

ABSTRACT

The increasing demand for charitable organizations is driven by the rising number of people in need, growing inequalities, and emerging crises such as wars, natural disasters, and inflation. A significant challenge faced by charities is securing sufficient funding, compounded by heightened competition among organizations and a decline in public donation behavior. To counteract this trend, it is essential to develop new marketing strategies. In the digital age, leveraging social media to engage effectively with users is crucial.

While previous research highlights the persuasive power of emotional advertising appeals, gaps remain in understanding which emotions most effectively stimulate donation intentions. Therefore, this thesis aims to explore the impact of emotional advertising appeals in digital charity marketing campaigns on donation intention. Specifically, it investigates whether positive or negative appeals have a stronger influence on donation behavior. Additionally, the study examines gender differences in altruism and whether altruistic values moderate the effects of negative emotional appeals on guilt and shame, amplifying these emotions.

To address this research gap, an experimental research design was employed, utilizing a between-subject design with three experimental groups exposed to positive, negative, or neutral advertising stimuli. The sample consisted of 200 respondents, all over 18 years old and residing in Indonesia, representative of the Indonesian population in terms of age and gender. Participants were randomly assigned to one of the three groups and answered questions about their donation intentions and behavior, altruistic values, emotional reactions to the stimuli, and demographic characteristics.

Statistical analysis of the hypotheses revealed that positive and negative advertising appeals elicit different emotions. Surprisingly, no significant difference was found in the effect of positive versus negative emotional appeals on donation intention, indicating that the emotional orientation of an advertisement does not influence consumers' donation intentions. Additionally, the study found that altruistic beliefs are stronger in women than men. Furthermore, altruistic values were shown to moderate the impact of negative emotional appeals on guilt and shame, with stronger values amplifying these emotions.

Overall, while some findings were inconsistent with the existing literature, the study offers valuable insights for marketers regarding promotional appeals, persuasion, and donation intentions.

Key words: Altruistic beliefs; Donation intentions; Emotional advertising appeals; Charitable organizations; Indonesia