

CAN EMOTIONAL AROUSAL INCREASE THE LIKELIHOOD OF A DONATION TO A CHARITABLE CAUSE?

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ABSTRACT

This research examines the impact of emotional intensity on NPO donor intentions. In addition, attitudes toward the ad, attitudes toward social cause organizations and attitudes toward helping others were explored to gauge their impact on donor intentions. Guiding this research was the questions of whether or not NPO advertisements that employ emotional appeals enhance those attitudes to the extent that the organizations can gain financial support from these efforts. Eye tracking technology, using the Tobii T-60 eye tracker, was utilized to identify audience engagement with the NPO ads. The eye tracking metrics further provided a unique gauge as to which areas of interest in the advertisement were most responsible for creating the emotional arousal. Eye tracking is an effective tool to monitor this emotional engagement (Goldberg, 2014; Xing, 2014; Purucker, Landwehr, Sprott, & Herrmann, 2013). The technology can enable marketers to monitor an audience's emotional engagement with an ad and then, in turn, determine the most effective strategies for stimulating desired behaviors.

The eye tracking equipment was used to identify three areas of interest (AOIs) for NPO print advertisements including Brand\Logo, Face, and Text. The Time to First Fixation (TFF), First Fixation Duration (FFD), Fixation Count (FC), and Total Visit Duration (TVD) were the four metrics calculated for each of the areas of interest (AOIs). The results showed that subjects' gaze patterns which were then correlated with the interval measures for willingness to donate, as well as attitudes toward the ad, attitudes toward social cause organizations, and attitudes toward helping others. There was a positive relationship between a subject's emotional arousal from the advertisement and attitude toward the ad. Other significant relationships occurred between attitudes toward the ad and one or more of the AOIs in the advertisement. The intention to donate was positively related to attitudes toward helping others and attitudes toward social cause organizations. The conclusion from this research was that the stronger the emotional intensity evoked by the advertisement, the more engaged the subject became, and as a result, the greater the intention to donate to the NPO.

REFERENCES

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Figure 1 Correlations

