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경영학 석사 학위논문

How Does Concrete versus Abstract Message Affect Customers' Willingness to Pay for Socially Responsible Goods?

– Focused on Perceived Efficacy as a
Mediating Variable –

구체적인 메시지 대 추상적인 메시지는 사회적
책임이 있는 상품에 대한 고객의 지불 의도에
어떤 영향을 미치는가?

– 지각된 효능감의 매개변수를 중심으로 –

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Mediating Variable –

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ABSTRACT IN ENGLISH

How Does Concrete versus Abstract Message Affect Customers' Willingness to Pay for Socially Responsible Goods?

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Companies' increasing interest in sustainability has expanded the scope of research in the field of corporate social responsibility (CSR) activities. Today, companies' philanthropy often goes beyond merely donating to good causes, and a sustainable business model is now integral to their company. In this paper, the concreteness of the message is studied to find out what effect it has on customers' purchase intention. The key variable highlighted is perceived efficacy. The effect of the message appeal types on customers' purchase intention through the mediators of perceived efficacy and persuasiveness is investigated in studies 1, 2, and 3. All study participants are shown the experimental stimuli, which are posts related to the donation program on a particular company's social media website. In study 1, the effect of message appeal types on

perceived efficacy is verified with ANOVA results, and the simple mediation effect of the message appeal types on customers' purchase intention through perceived efficacy is analyzed. Consequently, concrete messages have a greater influence on perceived efficacy than abstract messages. In study 2, a serial mediation model with persuasiveness, a second mediating variable, added to the simple mediation model was analyzed. The perceived efficacy of a customer increases the persuasiveness of messages. Persuasiveness has a positive influence on customers' purchase intention. As a result of study 3, when the immediacy of action is high and the message type is concrete, perceived efficacy increases. Furthermore, when the need for cognition moderates the relationship between message appeal types and persuasiveness, a positive interaction relationship is observed. Lastly, the implications of study results, the limitations of the research and future direction are discussed.

Keywords: Corporate social responsibility, CSR program, perceived efficacy, persuasiveness, crisis, immediacy bias, immediacy of action, need for cognition, customers' purchase intention

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LIST OF ABBREVIATIONS

CSR	Corporate Social Responsibility
CLT	Construal Level Theory
NFC	Need for Cognition

1. INTRODUCTION

1.1. Study Background

Corporate social responsibility (CSR) has become important to both individuals and businesses. According to Whitehouse (2003, 2006), the term "CSR" does not have a common definition. Since both individual and community interests can't be forgone, companies are fulfilling their responsibilities to solve economic, social, and environmental problems while contributing to corporate interests (Orlitzky, et al., 2003; Van Marrewijk, 2003). Increasingly, local and global companies are engaged in corporate social activities (Filatotchev & Stahl, 2015). Ecosia has a policy of planting a tree every time a user uses a search engine and commits to planting multiple trees bought online (Ecosia – the Search Engine That Plants Trees, 2009). For every pair of Warby Parker glasses bought by a consumer, one pair of glasses is donated to communities (Warby Parker, 2010). These CSR activities are directly stated on their various communication channels so that consumers can recognize their commitments. Similarly, when a consumer purchases one pair of socks from Bombas, another pair of socks is donated to people in need (Bombas, 2013). Often, companies commit to helping communities if there exists a win-win relationship between “good

business” and “financial performance” (Epstein & Roy, 2003; Idowu et al., 2017; McWilliams & Siegel, 2000).

1.2. Purpose of Research

CSR is the idea that a company has a duty to do more than just make money for its shareholders; it also has a responsibility to do good in the larger society in which it operates. “*An estimated 90 percent of companies on the S&P 500 index published a CSR report in 2019, compared to just 20 percent in 2011*” (Harvard Business Insights, 2021). The attempts to find out the relationships between CSR activities and customer behavioral intentions are persistent. Still, there are a lot of research opportunities for emerging topics on CSR programs in marketing. More and more concerns for corporate practices arise as individuals become aware of the sustainable issues currently at stake. The mutual use of various communication channels by companies and customers facilitated the delivery of messages. Effective communication is necessary to increase the customers’ interest in the intended marketing program.

As we live in a fast-paced, information-rich society, the modes of communication have changed from conventional paper news to digital communication channels. In this paper, we will concentrate

on the function of messages in prompting consumer behavior change. The interactive communication channels are frequented by a large audience. Social media platforms are typical such as Facebook, Twitter, YouTube, Instagram, Tumblr, and Snapchat. Businesses have started to leverage these communication channels for profit. With this practical use of social media, more research is required to understand the implications of messages online.

Other than the technical factors, the message itself is an important mediator between the company and the customer. This research focuses on message concreteness and abstractness. Depending on the degree of concreteness, the reaction of the reader could change which would then influence their ultimate behavior. There is no absolute rule or promise for what the customer could do or act after seeing the company advertisement, but this piece of research could serve a better understanding of the effectiveness of messages communicated online. Thus, I believe it is meaningful to study the linking relationship between the concreteness of the messages and the perceived efficacy. I would like to seek effective ways to persuade customers to take part in CSR programs. The emphasis is on the importance of message design and its impact on customers' purchase intention. The possible variables influencing the customer's intention to purchase are perceived efficacy and

persuasiveness/effectiveness. The novel combination of the variables is expected to produce the intended outcome and hypothesis validation.

2. LITERATURE REVIEW

2.1. Corporate Social Responsibility

“Corporate social responsibility is a commitment to improve community well-being through discretionary business practices and contributions of corporate resources” (Kotler et al., 2004).

Corporate social responsibility diverged into a new branch of corporate strategy, breaking away from the traditional perception of monetary donation (Harvard Business Review, 1994; Kotler et al., 2004). Some recent publications and reports make the case that CSR improves financial success over the long term. As for the reason to participate in CSR, a company can strengthen the corporate image desired by the public. Enhancement of corporate image contributes to the positive psychology of stakeholders towards the company. The profit-oriented organization has a purpose to maximize the company's value. This can be realized by fully taking advantage of internal resources such as marketing skills, research and

development, and employment opportunities (Kotler et al., 2004). Previous research dealt with CSR when the business donates money to a good cause. Such charitable fundraising campaigns could significantly improve the performance of the business (Henderson & Arora, 2010; Krishna & Rajan, 2009; Mattila & Hanks, 2012; Zhang, 2014). The current study has a research focus on customers' willingness to purchase dependent on the effectiveness of the message that delivers CSR information. Acknowledging the positive outcome such as improved customer's perception of corporate activities and potential willingness to commit actions to the firm as a consequence of CSR activities, this research supports the competitive dimension of CSR benefiting a firm.

2.2. Message Concreteness

The "concreteness principle" was first coined by Slovic (1972). Individuals usually have the tendency to perceive the visible information in the message as it is (Johnson et al. 1988). The information attribute of a message can be represented at different levels of concreteness (Johnson et al. 1988). Concreteness is related to goal pursuit. Goal abstractness or the specification level of a goal is evaluated with quantitative measures (Pieters, Baumgartner, &

Allen, 1995). Alternatively, qualitative measures ranged from the most abstract values to the most specific features (Huffman et al., 2000). CP Haugtvedt et al. (2008) segmented the goal structure into three hierarchical levels inspired by previous research (Emmons, 1996; Little, 1983, 1989; Vallacher & Wegner, 1985). The highest order of the goal structure is the “why” or motivation level that depicts the goals in an abstract/superordinate manner. The lowest level of goal is the “how” or operation level which refers to the subordinate/concrete goals. It is influenced by the “what” or identification level which consists of goal features. The constructs under this term are the expectancies, probability of success, confidence, self-efficacy, controllability, and ease or difficulty of goal achievement (Skinner, 1996).

When the message is described at a lower level of goal structure, concrete terms are used. The specific goal-relevant features such as the quantitative measures and numbers can be included (Larrimore et al., 2011; Xu & Jeong, 2019). The impact of abstract versus concrete messages on consumer decision-making was studied (van Ginkel Bieshaar, 2012). The specificity of message communication covers the wide spectrum of the term concreteness. The degree of linguistic concreteness has the power to the fundraising intentions (Goering et al., 2011). Miller et al. (2007) defined concrete

messages as having specific features such as superior details and characteristics while he explained the abstract message is perceived to provide fewer details and more inferences leaving a “*latitude for interpretation*” (Xiao et al., 2022).

2.3. Link Between Construal Level Theory and Immediacy

At large, the construal level theory (CLT) has four dimensions that are temporal distance, spatial distance, social distance, and hypothetical distance (Trope & Liberman, 2010). The immediacy of a humanitarian crisis alerts the gravity of the post-disaster situation to the recipients. The immediacy of the crisis is related to the low construal level as the present time is emphasized. The immediacy is verbally transmitted to the potential customers who could be directed to act by the messages in the advertisement. In short, the more concrete, the closer the psychological distance, and vice versa. Attempts to regulate the psychological distance can be made by using nominal values and quantifying the measurements (Maglio, & Trope, 2011). The cause-related purchase appeal can include numeric values (Xu & Jeong, 2019). Based on the CLT, it is possible to effectively run cause-related marketing campaigns through

communication channels (Du et al., 2010). The social impact of businesses can positively influence the perception of the firm (Chaudary et al., 2016). To amplify the message effects on businesses, this research aims to demonstrate the effectiveness of the construal levels in a CSR message delivered to customers. The efforts to do so can eventually lead to the customers' willingness to purchase the product in the advertised campaign of a firm (Dang et al., 2020).

2.4. Concreteness and Need for Cognition

Need for cognition (NFC) can be defined as the “differences among individuals in their tendency to engage in and enjoy thinking” (Cacioppo & Petty, 1982, p. 116). People high in NFC like to think a lot. They enjoy the act of thinking itself, regardless of the outcome. Contrarily, people low in NFC are not fond of complexities and cognitive processing (Petty et al., 2009). They see the process as a means to reach the end (Briñol et al., 2009). This personal trait in relation to information processing methods has been researched previously. Concrete or specific words tend to have long-lasting effects on the psychology of individuals such as “*information recall*,” “*recognition memory*” (Fliessbach et al., 2006), “*short-*

term memory” (Borkowski & Eisner, 1968), and “*learning performance*” (Van der Veur, 1975). Concreteness has been tested for both verbal and imagery communication modalities (Paivio, 1966). Concrete words are proven to arouse verbal and visual memory whereas abstract words have little effect on the intended psychological provocation (Paivio, 1969). The reinforcement of relationships has been found between the psychology as a result of the concrete stimuli and the favorable attitude toward the brand and the brand recall (Babin et al., 1997; Burns et al., 1993).

2.5. Perceived Efficacy

Bandura, A. (1977) defined the term “*self-efficacy*” . Self-efficacy is one’ s belief in the capacity to complete a planned behavior or task. It is generated by the internal drive to achieve a set goal. Self-efficacy is at the heart of the Social Cognitive Theory (Bandura, A., 2012). Self-efficacy is a malleable idea as it can be adjusted according to context and situation. A person who is an expert in one domain can lack confidence in another domain. There are two types of self-efficacy: self-efficacy expectancy and outcome expectancy (Bandura, 1977; Bandura, 1982; Bandura, 1986). Self-efficacy expectancy and outcome expectancy are related but

are separate concepts in Bandura' s theory (Pajares, 2002). The relationship between the two variables can influence one another. A strong belief in oneself can improve the quality of outcome and the quality result can help boost one' s self-efficacy (Bandura, 1986). Perceived efficacy can be used to explain a person' s belief to make an impact on society. It can be an explanatory variable for a customer to commit to a cause-related consumption (Tabernero & Hernández, 2011). The sense of efficacy accompanies the thoughts of bringing change to the current status. The ability to bring change is the desired effect of the perceived efficacy in this research article.

The relationship between the environment and the self can be regulated by perceived efficacy. A "how" construal mindset message would increase one's self-efficacy because it is simpler to understand (Trope & Liberman, 2010). Goal compatibility effect on persuasion depends on processing fluency and improves purchase intention (Labroo & Lee, 2006). White et al. (2011) reported that processing fluency and perceived efficacy act as mediators between the impacts of construal-level mindsets (why vs. how) on recycling intentions. Because perceived efficacy influences behavior indirectly through other factors including *“goals and aspirations, outcome expectations, affective proclivities, and perception of impediments*

and opportunities in the social environment” , it is important for human functioning (Bandura, 2001). The social aspect is dealt with within this research to find the link with the efficacy.

2.6. Persuasiveness

In this paper, perceived efficacy is the driver of persuasion. The relationship between self-efficacy and agentic behavior is examined in the context of a collectivistic orientation. According to Bandura (2001), individual agency functions as part of a larger network of socio-structural variables. He contends that if people feel personally invested in larger community goals, higher self-efficacy beliefs may lead to an increase in performance to support those goals (Daly & Thompson, 2017; Ng & Lucianetti, 2016).

From the perspective of communication, it would be utilitarian to make precisions on the information details (Casado-Aranda et al., 2022). Hence, the individual would be focused on the present benefit over the long-term benefits (Bar-Anan et al., 2006; Trope & Liberman, 2010). The previous research in marketing and neuroscience mostly focused on the positive emotions of abstractness (Pauligk et al, 2019). In the face of a moral dilemma presented at a low construal level inducing deontological decisions,

the positive aspect of a low construal level using concrete terms is expected to lead to persuasion. It emphasizes the efficacy aspect of the decisions toward the socially responsible consumption choice (Zhu et al., 2017). Moreover, it is known that persuasion knowledge can incur negative attitudes toward the firm. The persuasion tactic is often used in public communication settings. The current research brings new aspects of persuasion techniques into light by conceiving a link between the perceived efficacy and the persuasiveness of the CSR message. Eventually, a persuasive message would result in an improved attitude and purchase intention (Cai & Leung, 2020; Connors et al., 2017; Joireman et al., 2018; Kim et al., 2021; Trope et al., 2007).

3. CONSTRUCTION OF RESEARCH HYPOTHESES AND CONCEPTUAL MODEL

The conceptual background of the construal level is built on past research with endeavors to adjust an individual's psychological distance by studying physical distance, temporal distance, social distance, and likelihood. Hereon the disclosed relationship between the perceived distance and psychological distance, the use of

construal level theory adapted to this paper has a ground for further research in the field of CSR. As many firms are moving forward with the ultimate goal of operating sustainably in all areas of business, this research holds implications for identifying effective ways to run CSR marketing in the digital space. CSR programs are specifically inspired by a benefit corporation (BC) that is specifically suggested as an experiment example in this paper. A BC is a rising legal business entity that seriously takes public benefit into account when running a traditional form of business (Hiller, J.S., 2013). As for CSR initiatives by for-profit firms, the benchmark of unique programs begun by existing BCs might be able to cover the unexpected shortcomings of operations across competitor businesses. Therefore, the concrete versus abstract message appeal types is considered as a source of the apparent discrepancy in an individual's perceived efficacy.

H1: Concrete (low-level construal) messages will cause a greater increase in perceived efficacy than abstract (high-level construal) messages.

Hypothesis 1 assumes that the influence on perceived efficacy would vary at concrete and abstract levels of the message. Language and image of messages were regarded as determinants for the

perceived concreteness of messages. Based on the theory of construal level, a more concrete message will spur a stronger relationship with the perceived efficacy than the abstract message. The point of interest in this research is how the concrete versus abstract message about CSR programs makes people feel more capable of associating their thoughts with actions which are referred to as perceived efficacy. Consequently, perceived efficacy would differ according to message appeal types. Hypothesis 2 made an assumption about the effect of perceived efficacy on persuasiveness. The higher the perceived efficacy of the message, the higher the persuasiveness of the message perceived by the reader. Studies focused on the power of content itself regardless of the source efficacy, meaning the brand power or the presence of a recognizable logo. Hypothesis 3 makes an assumption about the effect of persuasiveness on purchase intention. A logical path of reasoning can be made by having persuasiveness as an antecedent to the potential behavioral intention which is purchase intention. To produce interactions with the message appeal types on perceived efficacy, the immediacy bias (Z) and immediacy of action (W) were introduced as moderators of our research model. When the immediacy bias is present, this would affect the immediacy of action. Hypothesis 4 assumes that the perceived immediacy of action in the presence of

immediacy bias influences the perceived efficacy positively. The reverse is true when the immediacy of action is low for the control condition. The conceptual link between the temporal distance and the construal level explains the relationships. When more immediate action is required for relieving the crisis, more efficacy will be generated. The belief in the inner power to take a voluntary action is eventually related to purchase intention. Moreover, the need for cognition will increase the persuasiveness of messages and purchase intention.

H2: Perceived efficacy will cause an increase in the persuasiveness of the message.

H3: Persuasiveness of the message will cause an increase in customers' purchase intention.

H4: When high immediacy bias and high immediacy of action exist, the relationship between the message appeal types and perceived efficacy will be strengthened.

H5: When the need for cognition increases, customers' purchase intention will increase due to the increasing persuasiveness of the message appeal types.

When the crisis is chronic, the relationship between the message appeal types and perceived efficacy will be attenuated by the low immediacy of action. The overall conceptual model for research is presented in figures 1,2, 3, and 4. In figure 3, when the immediacy bias is high and the perceived immediacy of action is high, the negative effect of the path from message appeal types to perceived efficacy will be minimized compared to the non-immediacy bias condition.

To verify the above hypotheses, a total of three experiments were tested. The first experiment tested a simple mediation model by running model 4 of PROCESS macro by Hayes (2022). In experiment 1, we will test hypothesis 1 which assumes there is a positive relationship between the message appeal types and the perceived efficacy. A concrete message compared to an abstract message is predicted to have a greater effect on the perceived efficacy. The first mediator of the research model is perceived efficacy. Therefore, the perceived efficacy would mediate the relationship between the message appeal types (X) and purchase

intention (Y). The scenario in the experiment was poverty in Sierra Leone, a country in the West of Africa. Partial amounts of profits will be used to donate one pair of shoes to children when one pair of shoes is purchased. One-for-one campaign was inspired by a real firm such as TOMS which took the initiative to donate a pair of shoes to children in South America when one pair of shoes is purchased. The donation location of the CSR program is different from TOMS. This CSR program in particular was selected for study materials since this sustainable profit model was successful in real life. SNS posts were hand-made with reference to existing posts on SNS such as Instagram. Instagram posts were made because Instagram is used by worldwide citizens on a daily basis. It seemed like a perfect place for corporate communication with potential customers. Moreover, it is convenient to edit the content on Instagram posts. Posts with texts were predicted to create a desired impression of messages. Language and image were used to differentiate the posts according to concrete versus abstract conditions of the scenario. The second experiment tested the serial mediation model by running model 6 of PROCESS macro by Hayes (2022). Hypothesis 2 was tested to verify that perceived efficacy positively influences persuasiveness. The second mediator included was persuasiveness (M2). Hypothesis 3 was verified to test the positive effect of persuasiveness on purchase

intention. The same CSR advertisement posts on Instagram were seen by the participants. Experiment 3 was constructed to test the moderated relationship models. Model 11 of PROCESS macro by Hayes (2022) was used for this study. Both the perceived efficacy (M1) and persuasiveness (M2) were inserted as sequential mediators. Then, the immediacy of action (W) and immediacy bias (Z) were added as moderators. Hypothesis 4 tested whether the immediacy of action in the presence of immediacy bias would strengthen the relationship between the message appeal types and the perceived efficacy or vice versa for the low perceived immediacy of action in the absence of immediacy bias. Hypothesis 5 predicts the need for cognition increases the persuasiveness of the message appeal types which will increase purchase intention. Model 85 of PROCESS macro by Hayes (2022) was used for this study.

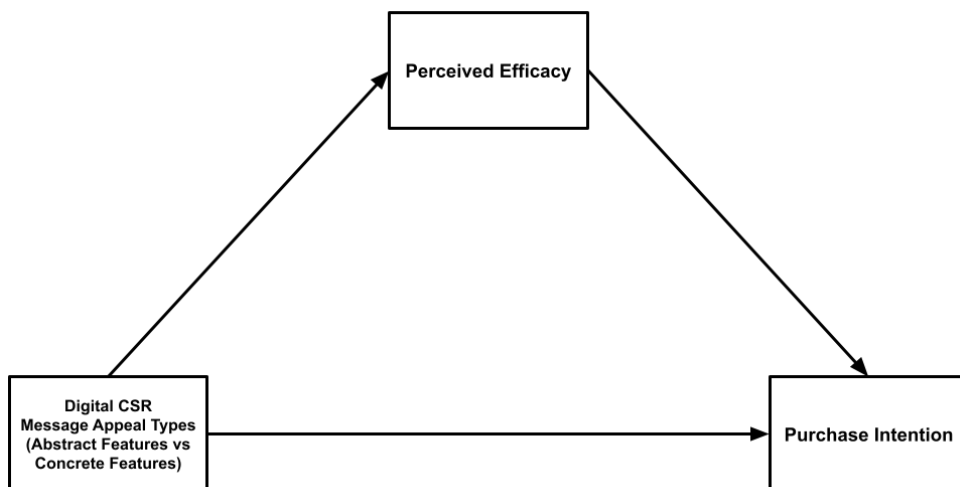


Figure 1: Conceptual Framework (Study 1)

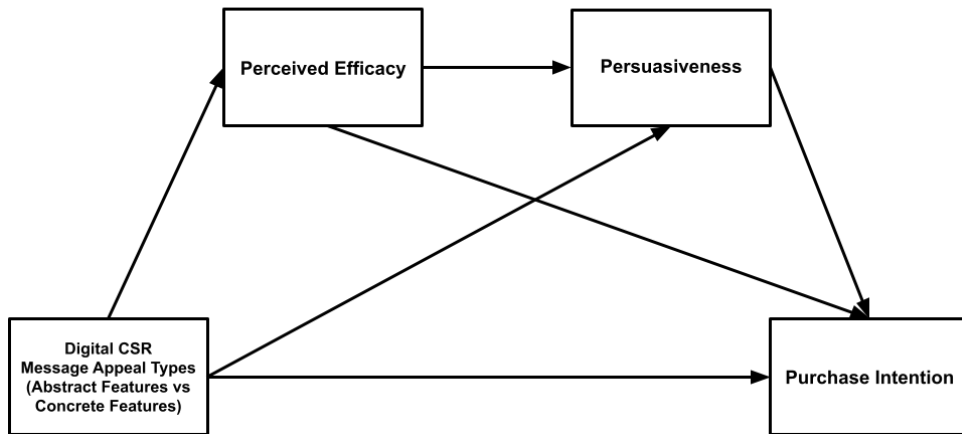


Figure 2: Conceptual Framework (Study 2)

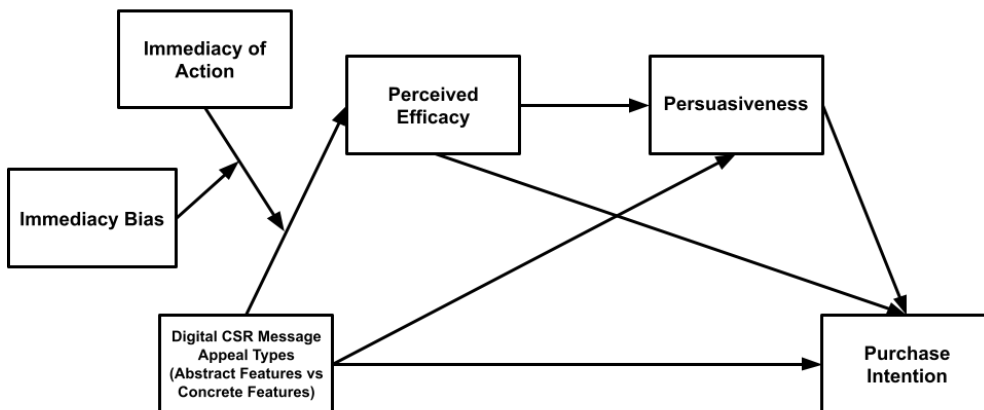


Figure 3: Conceptual Framework (Study 3)

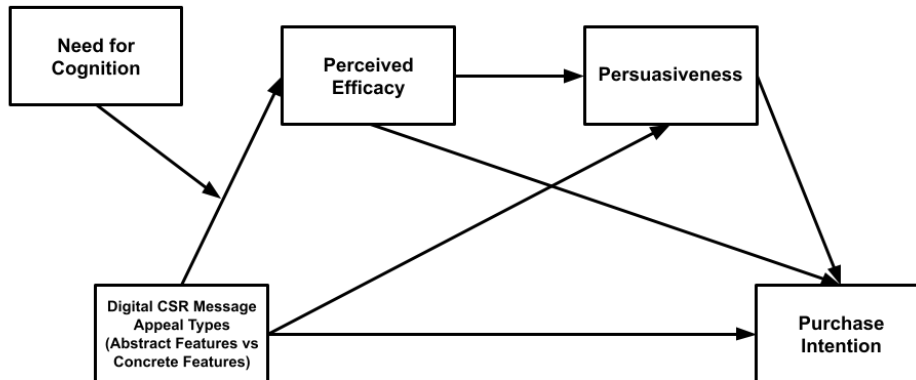


Figure 4: Conceptual Framework (Extension of Study 3)

4. RESEARCH METHODOLOGY

4.1. Study One

Study 1 aimed to empirically test the effect of message appeal types on purchase intention through perceived efficacy. In this experiment, when the message appeal type was concrete, perceived efficacy was expected to increase verifying hypothesis 1. Specifically, a one-way 2 (appeal types: concrete vs. abstract) between-subjects design was conducted.

4.1.1. Subjects, Design, and Procedure

One hundred participants (27% males, $M_{age} = 33.2$ years) were recruited for this study on Prolific in exchange for a compensation of £6 per hour. Two participants were excluded for failing attention check questions. They were instructed to read an SNS post of a company, Allbounces, Inc. that informed customers about the social impact program as part of the firm's CSR activities. Participants were randomly assigned to one of two conditions (abstract vs. concrete). The concrete message included measurable figures to show the concrete objectives of donation from sales and the planned activities enabled by the social impact program as well as corporate ethics. The abstract message included vague information about social impact programs, donations, and company ethics (Xu & Jeong, 2019).

4.1.2. Scales

The concreteness scale was adopted from Hernandez et al. (2015) ("Please indicate the extent to which the language of the message was concrete or abstract" ; 1 = *strongly disagree*, 7 = *strongly agree*). Construct for the perceived efficacy was measured with three items adapted for scenarios on a seven-point scale (White et al. 2011): "I feel that by purchasing this product I can make a difference," "I feel that I know how the fund will be used," "I feel that I know what activities the firm will do with the fund." The items

showed a Cronbach's α of .85. An adapted construct of persuasiveness/effectiveness was measured by asking participants to indicate the extent to which they feel about an item on a seven-point scale (1 = Not at all, 7 = Extremely): "To what degree is the message persuasive/effective?" The measures of purchase intention included items such as "If I am planning to buy a product of this type, I will choose this product," "There is a great possibility that I will buy this product" and "I am willing to pay a little more for this product" (Tian et al., 2011). The items showed a Cronbach's α of .88.

4.1.3. Results

The analyses of the results were conducted using R software. PROCESS macro for R (Hayes, 2022) was used to analyze the simple mediation relationship between message appeal types and purchase intention mediated by the perceived efficacy (Model 4, 10,000 bootstrap resampling).

Manipulation Checks. To examine the significance of the difference between the concrete and abstract messages, a t-test was conducted. Participants indicated the concrete message appeal ($M_{\text{concrete}} = 2.61$) as more concrete than the abstract message appeal

($M_{\text{abstract}} = 3.39$) ($F(1, 96) = 9.61, p < .01$). Thus, the concrete message appeal was considered more concrete than the abstract message appeal.

Regression Analysis. The previous hypothesis 1 predicted that the concrete and abstract message appeals would influence perceived efficacy. To observe the situations in which the advertisement has distinct levels of concreteness, a regression analysis was performed when the message appeal type was a predictor variable and the perceived efficacy was a dependent variable ($\beta = -0.69, t = -2.67, p < .01$). The regression analysis of message appeal types on perceived efficacy was significant.

ANOVA Results. According to one-way ANOVA results of perceived efficacy for messages, a significant difference was observed ($F(1,137) = 7.11, p < .001$). Specifically, concrete messages ($M_{\text{concrete}} = 5.24$) and abstract messages ($M_{\text{abstract}} = 4.54$) were significantly different from each other. Thus, hypothesis 1 was confirmed that concrete message appeal had a greater influence on perceived efficacy than abstract message appeal.

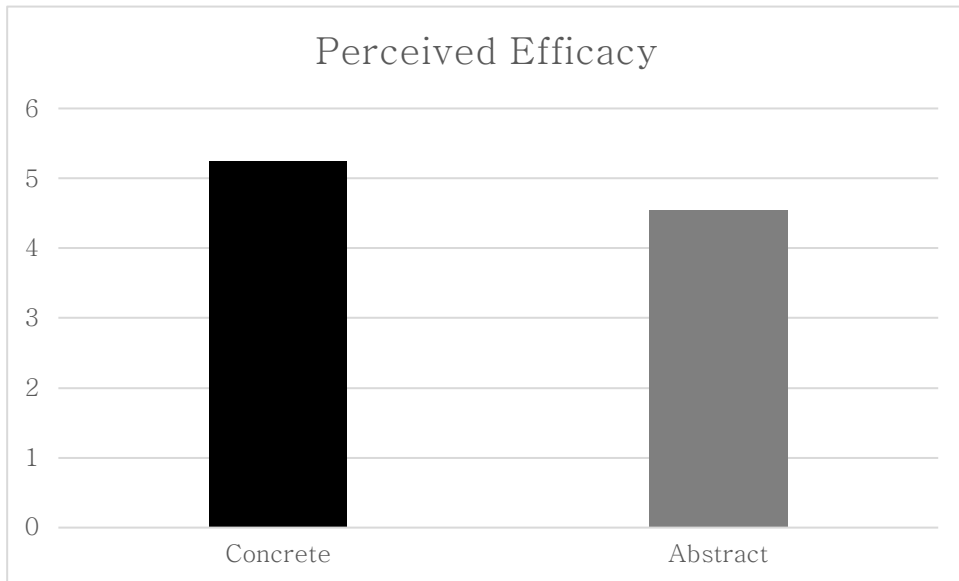


Figure 5: Test of Between-Subjects (One-way ANOVA) of Perceived Efficacy According to Message Appeal Types (H1)

Mediation Analysis. For indirect effects, perceived efficacy was designated as the first mediating variable and the message appeal types was specified as an independent variable to run a mediation analysis on purchase intention as a dependent variable. The mediation analysis was significant (effect = -0.38 , 95 % confidence interval: -0.73 to -0.09). Therefore, the mediation model was meaningful.

The reality check was performed. In order to ensure the realistic stories of the scenarios, the participants were asked if they conceived the scenarios to be unbelievable/believable and

unrealistic/realistic. The mean value was quite high ($M = 5.58$) and it showed that the scenarios were realistic. For the name check of the company presented in the scenarios, participants were asked if they knew the company previously. The answer “no” was coded as 0 and “yes” was coded as 1. The average mean was very good ($M = 0.01$). The reality check was therefore successful.

4.1.4. Discussion

We deduced from the findings that the perception toward messages differed according to message appeal types. This research allows further thoughts on the “how” to project the intended corporate messages. The use of SNS channels to perform cause-related marketing campaign is not always obvious. The perception of consumers towards messages can influence the behavioral intention of the customer for the CSR program. In the results, the lower the message construal level, the higher the perceived efficacy which led to the higher customers’ purchase intention for socially responsible goods. The socially responsible behavior of the company had an influence on customers’ willingness to pay. Perceived efficacy was therefore a significant explanatory variable for a mediation model. In study 1, the focus was on the influences of message appeal types on purchase intention through perceived efficacy. As an extension,

study 2 will explore the mediating variables to find out the serial mediation relationship.

4.2. Study Two

Study 2 was conceived to test the serial mediation model. It demonstrated the effect of message appeal types on purchase intention through perceived efficacy and persuasiveness. In this experiment, perceived efficacy was anticipated to influence the message persuasiveness testing hypothesis 2. When the message appeared to be persuasive as a result of perceived efficacy, customers' purchase intention was supposed to increase validating hypothesis 3. Specifically, regression analyses were conducted to verify hypotheses.

4.2.1. Subjects, Design, and Procedure

One-hundred and thirty-nine participants (38% males, $M_{\text{age}} = 33.8$ years) were used for this study on Prolific in compensation for £6 per hour. The same scenario as that of study 1 was used for study 2.

4.2.2. Scales

The same items used in study 1 were used in study 2. Additionally, the measurement item for message length was self-made (1 = very little, 7 = a lot): “How did you feel about the amount of information in the messages/post?”

4.2.3. Results

Model 6 of PROCESS (Hayes, 2022) macro for R was used to analyze the serial mediation relationship among message appeal types, perceived efficacy, persuasiveness, and purchase intention (Model 6, 10,000 bootstrap resampling).

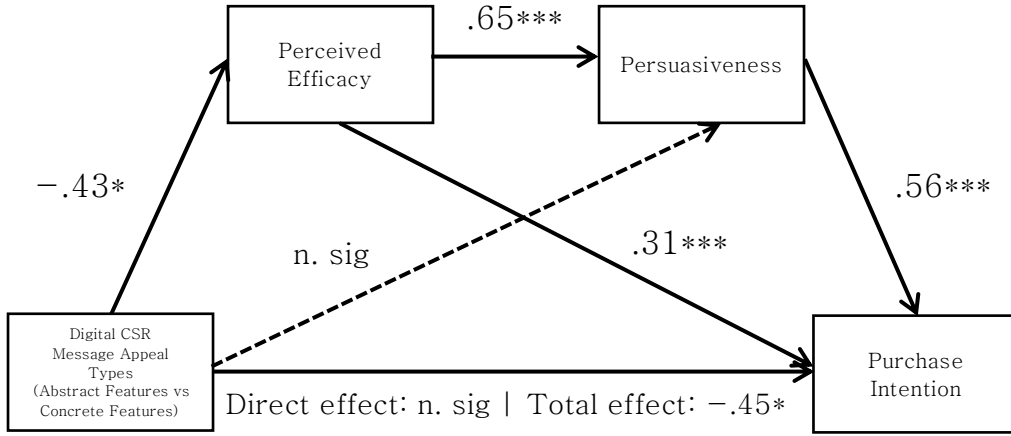
Manipulation Checks. To examine the significance of the difference between the concrete and abstract messages, a t-test was conducted. Participants indicated the concrete message appeal ($M_{\text{concrete}} = 2.39$) as more concrete than the abstract message appeal ($M_{\text{abstract}} = 2.95$) ($F(1, 137) = 8.64, p < .01$). The difference between the means was marginally significant. Thus, the concrete message appeal was considered more concrete than the abstract message appeal. The length of the message was measured as part of the manipulation check ($M_{\text{concrete}} = 5.51 > M_{\text{abstract}} = 4.91, p < .01$). The length of the messages differed according to conditions.

Regression Analysis. From the output of the Model 6 of PROCESS (Hayes, 2022) macro for R, regression analysis was conducted to verify hypotheses 2 and 3. First, the regression analysis with an outcome variable of persuasiveness was analyzed when a predictor variable was perceived efficacy. Hypothesis 2 was validated that perceived efficacy will have a positive influence on persuasiveness ($\beta = 0.65$, $t = 8.34$, $p < .00$). Next, hypothesis 3 was tested to find out whether an increase in persuasiveness will induce a greater purchase intention. Regression results when persuasiveness predicts the purchase intention was analyzed ($\beta = 0.56$, $t = 7.62$, $p < .00$). The outcome was significant and hypothesis 3 was verified as well. In sum, hypotheses 2 and 3 were both validated.

Serial Mediation Analysis. The total effect of message appeal types on purchase intention was significant (effect = -0.45 , 95 % confidence interval: -0.90 to -0.01). The direct effect of message appeal types on purchase intention was insignificant (effect = -0.15 , 95 % confidence interval: -0.46 to 0.16). For indirect effects, the perceived efficacy of the message appeal types was designated as the first mediating variable and the message appeal types were specified as an independent variable to run a mediation analysis with

purchase intention as a dependent variable. The mediation analysis was significant (effect = -0.13 , 95 % confidence interval: -0.29 to -0.02). However, when persuasiveness was put as a mediator when the message appeal types were a predictor variable and purchase intention was a dependent variable, the effect was insignificant (effect = -0.01 , 95% confidence interval: -0.22 to 0.17). When the serial mediation was performed with both perceived efficacy and persuasiveness as mediators in the model, the effect was significant (effect = -0.16 , 95% confidence interval: -0.33 to -0.02), showing that serial mediation exists.

The reality check was performed for the scenarios. In order to ensure the realistic stories of the scenarios, the participants were asked if they conceived the scenarios to be unbelievable/believable and unrealistic/realistic. The mean value was quite high ($M = 5.55$) and it showed that the scenarios were realistic. For the name check of the company presented in the scenarios, the participants were asked if they knew the company previously. The answer “no” was coded as 0 and “yes” was coded as 1. The average mean was very good ($M = 0.00$). The reality check was therefore successful.



Note. * $p < .05$; *** $p < .00$

Figure 6: Serial Mediation Effect (H2, H3)

4.2.4. Discussion

In study 2, we found that persuasiveness was a second mediator in our serial mediation model after testing for perceived efficacy as our first mediator in study 1. We can make a deduction from the results that perceived efficacy is a focal variable in our research model. It was confirmed in studies 1 and 2 that perceived efficacy had a significant effect on purchase intention. In study 2, the presence of total effect was a new finding after testing persuasiveness as our second mediator. On the one hand, the evidence suggests that the indirect effect was complete with a new mediator. On the other hand, there is a small margin of explanation for variation in the results of the two studies that could have been

caused due to the different pools of survey participants online. Nevertheless, a sufficient number of participants were recruited to test the studies. Literature has explained the relationship between concreteness and persuasiveness. This empirical study indicates there is an influence of message appeal types on perceived efficacy, persuasiveness, and purchase intention in indirect relationships. The “how” approach showed more effectiveness than the “why” approach in the situation of delivering CSR messages. Moreover, messages showed apparent differences when the messages varied in the level of concreteness. Perceived efficacy was a significant explanatory variable for the serial mediation model. The higher the perceived efficacy, the more persuasive the message appeared to be. In study 2, the focus was on the influences of message appeal types on customers’ purchase intention and the exploration of mediating variables. As an extension, study 3 will verify hypothesis 4 by integrating the immediacy bias and immediacy of action into the designed serial mediation model to find out the interactive relationships between the moderator variables and message appeal types. Hypothesis 5 will be tested out to find out the moderating role of need for cognition in the serial mediation model.

4.3. Study Three

Study 3 tested the moderated relationship models which included the immediacy of action as the first moderator and immediacy bias as the second moderator. Discovering the interaction effects of moderators on the relationship between the message appeal types and perceived efficacy was the purpose of this study. Hypothesis 4 was tested that immediacy of action in the presence of immediacy bias reinforced the effect of message appeal types on perceived efficacy. Specifically, a three-way 2 (immediacy of action: high vs. low) X 2 (immediacy bias: present vs. control) X 2 (appeal types: concrete vs. abstract) between-subjects design was conducted where participants indicated their perception of message persuasiveness.

4.3.1. Subjects, Design, and Procedure

Two-hundred and eighty-one participants (22% males, $M_{\text{age}} = 37.8$ years) were used for this study on Prolific in compensation of £6 per hour. The same stimulus as studies 1 and 2 were used except the specific location of the donation, Western Africa, Sierra Leone, was mentioned. On top of what had been already tested, the immediacy bias conditions were divided in this study. Immediacy bias

included immediate verbal cues to describe the immediacy of the crisis.

The independent variable in study 3 was message appeal types (categorical variable); the moderators were immediacy bias (categorical variable), the immediacy of action (continuous variable); mediators were perceived efficacy (continuous variable), persuasiveness (continuous variable), and the dependent variable was purchase intention (continuous variable).

4.3.2. Scales

The same items used in studies 1 and 2 were used in study 3. Moreover, the immediacy of action adopted from Huber et al. (2011) was measured with a single item on a seven-point scale (1 = not very deserving/no immediate action is needed, 7 = extremely deserving/immediate action is needed): “Please indicate the extent to which this crisis was deserving/immediate of humanitarian aid.” The immediacy of action (Huber et al. 2011) was measured with one item on a seven-point scale (1 = not intense at all, 7 = very intense): “Please indicate the intensity of your emotional reactions to learning about this crisis.”

4.3.3. Results

The analyses of the results were conducted using R software. Model 11 of PROCESS (Hayes, 2022) macro for R was used to analyze the moderated relationship between message appeal types and purchase intention mediated by the perceived efficacy and persuasiveness and moderated by the immediacy of action and immediacy bias (Model 11, 10,000 bootstrap resampling). Model 6 of PROCESS (Hayes, 2022) macro for R was used for serial mediation analysis using the identical variables as previously stated.

Manipulation Checks. To examine the significance of the difference between the concrete and abstract messages, a t-test was conducted. Participants indicated the concrete message appeal ($M_{\text{concrete}} = 2.74$) as more concrete than the abstract message appeal ($M_{\text{abstract}} = 3.02$) ($F(1, 279) = 3.52, p = .06$). The difference between the means was marginally significant. Thus, the concrete message appeal was considered more concrete than the abstract message appeal. The length of the message was measured as part of the manipulation check ($M_{\text{concrete}} = 5.55 > M_{\text{abstract}} = 4.65, p < .00$). The length of the messages differed according to conditions.

ANOVA and Regression Analysis. To reaffirm the results of study 2, hypotheses 1, 2, and 3 were tested. First, hypothesis 1 was verified. Results of one-way ANOVA showed a marginal significance that concrete message appeal ($M_{\text{concrete}} = 2.74$) had a greater influence on perceived efficacy compared to abstract message appeal ($M_{\text{abstract}} = 3.02$) ($F(1,279) = 3.52, p = .06$). Outcome from running model 6 of PROCESS macro by Hayes (2022) was analyzed. Hypothesis 2 was tested and validated. Perceived efficacy had an increasing relationship with persuasiveness ($\beta = 0.65, t = 12.12, p < .00$). Persuasiveness increased the customers' purchase intention ($\beta = 0.50, t = 8.01, p < .00$). Hypothesis 3 was confirmed.

Serial Mediation Analysis. Results of the serial mediation analysis indicated that the total effect of message appeal types on purchase intention was significant (effect = -0.58 , 95 % confidence interval: -0.92 to -0.25). Finally, the serial mediation model was significant (effect = -0.14 , 95% confidence interval: $-0.25, -0.06$). In total, hypotheses 1,2, and 3 were checked again to support the constructed hypotheses.

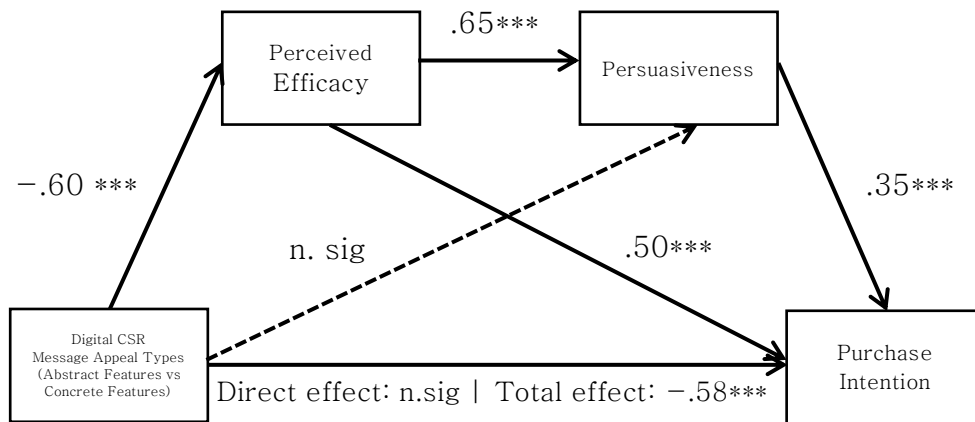


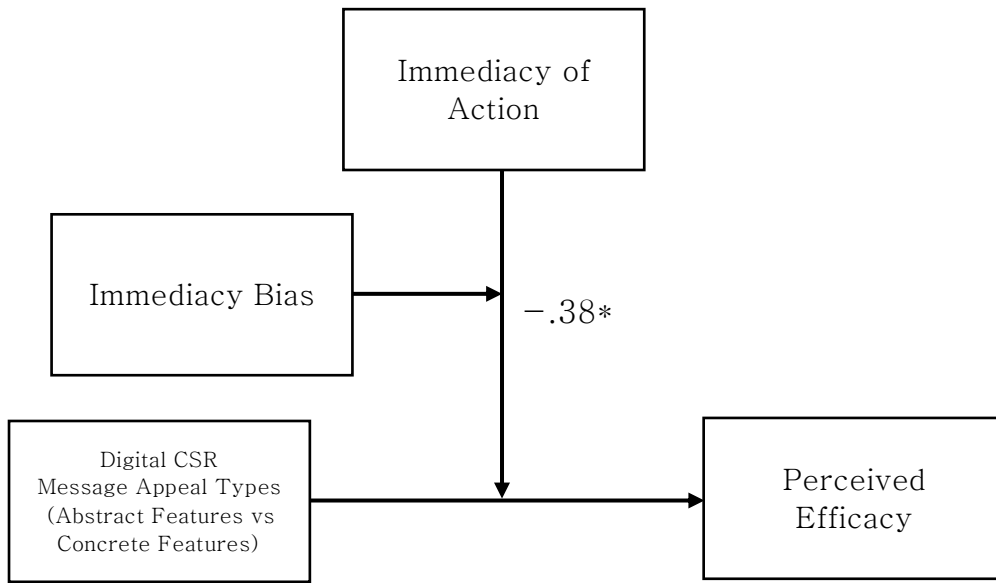
Figure 7: Serial Mediation Effect (H2, H3)

Moderated Effects on Perceived Efficacy. The immediacy of action (Z), immediacy bias (W), and message appeal types (X) were designated as the independent variables and perceived efficacy (M1) was considered a dependent variable in the analysis model.

The guidance by Cohen et al. (2003) recommends the use of a hierarchical approach by dividing steps in regression analysis. For the efficiency and exactitude of analysis results in our study, model 11 of PROCESS macro by Hayes (2022) was used. Figure 8 is outlined below.

Depending on the immediacy bias conditions of the moderator, the effect of the immediacy of action on the perceived efficacy would differ. The relationship among perceived efficacy (M1), persuasiveness (M2), construal level (X), purchase intention (Y),

immediacy of action, (W), and immediacy bias (Z) was analyzed. First of all, the interaction effects of message appeal types (X), the immediacy of action (W), and immediacy bias (Z) on perceived efficacy (M1) were analyzed. This analysis model was significant ($R^2 = .29$, $F(7, 273) = 16.06$, $p < .00$). The coefficient of the interactions between the message appeal types and the immediacy of action was .30 superior to 0 which produced marginally significant effects ($\beta = .30$, $t(273) = 1.93$, $p = .05$). The succeeding interactions between the message appeal types and the immediacy bias produced a coefficient of 2.09 superior to 0 with a marginally significant result ($\beta = 2.09$, $t(273) = 1.94$, $p = .05$). The interactions between the immediacy action and immediacy bias were insignificant ($\beta = .21$, $t(273) = 1.38$, $p = .17$). The interaction terms between the message appeal types, the immediacy of action, and, immediacy bias had a marginally significant effect with a coefficient of $-.38$ ($\beta = -.38$, $t(273) = -1.83$, $p = .068$).



Note. $^* .05 < p < .10$

Figure 8: Three-way Interaction Effects (H4)

4.3.4. Extension of Study 3: Moderated Serial Mediation

Analysis with Response Efficacy as a Mediating Variable and Need for Cognition as a Moderating Variable (Using Model 85 of PROCESS macro by Hayes, 2022)

4.3.5. Scales

The same items from studies 1, 2, and 3 were measured on seven-point scales. Three items for the need for cognition by Cacioppo & Petty (1982) were used (1 = strongly disagree, 7 = strongly agree): “I am hesitant about making important decisions

after thinking about them,” “More often than not, more thinking just leads to more errors” (reverse coded). The measures of response efficacy consisted of 4 items in total on a seven-point scale (Cao & Jia, 2017): “Making a purchase of Allbounces is an effective way to help children affected by this crisis,” “Making a purchase of Allbounces is a good way to help children affected by this crisis,” “Making a purchase of Allbounces allows me to make a difference in the lives of children affected by this crisis,” “Making a purchase at Allbounces enables me to help children affected by this crisis.” The items showed a Cronbach’s α of .97. The identical measure of persuasiveness/effectiveness from studies 1, 2, and 3 was used to measure the persuasiveness of messages on SNS (Yin et al. 2022). The measures of purchase intention included the same item as studies study 1, 2, and 3 (Tian et al., 2011).

4.3.6. Results

The results of the moderated serial mediation model were analyzed by using model 85 of PROCESS macro by Hayes (2022). Alternative measurement items of perceived efficacy were used in this study analysis. Response efficacy was therefore tested to find out the existing moderated serial mediation relationship.

Moderated Serial Mediation Analysis. Depending on the need for cognition of the moderator, the effect of message appeal types on perceived efficacy was different. Following the analysis of Hayes (2022), the moderation effect of the need for cognition was verified by using R macro (PROCESS model 85). The relationship among perceived efficacy (M1), persuasiveness (M2), construal level (X), purchase intention (Y), and need for cognition (W) was analyzed. First of all, the interaction effects of message appeal types (X), and the need for cognition (W) on response efficacy (M1) were analyzed. This analysis model was significant ($R^2 = 0.40$, $F(4, 276) = 43.98$, $p < .00$). The coefficient of the interactions between the message appeal types and the need for cognition was .36 superior to 0 which produced marginally significant effects ($\beta = .36$, $t(276) = 2.44$, $p < .05$).

Afterward, the conditional indirect effect to Y from X was analyzed to find out the moderated mediation outcome of the variables by conducting bootstrap analysis. The moderated mediation effect was insignificant when response efficacy was a mediator (effect: 0.09, 95% confidence interval: $-0.11, 0.24$). However, when persuasiveness was a mediator for the conditional indirect analysis, the moderated mediation was significant (effect: 0.12, 95% confidence interval: $0.02, 0.25$). Lastly, the complete moderated

serial mediation was insignificant (effect: 0.03, 95% confidence interval: $-0.05, 0.11$).

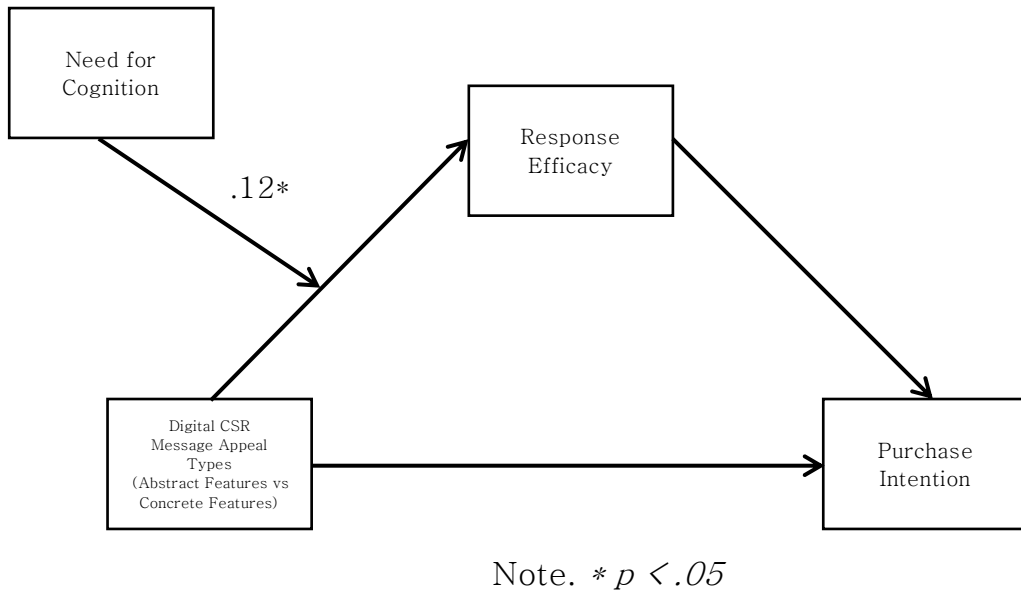


Figure 9: Moderated Mediation Effect (H5)

4.3.7. Discussion

We can understand from the findings in this research that the immediacy bias attenuates the negative effect of the message abstractness on perceived efficacy and purchase intention. The immediacy of action as a result of the immediacy bias condition had an immediate impact on the agentic mindset to take an action on behalf of the children suffering from a humanitarian crisis. The three-way interactions found in this research were marginally significant. The marginally significant results of two-way interactions between message appeal types and immediacy of action

as well as the two-way interactions between the message appeal types and immediacy bias were revealed. Finally, hypothesis 4 was tested in this study. We can infer from the detailed results that the immediacy bias and immediacy of action would strengthen the relationship between the message appeal types and perceived efficacy at a marginal significance level. In an extensive analysis of the response efficacy as the first mediator in the moderated serial mediation model, the need for cognition played a significant role in producing a positive outcome on the response efficacy and purchase intention. This means that the higher the need for cognition, the higher the response efficacy and purchase intention.

4.4. Hypotheses Verification

In this research, the relationship between the message appeal types, perceived efficacy, response efficacy, persuasiveness, immediacy bias, and immediacy of action on purchase intention was tested. The literature review explained each of the variables used in the conceptual framework. After this, surveys were run on the Prolific website. Collected responses from the surveys were analyzed by using PROCESS macro for R Version 4.1.1, PROCESS macro for SPSS version 25, ANOVA, and Linear Regression Model.

The results for hypothesis validation in studies 1, 2, and 3 are arranged in table 1 below.

Hypotheses	Content	Results
H1	Concrete (low-level construal) messages will cause a greater increase in perceived efficacy than abstract (high-level construal) messages.	Supported
H2	Perceived efficacy will cause an increase in the persuasiveness of the message.	Supported
H3	Persuasiveness of the message will cause an increase in customers' purchase intention.	Supported
H4	When high immediacy bias and high immediacy of action exist, the relationship between the message appeal types and perceived efficacy will be strengthened.	Marginally Supported
H5	When the need for cognition increases, customers' purchase intention will increase due to the increasing persuasiveness of the message appeal types.	Supported

Table 1: Summary of Hypotheses Verification

5. CONCLUSION

5.1. General Discussion

Most importantly, this research dealt with the communication of concrete versus abstract CSR messages to a general audience on an interactive online platform. The relationships among the message appeal types, perceived efficacy, persuasiveness, and purchase intention were commonly treated in all studies. The final study took a step further to test the interactions of the message appeal types with the immediacy bias and immediacy of action to positively influence the perceived efficacy. The mediation models were confirmed by empirically verifying the importance of relationships among variables. The combination of these variables produced intended significant results and confirmed the hypotheses. Immediacy bias and immediacy of action showed visual and often significant interactions with message appeal types affecting the perceived efficacy. Though, the interactions were not all acceptable at a highly significant level. The comparison between the control and present conditions of immediacy bias was considered adequate for urging individuals to take action. Furthermore, there was a positive

influence on persuasiveness when significant interaction effects between message appeal types and the need for cognition were produced. The uniqueness of this research lies in the empirical experimentation through which we could test out concrete versus abstract CSR message appeals to individuals while introducing a new combination of variables in the research model. Based on many studies on the construal level, introducing an immediacy bias in relation to temporal distance seemed to be sound from the first.

5.2. Theoretical and Managerial Implications

Contributions of this research exist for researchers interested in the “why” or “how” to deliver a message to persuade a target audience with the aim of making an actual behavioral commitment. Especially, a particular subject of this research could be helpful to certain topics following the same line of research related to cause-related marketing, CSR, and sustainable management. Furthermore, a growing body of research in CSR is constantly enhancing the available knowledge of CSR in academia.

Attempts were made to understand the specific interest in the act of purchasing socially responsible goods boosted by perceived efficacy and persuasiveness as shown in the theoretical and empirical studies above. CSR might be a matter of concern for many firms

interested in investing in CSR with a wish to know the best way and timing to disclose a new CSR program to the public. The agency's belief in one's ability to achieve action is a positive indicator for both customer and corporate stakeholders as both parties perceive a reasonable motivation to take part in the co-created event. Building on the theory of construal level, continuous efforts to make messages more concrete and persuasive will help customers engage in desired business activities. It is important to show a genuine interest and concern for what the firm is offering to customers in order to attract them. More and more digital platforms offer vital features for the convenient sharing of posts and stories. Further research in interactive communication in the digital space is highly related to the concern of "how" to fully take advantage of the resources available online. Along with the research about message persuasion, the miscellaneous parts overlooked in this paper are encouraged to be researched in the future.

5.3. Limitations and Future Research

A few caveats are to bear in mind for this research. First, the research was quite extensive for some research participants. This might have caused gradual fatigue of respondents taking part in the survey as the estimated completion time could have been

underestimated from the beginning. Nevertheless, the overall researchers were very diligent to complete the assigned work.

Second, the same kind of program, in reality, could have influenced the perception of the customer toward the outcome of the suggested scenarios. In consideration of the participants' possible association with the existing firm, they were required to answer whether they have heard of the name of the company. However, this was not a critical issue as it was not the main focus of this study. Future comparison research could compare the existing brand with a self-fabricated brand to find out the relationships with customer perception.

Moreover, it requires efforts to extend study 3 which could have produced stronger moderation effects. Nonetheless, there were some fruitful outcomes from this study at the same time.

Lastly, this research delves into the theoretical background of the construal level, hence it might ring a bell to many researchers in academia. A careful look is recommended to understand the implications related to the field of CSR marketing. This paper has been conducted progressively in consideration of the ethical conduct of research. In addition to the mentioned limitations above, a lack of enough skills, resources, and knowledge of the author could have been a limitation throughout the entirety of the studies.

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ABSTRACT IN KOREAN

구체적인 메시지 대 추상적인 메시지는 사회적 책임이 있는 상품에 대한 고객의 지불 의도에 어떤 영향을 미치는가?

홍 다 령
경영학과 마케팅 전공
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지속가능성에 대한 기업의 관심이 높아지면서 기업의 사회적 책임(CSR) 활동 분야에 대한 연구 범위가 확대되었다. 오늘날 기업의 자선 활동은 단순히 좋은 목적을 위한 기부를 넘어서는 경우가 많으며 지속 가능한 비즈니스 모델은 이제 기업의 필수 요소이다. 본 논문에서는 메시지의 구체성을 연구하여 고객의 구매의도에 어떤 영향을 미치는지 알아보고자 한다. 강조된 핵심 변수는 지각된 효능감이다. 연구 1, 2, 3 에서 메시지 호소 유형이 고객의 구매의도에 미치는 효과는 지각된 효능감과 설득력의 매개변수를 통해 살펴본다. 모든 연구 참가자들에게 실험 자극물인 특정 회사의 소셜 미디어 웹사이트의 기부 프로그램과 관련된 게시물을 보여준다. 연구 1 에서 메시지 호소 유형이 지각된 효능감에 미치는 효과를 ANOVA 결과를 통해 검증하고 지각된 효능감을 통해 메시지 호소 유형이 구매의도에 미치는 단순매개효과를 분석한다. 결과적으로 구체적인 메시지가 추상적인 메시지보다 지각된 효능감에 더


큰 영향을 미친다. 연구 2에서는 단순 매개모형에 설득력이라는 두 번째 매개변수를 추가한 연속매개모형을 분석한다. 고개의 지각된 효능감이 메시지의 설득력을 증가시킨다. 설득력은 고객의 구매의도에 정적 영향을 미친다. 연구 3의 결과로서 행동의 즉시성이 높고 메시지 유형이 구체적일수록 지각된 효능감이 증가한다. 더 나아가 메시지 구체성과 설득력 사이의 관계를 인지욕구가 조절할 때 양의 상호작용 관계가 관찰된다. 마지막으로 연구 결과의 의의와 연구의 한계와 향후 방향에 대해 논의하고자 한다.


주요어: 기업의 사회적 책임, CSR 프로그램, 지각된 효능감, 설득력, 위기, 즉시성 편향, 행동의 즉시성, 인지욕구, 고객 구매의도

학번: 2021-22336

APPENDIX A: Experimental Materials (Study 1)




CONCRETE (HOW) VERSION


**ALLBOUNCES**




We are starting a donation project with the help of our local partners.

We will do this by:




**5326 likes**


**Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program**


**ALLBOUNCES**


Donating over 100,000 pairs of shoes to children in need.

With good pairs of shoes, we can help **68%** of children improve health, **73%** of children increase physical activity, **93%** of children boost self-confidence and **55%** of children improve school attendance




**5326 likes**


**Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program**


**ALLBOUNCES**






We give 1 pair of shoes to children when you purchase 1 pair of our shoes.


**5326 likes**


**Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program**

**ALLBOUNCES**

- We consider our **customers** to be our **primary responsibility**. Over the past **5 years**, our businesses have grown by **500%**.
- We have responsibility to offer the **ethically produced** and **high quality products** to our customers. Our products are **fair trade certified**. We have made about **\$10M financial impact** to fair trade partners. We invest **\$1M** in R&D every year.
- We have responsibility to be **fair** to our **employees** throughout the world. We obtained a **B Cor certification** to demonstrate our fair practices across our business.
- We feel responsibility to pay **taxes** and organize **charitable activities**. Stakeholders can check our financial information through our **yearly reports**.

**5326 likes**

**Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program**




**ALLBOUNCES**


We will strengthen ties with communities that deserve to be heard and seen with your support.

THANK YOU.

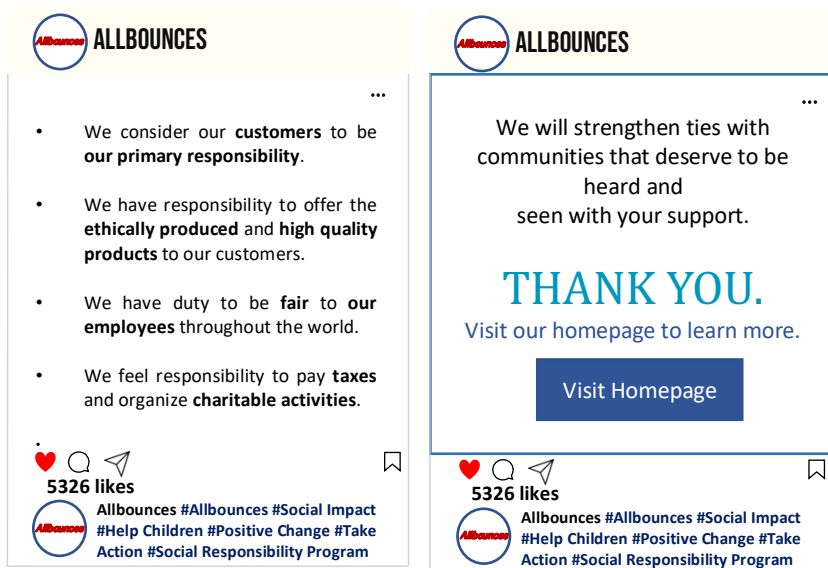
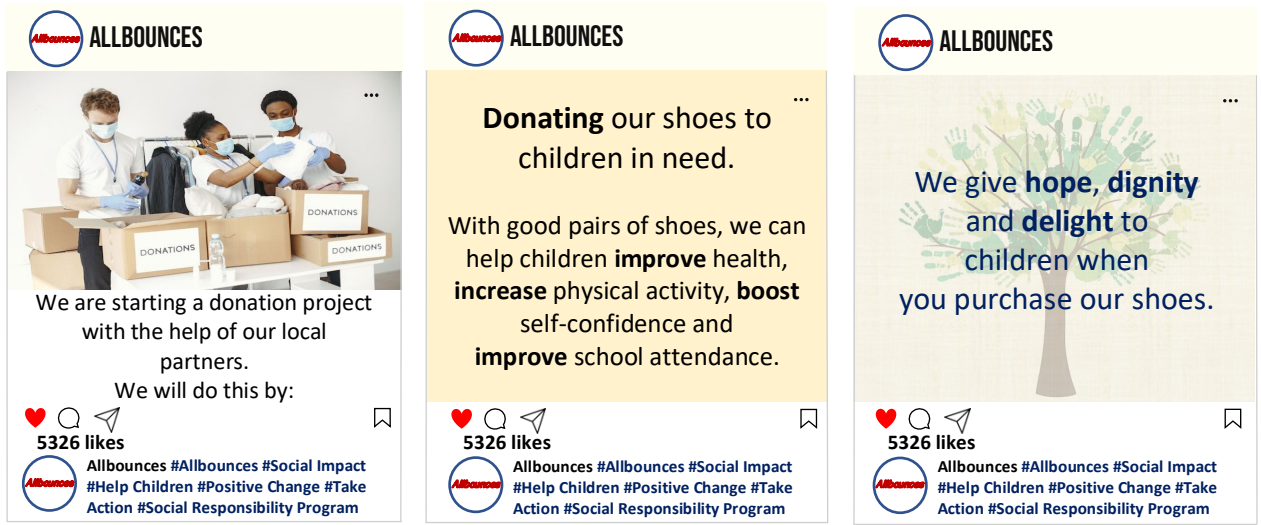
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**5326 likes**


**Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program**


ABSTRACT (WHY) VERSION



APPENDIX B: Experimental Materials (Study 2)




CONCRETE (HOW) VERSION

 ALLBOUNCES




We are starting a donation project with the help of our local partners.

We will do this by:



5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

 ALLBOUNCES

Donating our shoes to ...
to children in the port city of **Sierra Leone, Freetown**, who are suffering from poverty.

With good pairs of shoes, we can help **68%** of children improve health, **73%** of children increase physical activity, **93%** of children boost self-confidence and **55%** of children improve school



5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

 ALLBOUNCES



We give **1 pair** of shoes to children when you purchase **1 pair of our shoes.**



5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

 ALLBOUNCES


...

- We consider our **customers** to be our **primary responsibility**. Over the past **5 years**, our businesses have grown by **500%**.
- We have responsibility to offer the **ethically produced** and **high quality products** to our customers. Our products are **fair trade certified**. We have made about **\$10M financial impact** to fair trade partners. We invest **\$1M** in R&D every year.
- We have responsibility to be **fair** to our **employees** throughout the world. We obtained a **B Cor certification** to demonstrate our fair practices across our business.
- We feel responsibility to pay **taxes** and organize **charitable activities**. Stakeholders can check our financial information through our **yearly reports**.



5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program




 ALLBOUNCES

We will strengthen ties with communities that deserve to be heard and seen with your support.


THANK YOU.

Visit our homepage to learn more.

[Visit Homepage](#)



5326 likes

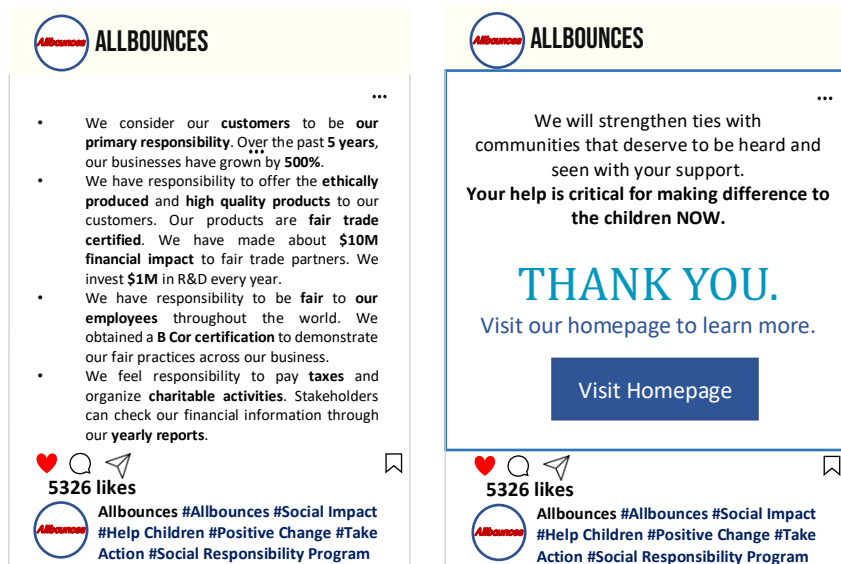
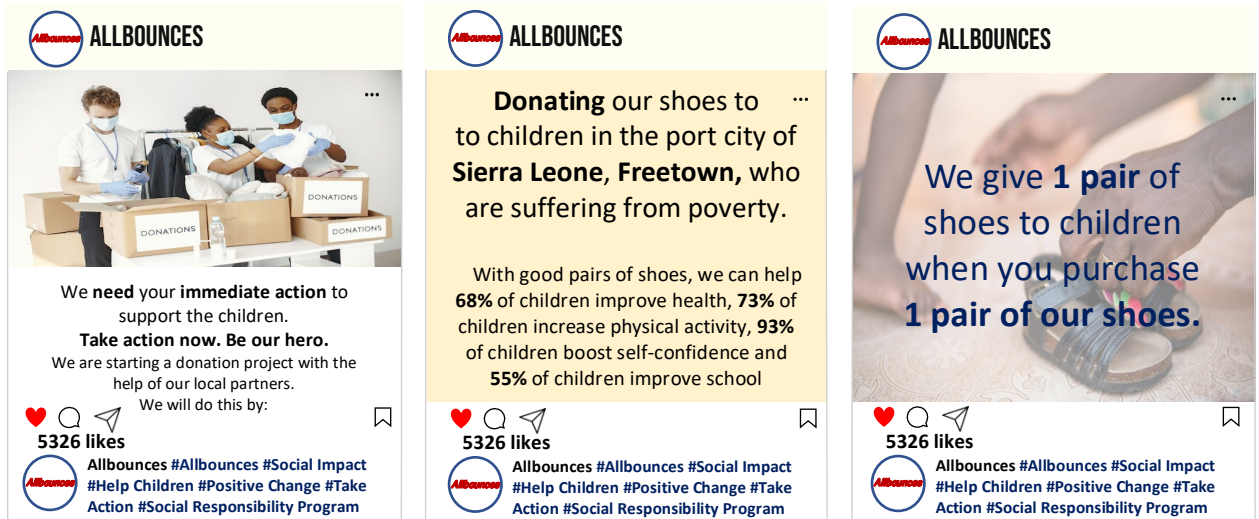
 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

ABSTRACT (WHY) VERSION





APPENDIX C: Experimental Materials (Study 3)

CONCRETE/IMMEDIACY BIAS VERSION




ABSTRACT/IMMEDIACY BIAS VERSION

 **ALLBOUNCES**



We **need** your **immediate action** to support the children.
Take action now. Be our hero.
 We are starting a donation project with the help of our local partners.
 We will do this by:

5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

 **ALLBOUNCES**

Donating our shoes to children in the port city of **Sierra Leone, Freetown**, who are suffering from poverty.

With good pairs of shoes, we can help children **improve** health, **increase** physical activity, **boost** self-confidence and **improve** school attendance.

5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program


 **ALLBOUNCES**



We give **hope, dignity and respect** to children when you purchase our shoes.


5326 likes


 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program

 **ALLBOUNCES**

- We consider our **customers** to be our **primary responsibility**.
- We have responsibility to offer the **ethically produced** and **high quality products** to our customers.
- We have duty to be **fair** to our **employees** throughout the world.
- We feel responsibility to pay **taxes** and organize **charitable activities**.

5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program


 **ALLBOUNCES**

We will strengthen ties with communities that deserve to be heard and seen with your support.
Your help is critical for making difference to the children NOW.

THANK YOU.
 Visit our homepage to learn more.

Visit Homepage

5326 likes

 Allbounces #Allbounces #Social Impact #Help Children #Positive Change #Take Action #Social Responsibility Program