individual responses (both emotional and rational). Throughout the literature review, three moderators, demographics, empathic tendencies, and individual involvement are found to influence the relationship between the antecedents and the first mediators. Once the first moderators, individual responses (both emotional and rational), are developed by advertisements, the framework leads the individual responses to the second mediator, which is the donor's attitude. The attitude directly affects consumers' intentions to engage in helping behavior (making donations).

Figure 1

An Integrated Model of Giving Behavior for Charity



The following sections provide a more detailed literature review and yield propositions pertinent to the proposed framework.

Antecedents

The antecedents in the proposed model are controllable variables that NPOs can manipulate. The antecedents are to understand the techniques of effective TV advertisements, such as affective and cognitive, dynamic and static appeals, on helping behavior.

Affective vs. Cognitive Advertising Appeals: The affective function of advertising is to invoke viewers’ feelings and emotions that, in turn, lead the viewers to act and subsequently influence viewers’ reasoning process (MacKenzie and Lutz 1989; Clow and Baack 2007). On the other hand, the cognitive function of advertising emphasizes on rational arguments or factual information that impact on the viewers’ knowledge structure of the brand, product, or social issues (Cohen and Chakravati 1990; Clow and Baack 2007).

Although both affective and cognitive advertising has received considerable attention over the past decades in consumer behavior research and have been proven to have significant impacts on consumer attitudes and purchase intention, researchers have recently started to emphasize the importance of affective advertising in stimulating consumer behavior (Burke and Edell 1989; Broadbent, 1977; Cohen, Pham, and Andrade 2008). Recent research shows that affective advertising campaigns can exert a more positive influence on a consumer’s judgment on the advertisement than cognitive ads (Aaker and Williams 1998; Isen 2008). Specifically, affective advertisements can be used to enhance communication with consumers by creating feelings that increase a viewer’s receptivity to the advertising message (Friedstad and Wright 1994; Clow and Baack 2007). Furthermore, effective ads can generate a more

significant impact on consumers' memory than cognitive aids (Aaker and Williams 1998; Court, Freeling, Leiter, and Parsons 1996). As a result, affective appeals may significantly influence consumer purchase decision making (Isen 2008; Taylor and Tompson 1982). Besides the area of consumer behavior research, neuroscience research also suggests that an affective message creates a greater focal activation in our brain than cognitive messages. Thus, consumers' recognition and recall are considerably stronger with affective messages than cognitive messages (Ambler et al. 2000; Rothschild and Hyun 1990).

As numerous studies on promotional strategies for NPOs have suggested, emotion-inducing appeals may lead to more frequent occurrence of charitable giving (Griffin, Babin, Attaway, and Darren 1993). Therefore, it is recommended for NPOs and other charity organizations to focus more on affective ads to enhance people's responses that can lead to positive attitudes, which will, in turn, lead to giving behavior.

To measure the effectiveness of advertising, the method of recall (e.g. whether a person can remember an ad or not) has been widely used because it can directly or indirectly influence people's behavior (Nedungadi 1990; Ahn and La Ferle 2013). Recall relates to a consumer's ability to retrieve the advertising or product when cues are provided. In other words, recall requires that people correctly generate the advertising or product from memory. By gaining and keeping recall and awareness from consumers, marketers and advertisers can significantly increase the probability of consumer choices (Keller 2003; Ahn and La Ferle 2013). Therefore, a significant number of studies on advertising and marketing use recall to measure the effects of advertising and marketing strategies. Based on the literature, the following proposition is offered.

P 1: Affective advertising will lead to a higher recall rate toward the advertising for charitable organizations than cognitive advertising.

Dynamic (Emotional Flow) Ads vs. Static Ads: Among various formats in affective advertising, dynamic ads, as compared to static ads, increase emotional support and response from the audience. A dynamic ad refers as an ad in which the nature and intensity of emotions represented in the ad are perceived to change (e.g., transition of characters' emotions from sad to happy or negative to positive) over time (Kamp and MacInnis 1995). In contrast, a static ad refers to an ad that portrays the same emotions throughout the course of the ad (Kamp and MacInnis 1995). In other words, the intensity or the nature of the emotions portrayed by characters' does not considerably change during the ad.

Research on the effectiveness of dynamic ads versus static ads (Kamp and MacInnis 1995; Thorson, Kirshner, and Jacobs 1991) consistently reports that making emotional changes during the ad plays a significant role in advertising effectiveness. Thus, dynamic ads can generate more emotional responses and more favorable attitudes toward the advertising than static ads (Kamp and MacInnis 1995; Thorson, et al. 1991). Furthermore, emotionally touching ads that portray notable emotion changes create higher emotional responses and result in considerably higher recall than emotionally neutral ads (Thorson et al. 1991). Thus, consumers tend to have more favorable consumer behaviors, such as brand memory, recall, preference, and brand

attitudes, after experiencing an ad with significant emotional flow (Kamp and MacInnis 1995; Thorson et al. 1991). Based on the research, the following proposition is proposed.

- P 2:** Dynamic ads will generate more favorable attitudes and higher levels of responses toward the advertising than static ads.

Moderators

The moderators in this framework are uncontrollable variables (variables that cannot be controlled by the charitable organization creating an ad) which include empathic tendencies, involvement, and individual demographics. These moderators exert significant influence on individuals' decision-making in donating to charitable organizations.

Empathic Tendency: Empathic tendency can be defined as "an emotional response that stems from another's emotional state or condition that is congruent with the others' emotional state or situation" (Eisenberg and Strayer 1987, p 5). These empathic tendencies, such as sympathy and caring, significantly influence individuals' responses when they experience emotions. More empathic individuals are more emotional.

Fundamental individual differences exist in empathic tendency. Some individuals have higher empathic tendencies to take on others' perspectives, while others have relatively low empathic tendencies. Specifically, high-empathic individuals, compared with low-empathic individuals, tend to affiliate with others more often, make better moral judgment, engage more in altruistic behaviors, and volunteer more to help others (Mehrabian, Young, and Sato 1988). Such individual differences result generally from the way individuals deal with emotional input to some extent (Carlo, Eisenberg, Troyer, Switzer, and Speer 1991). For example, an empathic tendency will rise when an individual experiences a direct association between his/her memory of specific emotion and cues of another individual's emotional state. However, if an individual feels there is no direct association between his/her memory of emotion and cues of others' emotional states, they may discern others' situations. Thus, when an advertising message portrays another person's emotional state, which can retrieve viewers' memory, individuals will have a higher level of empathic tendency. Further, individuals with a high empathic tendency would have greater focus on the information in the ad to compare with his/her own memorized experience or information (Escalas and Stern, 2003). On the basis of the literature on empathic tendency, the following propositions are developed.

- P 3:** Individuals who have more favorable attitudes toward dynamic ads will have a higher level of empathic tendency than individuals who have more favorable attitudes toward static ads.

Involvement: Individuals' involvement with advertisements plays an important role in developing individual responses toward helping behavior (Petty 1995; Zaichkowsky 1986). Personal involvement is a motivational construct that depend on personal values and needs (Zaichkowsky, 1986). There are two views on personal involvement: cognitive and affective. Cognitive involvement can be defined as the extent to which people perceive an issue or message contents that are relevant to their own personal needs, values, and interests (Petty

1995; Petty and Cacioppo 1986). Affective involvement can be defined as the extent to which individuals' perception of the relevance of a message is based on emotional appeals (Park & Young 1986). Individuals who are either or both emotionally and cognitively involved with an issue have a higher level of motivation to evaluate and respond issue-related message arguments more extensively than those who are less involved (Petty and Cacioppo 1986; Kahle, Kambara, and Rose 1996; Park, et al. 2005). In other words, when people perceive that the message information is relevant or important for them, they will devote considerably more attention or involvement in the information than when they do not find the message information personally relevant or important (Greenwald & Leavitt 1984). For example, Petty and Cacioppo's ELM indicates that people with high involvement will use the central route of processing, which entails more extensive message scrutiny and elaboration, whereas people with low involvement mostly use the peripheral route which uses less message elaboration.

In addition, the literature on charitable events has indicated that personal involvement with a specific cause (e.g., breast cancer) has been one of the overriding reasons for participating in events related to that cause (Bennett, Mousley, Kitchin, and Ali-Choudhury 2007). On the basis of the literature related to involvement levels, the following proposition is developed.

- P4:** Individuals with high personal involvement with the advertised cause show higher level of responses towards the charity organization than individuals with low personal involvement with ads.

Demographics: Social and psychological research have consistently indicated that individuals' demographic differences can be used to predict helping behaviors (Aaker and Williams 1998; Carlo et al. 1991; Oliner and Oliner 1988). Specifically, Moore, Harris, and Chen (1995) state that demographic differences among advertising message recipients lead to wide variations in how individuals respond to advertisements. When exposed to affective appeals or emotionally charged advertising, some people may show a higher tendency to experience greater degrees of emotional intensity, whereas other individuals may not show a corresponding change in emotional experiences (Aaker and Williams 1998). Thus, individual demographic variables will be useful in examining the influence of advertisements on the creation or maintenance of consumers' attitudes toward a brand or product and can become a viable basis for developing advertising messages for the target market (Escalas and Stern 2003; LaBarbera, Weingard, and Yorkston 1998). Consequently, individual differences will play an important role in developing both emotional and rational responses to charitable events and donations.

Among various individual variables, consumer behavior and advertising researchers pay considerable attention to the impact of gender differences on consumer responses to advertisements (Kempf, Palan and Laczniak 1997; Lennon and Eisenberg 1987) because research consistently finds that there are significant differences in emotional responses toward advertisements between males and females (Darley and Smith 1995; Meyers-Levy and Maheswaran 1991). Females tend to have more frequent and intense emotional responses

toward advertisements than males do (Lennon and Eisenberg 1987). Furthermore, females are typically more expressive of their emotions, whereas males are typically reluctant to disclose their internal feelings and to express their emotions (Snell, Miller, Belk, Garcia-Falconi, and Hernandez-Sanchez 1989). Therefore, females display higher emotional responses to advertising, while males tend to exhibit higher cognitive responses. On the basis of previous research, the following proposition is developed:

- P 5:** Females will have a higher level of emotional responses than males do toward ads. Thus, affective appeals can be more effective than cognitive appeals to females.

First Mediators

Audience Responses to PSAs: Understanding the effectiveness of advertising is a central research interest of both academicians and practitioners in marketing, advertising, and consumer science (Singh, Rothschild, and Churchill, Jr. 1988). Among proposed advertising effectiveness models, Lavidge and Steiner's (1961) framework has been identified as one of the most widely used to measure the effectiveness of advertising formats.

Lavidge and Steiner's model (1961) explicates the effect of advertising on various aspects of consumer behaviors such as consumers' responses and attitudes toward advertising and their behavior changes (Grewal, Kavanoor, Fern, Costley, and Barnes, 1997). In the model, there are three primary functions of advertising on consumer behaviors: affective (emotional), cognitive, and conation (intention). Lavidge and Steiner's model is based on previous literature in which, affective responses, particularly emotional responses, have been considered as one of the most important concepts in the advertising and marketing context because emotion can be rapidly developed through contacts with advertisements and mediated by various moderators. (Zajonc 1980). Specifically, positive emotional responses, such as joy and peaceful relaxation (Batra and Ray 1986), warmth and tenderness (Aaker and Williams 1998), were found to have a positive effect on attitudes toward the ad as well as attitudes toward the organization. In addition to positive emotional responses, research suggested that negative responses, such as fear (Shelton and Rogers 1981), guilt, sadness (Cialdini, Brown, Lewis, Luce, and Neuberg(1997) and empathy (Stout et al. 1990), also had a positive influence on attitude. Furthermore, research investigating emotional responses to advertisements and subsequent activities, such as problem solving, attitude changes, and decision making, have consistently found a positive relationship (Esclas and Stern 2003; Holbrook and Batra 1987; Isen 2008). Specifically, when viewers are emotionally engaged and immersed in an ad, they tend to develop more positive and favorable attitudes toward the ad (Esclas and Stern 2003; Isen 2008), and the degree of an emotional experience influences consumers' immediate and long-term memory for the experience (Bradley, Greenwald, Petry, and Lang 1992). Thus, emotional feelings toward a PSA can influence the overall attitudes toward the charity organization in general (Blackwell et al. (2001).

Based on the research, the following proposition is developed.

P 6: Emotional responses to ads will lead to a high incidence of helping attitudes.

Second Mediators

Attitudes: Attitude will influence intentions to actual behaviors. Intentions have been defined as the amount of effort one is willing to exert to attain a goal (Ajzen and Fishbein 2005), and subjective judgments about how we will behave in the future. (Blackwell, et al. 2001). The literature on consumer attitudes suggests that attitudes are the primary determinant of purchase intentions (Aaker and Williams 1998; Escalas and Stern 2003). Blackwell, et al. (2001) emphasized the importance of attitudes on consumer purchase intention, stating that holding a favorable attitude toward a product is almost always an essential prerequisite in order for consumers to hold a favorable purchase or consumption intention. In addition, the relationship between attitude and behavioral intention is explained by the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (2005). The TRA suggests that an individual's behavioral intention will be significantly influenced by the person's attitude about the behavior and subjective norms which represent the influence of other people on that person's behavioral intention. Thus, the following proposition is presented.

P 7: Individuals with more positive attitudes toward the ad and the organization will have higher intention to make donations than those with less positive attitudes.

Intention to Help

Given the fact that public service advertisements focus on public attitude and behavioral change toward social issues, it is pivotal to understand consumers' intentions because it plays a key role in eliciting actual behaviors from one's attitudes. Specifically, Ajzen (2008) states that the intention to engage in a certain course of action logically precedes actual performance of the behavior. Thus, many social psychologists view intentions as the mediating antecedent between attitudes and actual behavior. Among several theories in attitudes and behavior relations, the Theory of Planned Behavior (TPB) proposed by Ajzen (1985) is one of the widely accepted theories (Vallerand, Deshaies Cuerrier, and Mongeau 1992) because it explicates and predicts the link among attitude, behavioral intention, and actual behavior. In the theory, Ajzen and Fishbein (1991) conceptualize the causal sequence of attitude-intention-behavior that an attitude toward a certain behavior is one of the major factors influencing an individual's intention to perform a given behavior. Further, the more positive the attitude, the stronger should be the person's intentions to perform the behavior in general. Thus, Ajzen and Fishbein (2005) confirm that there is a high correlation of attitudes to behavioral intention, and subsequently to behavior. Due to the predictability of the model on various human behaviors, the theory has been applied to contexts including advertising, health care, and public relations (Chen 2007).

Furthermore, the TPB has been widely used to predict prosocial behaviors and helping behaviors, including volunteering time, donating body organs, giving blood, or charitable giving

(Bartolini 2005). Based on the literature regarding actual donation behavior, the following proposition is offered.

P 8: There is a positive relationship between an individual's donation intention and his/her actual behavior of making a donation.

IMPLICATIONS

As indicated previously, due to the fact that donations to charitable organizations have significantly decreased, developing a framework to understand a donor's behavior is an important step. Moreover, developing a more effective advertising campaign is of particular importance. In order to develop persuasive advertisements, charitable organizations should understand the psychological processes that viewers experience when exposed to TV advertisements. The purpose of this integrative model is to provide a better understating of the effective TV PSAs for the development of individual responses, and how these individual responses influence individuals' attitudes, which ultimately can lead to intention and actual helping behaviour.

This model provides several theoretical implications. First, the integrative conceptual model can contribute to theoretical advances in advertisements pertaining to donors' giving behavior to charities, organizations, and events. Specifically, this integrative conceptual framework for enhancing helping behavior can serve as a foundation for the development of theoretical models. With regard to the importance of developing an integrated theoretical model in the public service campaign context, O'Keefe and Reid (1990) note that developing integrated theoretical models into public service campaigns is critical because they could play an important role as a guiding model that would help understanding the various aspects of the PSA campaign.

Second, the integrative conceptual model should assist academic researchers by expanding Bendapudi et al.'s model which blends two previous models (Burnett and Wood's model (1988) and Guy and Patton's model (1989)) on helping behavior. Specifically, the integrative model includes several important moderating and mediating factors in the relationship between ad stimuli and attitude including psychological variables related to helping behavior and emotional responses to the ads.

This study also provides some practical implications. First, the framework can provide charitable organizations with insights into how exposure to specific advertisements influences TV viewers' responses and the formation of their attitudes toward the organization and the cause. By presenting several propositions based on the relevant literature, the conceptual framework and this study can offer individuals in charge of charitable campaigns useful and valid suggestions for developing effective advertising campaigns.

Second, this study can help charitable organizations understand the influence of viewers' individual differences on emotional responses to the ads and their information processes. The integrative framework will provide charitable organizations with useful

information on market segmentation and creating TV commercials to effectively reach each target market, by including several important personal variables pertaining to helping behavior (e.g., empathic tendency, other oriented values, and personal involvement, and demographic variables).

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