

## REFERENCES

- Abiddin, N. Z., Ibrahim, I., & Abdul Aziz, S. A. (2022). Non-Governmental Organisations (NGOs) and Their Part towards Sustainable Community Development. *Sustainability*, 14(8), 4386. <https://doi.org/10.3390/su14084386>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Albers-Miller, N. D., & Stafford, M. R. (1999). An International Analysis of Emotional and Rational Appeals in Services vs Goods Advertising. *Journal of Consumer Marketing*, 16(1), 42–57. <https://doi.org/10.1108/07363769910250769>
- Amatulli, C., De Angelis, M., Pichierri, M., & Guido, G. (2018). The Importance of Dream in Advertising: Luxury Versus Mass Market. *International Journal of Marketing Studies*, 10(1), 71. <https://doi.org/10.5539/ijms.v10n1p71>
- Armstrong, P. (2020). Stories and the Brain. *Johns Hopkins University Press EBooks*. <https://doi.org/10.1353/book.74953>
- Asante, I., Fang, J., Darko, D. F., & Altab, H. M. D. (2021). Examining the Antecedents of User Donation Intentions Toward Social Media Articles: Moderation Effects of Social Contagion. *SAGE Open*. <https://doi.org/10.1177/21582440211006387>
- Ayten, A., Ayten, A., Boeving, N. G., Killinger, J., Greene, M. I., Loewenthal, K. M., O'Connor, T. G., Stebbins, M., DuBose, T., Weldon, C., DuBose, T., Larson, P. S., Segal, R. A., Popovsky, M. A., Wyatt, S. H., Larson, P. S., Killinger, J., Somerstein, L., Marlan, S., . . . Larson, P. S. (2010). Hope. *Springer eBooks*, 413. [https://doi.org/10.1007/978-0-387-71802-6\\_311](https://doi.org/10.1007/978-0-387-71802-6_311)
- Baek, T. H., & Yoon, S. (2017). Guilt and Shame: Environmental Message Framing Effects. *Journal of Advertising*, 46(3), 440–453. <https://doi.org/10.1080/00913367.2017.1321069>
- Baek, T. H., & Yoon, S. (2022). Pride and gratitude: Egoistic versus altruistic

appeals in socialmedia advertising. *Journal of Business Research*, 142, 499–511. <https://doi.org/10.1016/j.jbusres.2021.12.066>

Bagchi, R., & Cheema, A. (2013). The Effect of Red Background Color on Willingness-to-Pay: The Moderating Role of Selling Mechanism. *Journal of Consumer Research*, 39(5), 947–960. <https://doi.org/10.1086/666466>

Batra, R., & Ray, M. L. (1986). Affective Responses Mediating Acceptance of Advertising. *Journal of Consumer Research*, 13(2), 234. <https://doi.org/10.1086/209063>

Batson, C. D., Duncan, B. B., Ackerman, P. M., Buckley, T., & Birch, K. A. (1981). Is empathic emotion a source of altruistic motivation? *Journal of Personality and Social Psychology*, 40(2), 290–302. <https://doi.org/10.1037/0022-3514.40.2.290>

Baumeister, R. F., Bratslavsky, E., Finkenauer, C., & Vohs, K. D. (2001). Bad is Stronger than Good.

*Review of General Psychology*, 5(4), 323–370. <https://doi.org/10.1037/1089-2680.5.4.323>

Bebko, C. P., Sciulli, L. M., & Bhagat, P. (2014). Using Eye Tracking to Assess the Impact of Advertising Appeals on Donor Behavior. *Journal of Nonprofit & Public Sector Marketing*, 26(4), 354–371. <https://doi.org/10.1080/10495142.2014.965073>

Benson, J. M., & Nagel, T. (1972). The Possibility of Altruism. *The Philosophical Quarterly*, 22(86), 79. <https://doi.org/10.2307/2218611>

Bereczkei, T., Birkás, B., & Kerekes, Z. (2007). Public charity offer as a proximate factor of evolved reputation-building strategy: an experimental analysis of a real-life situation. *Evolution and Human Behavior*, 28(4), 277–284. <https://doi.org/10.1016/j.evolhumbehav.2007.04.002>

Berman, J. D., Barasch, A., Levine, E., & Small, D. A. (2018). Impediments to Effective Altruism: The Role of Subjective Preferences in Charitable Giving. *Psychological Science*, 29(5), 834–844. <https://doi.org/10.1177/0956797617747648>

Bhattacharyya, S. S., Leite, F. F. G. D., Adeyemi, M. A., Sarker, A. J., Cambareri, G. S., Faverin, C., Tieri, M. P., Castillo-Zacarias, C., Melchor-Martínez, E. M., Iqbal, H. M., &

Bilgin, Y., & Kethüda, Ö. (2022). Charity Social Media Marketing and Its Influence

on Charity Brand Image, Brand Trust, and Donation Intention. *Voluntas*, 33(5), 1091–1102. <https://doi.org/10.1007/s11266-021-00426-7>

Bindemann, M., Burton, A. M., Langton, S. R. H., Schweinberger, S. R., & Doherty, M. J. (2007). The control of attention to faces. *Journal of Vision*, 7(10), 15. <https://doi.org/10.1167/7.10.15>

Blossfeld, H., Schneider, T., & Doll, J. (2009). Methodological Advantages of Panel Studies: Designing the New National Educational Panel Study (NEPS) in Germany. *Journal for Educational Research Online*, 1(1), 10–32. <https://doi.org/10.25656/01:4554>

Bok, S., MA, & Min, D. J. (2013). The Effect of Emotional Certainty on Attitudes in Advertising. *ASIA MARKETING JOURNAL*, 14(4). <https://doi.org/10.53728/2765-6500.1500>

Boshoff, C., & Toerien, L. (2017). Subconscious responses to fear-appeal health warnings: An exploratory study of cigarette packaging. *South African Journal of Economic and Management Sciences*, 20(1). <https://doi.org/10.4102/sajems.v20i1.1630>

Carlsmith, J. M., & Gross, A. M. (1969). Some effects of guilt on compliance. *Journal of Personality and Social Psychology*, 11(3), 232–239. <https://doi.org/10.1037/h0027039>

Cavanaugh, L. A., Bettman, J. R., & Luce, M. F. (2015). Feeling Love and Doing More for Distant Others: Specific Positive Emotions Differentially Affect Prosocial Consumption. *Journal of Marketing Research*, 52(5), 657–673. <https://doi.org/10.1509/jmr.10.0219>

Cerf, M., Frady, E. P., & Koch, C. (2009). Faces and text attract gaze independent of the task: Experimental data and computer model. *Journal of Vision*, 9(12), 10. <https://doi.org/10.1167/9.12.10>

Chadwick, A. E. (2015). Toward a Theory of Persuasive Hope: Effects of Cognitive Appraisals, Hope Appeals, and Hope in the Context of Climate Change. *Health Communication*, 30(6), 598–611. <https://doi.org/10.1080/10410236.2014.916777>

Chang, C., & Lee, Y. (2010). Effects of message framing, vividness congruency and statistical framing on responses to charity advertising. *International Journal of Advertising*, 29(2), 195–220. <https://doi.org/10.2501/s0265048710201129>

Chang, H. I., O’Boyle, M., Anderson, R., & Suttikun, C. (2016). An fMRI study of

- advertising appeals and their relationship to product attractiveness and buying intentions. *Journal of Consumer Behaviour*, 15(6), 538–548. <https://doi.org/10.1002/cb.1591>
- Childers, T. L., & Houston, M. J. (1984). Conditions for a Picture-Superiority Effect on Consumer Memory. *Journal of Consumer Research*, 11(2), 643. <https://doi.org/10.1086/209001>
- Chou, W. S., & Budenz, A. (2020). Considering Emotion in COVID-19 Vaccine Communication: Addressing Vaccine Hesitancy and Fostering Vaccine Confidence. *Health Communication*, 35(14), 1718–1722. <https://doi.org/10.1080/10410236.2020.1838096>
- Christov-Moore, L., Simpson, E. M., Coudé, G., Grigaityte, K., Iacoboni, M., & Ferrari, P. F. (2014). Empathy: Gender effects in brain and behavior. *Neuroscience & Biobehavioral Reviews*, 46, 604–627. <https://doi.org/10.1016/j.neubiorev.2014.09.001>
- Cialdini, R. B., & Kenrick, D. T. (1976). Altruism as hedonism: A social development perspective on the relationship of negative mood state and helping. *Journal of Personality and Social Psychology*, 34(5), 907–914. <https://doi.org/10.1037/0022-3514.34.5.907>
- Cockrill, A., & Parsonage, I. (2016). Shocking People Into Action: Does It Still Work?: An Empirical Analysis of Emotional Appeals In Charity Advertising. *Journal of Advertising Research*, 56(4), 401–413. <https://doi.org/10.2501/jar-2016-045>
- Cohen-Chen, S., & Van Zomeren, M. (2018). Yes we can? Group efficacy beliefs predict collective action, but only when hope is high. *Journal of Experimental Social Psychology*, 77, 50–59. <https://doi.org/10.1016/j.jesp.2018.03.016>
- Corbally, M. T. (2022). The role of registered charities in the delivery of global surgery in low- and middle-income countries - a personal experience. *The Surgeon*, 20(1), 41–47. <https://doi.org/10.1016/j.surge.2021.11.001>
- Cotte, J., Coulter, R. A., & Moore, M. J. (2005). Enhancing or disrupting guilt: the role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58(3), 361–368. [https://doi.org/10.1016/s0148-2963\(03\)00102-4](https://doi.org/10.1016/s0148-2963(03)00102-4)
- Dallimore, K. S., Sparks, B., & Butcher, K. (2007). The Influence of Angry Customer Outbursts on Service Providers' Facial Displays and Affective States. *Journal of Service Research*, 10(1), 78–92.

<https://doi.org/10.1177/1094670507304694>

- Davies, M. G. (1993). Developing Combinations of Message Appeals for Campaign Management. *European Journal of Marketing*. <https://doi.org/10.1108/03090569310024558>
- Donovan, R. J. (1994). Store atmosphere and purchasing behavior. *Journal of Retailing*, 70(3), 283–294. [https://doi.org/10.1016/0022-4359\(94\)90037-x](https://doi.org/10.1016/0022-4359(94)90037-x)
- Ekman, P., Freisen, W. V., & Ancoli, S. (1980). Facial signs of emotional experience. *Journal of Personality and Social Psychology*, 39(6), 1125–1134. <https://doi.org/10.1037/h0077722>
- Elliot, A. J., & Maier, M. A. (2007). Color and Psychological Functioning. *Current Directions in Psychological Science*, 16(5), 250–254. <https://doi.org/10.1111/j.1467-8721.2007.00514.x>
- Escalas, J. E. (2004). IMAGINE YOURSELF IN THE PRODUCT : Mental Simulation, Narrative Transportation, and Persuasion. *Journal of Advertising*, 33(2), 37–48. <https://doi.org/10.1080/00913367.2004.10639163>
- Farley, S. D., & Stasson, M. F. (2003). Relative Influences of Affect and Cognition on Behavior: Are Feelings or Beliefs More Related to Blood Donation Intentions? *Experimental Psychology*, 50(1), 55–62. <https://doi.org/10.1027/1618-3169.50.1.55>
- Fredrickson, B. L. (2001). The role of positive emotions in positive psychology: The broaden-and-build theory of positive emotions. *American Psychologist*, 56(3), 218–226. <https://doi.org/10.1037/0003-066x.56.3.218>
- Friedman, M. (1985b). Toward a Reconceptualization of Guilt. *Contemporary Psychoanalysis*, 21(4), 501–547. <https://doi.org/10.1080/00107530.1985.10746099>
- Grigaliūnaitė, V., & Pilelienė, L. (2016). Emotional or Rational? The Determination of the Influence of Advertising Appeal on Advertising Effectiveness. *Scientific Annals of Economics and Business*, 63(3), 391–414. <https://doi.org/10.1515/saeb-2016-0130>
- Gröppel-Klein, A. (2014). No Motion without Emotion: Getting Started with Hard Facts on a Soft Topic. *NIM Marketing Intelligence Review*, 6(1), 8–15. <https://doi.org/10.2478/gfkmir-2014-0002>

- Guo, L., Xu, Y., Liu, G., & Wang, T. (2019). Understanding Firm Performance on Green Sustainable Practices through Managers' Ascribed Responsibility and Waste Management: Green Self-Efficacy as Moderator. *Sustainability*, *11*(18), 4976. <https://doi.org/10.3390/su11184976>
- Hackley, C., & Hackley, R. A. (2015). Marketing and the cultural production of celebrity in the era of media convergence. *Journal of Marketing Management*, *31*(5–6), 461–477. <https://doi.org/10.1080/0267257x.2014.1000940>
- Haidt, J. (2001). The emotional dog and its rational tail: A social intuitionist approach to moral judgment. *Psychological Review*, *108*(4), 814–834. <https://doi.org/10.1037/0033-295x.108.4.814>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis* (6th Edition). Pearson Education Inc.
- Hardin, C. L. (2005). Explaining Basic Color Categories. *Cross-Cultural Research*. <https://doi.org/10.1177/1069397104267891>
- Hartmann, P., Apaolaza, V., & Alija, P. (2013). Nature imagery in advertising. *International Journal of Advertising*, *32*(2), 183–210. <https://doi.org/10.2501/ija-32-2-183-210>
- Hatfield, E., Cacioppo, J. T., & Rapson, R. L. (1993). Emotional Contagion. *Current Directions in Psychological Science*, *2*(3), 96–100. <https://doi.org/10.1111/1467-8721.ep10770953>
- Heath, R. W., Nairn, A., & Bottomley, P. A. (2009). How Emotive is Creativity. *Journal of Advertising Research*, *49*(4), 450–463. <https://doi.org/10.2501/s0021849909091077>
- Hoffman, M. D. (1982). Development of Prosocial Motivation: Empathy and Guilt. *Elsevier eBooks*, 281–313. <https://doi.org/10.1016/b978-0-12-234980-5.50016-x>
- Hoffman, M. D. (1998). Varieties of Empathy-Based Guilt. In *Elsevier eBooks* (pp. 91–112). Elsevier BV. <https://doi.org/10.1016/b978-012148610-5/50005-9>
- Holt, D. B. (2016). Branding in the age of social media. *Harvard Business Review*, *94*(3), 13. <https://dialnet.unirioja.es/servlet/articulo?codigo=5534814>
- Hopgood, S., & Vinjamuri, L. (2012). Faith in Markets. *Oxford University Press eBooks*, 37–64. <https://doi.org/10.1093/acprof:oso/9780199916023.003.0002>

- Hsiao, C. (2007). Panel data analysis—advantages and challenges. *Test*, 16(1), 1–22. <https://doi.org/10.1007/s11749-007-0046-x>
- Hupfer, M. E. (2006). Helping me, helping you: self-referencing and gender roles in donor advertising. *Transfusion*, 46(6), 996–1005. <https://doi.org/10.1111/j.1537-2995.2006.00834.x>
- Hussain, A., Parvaiz, G. S., & Rehman, S. U. (2020). Advertising Appeals and Consumers Buying Intention: The Role of Emotional and Rational Appeals. *Global Social Sciences Review*, V(I), 172–179. [https://doi.org/10.31703/gssr.2020\(v-i\).18](https://doi.org/10.31703/gssr.2020(v-i).18)
- Jahn, B., & Kunz, W. (2014). A Brand Like a Friend - The Influence of Customer Engagement with Social Media Brand Pages on Brand Relationships and Loyalty Intentions. *Social Science Research Network*. <https://doi.org/10.2139/ssrn.2413909>
- Kang, J., Hong, S., & Hubbard, G. T. (2020). The role of storytelling in advertising: Consumer emotion, narrative engagement level, and word-of-mouth intention. *Journal of Consumer Behaviour*, 19(1), 47–56. <https://doi.org/10.1002/cb.1793>
- Kang, J., Hubbard, G. T., & Hong, S. (2019). Gender and credibility in branded storytelling. *Gender in Management: An International Journal*. <https://doi.org/10.1108/gm-02-2019-0015>
- Kang, Y., & Baker, M. A. (2022). Which CSR message most appeals to you? The role of message framing, psychological ownership, perceived responsibility and customer altruistic values. *International Journal of Hospitality Management*, 106, 103287. <https://doi.org/10.1016/j.ijhm.2022.103287>
- Kashif, M., Sarifuddin, S., & Hassan, A. (2015). Charity donation: intentions and behaviour. *Marketing Intelligence & Planning*, 33(1), 90–102. <https://doi.org/10.1108/mip-07-2013-0110>
- Kemp, E., Bui, M., Krishen, A. S., Homer, P. M., & LaTour, M. S. (2017). Understanding the power of hope and empathy in healthcare marketing. *Journal of Consumer Marketing*, 34(2), 85–95. <https://doi.org/10.1108/jcm-04-2016-1765>
- Kemp, E., Kennett-Hensel, P. A., & Kees, J. (2013). Pulling on the Heartstrings: Examining the Effects of Emotions and Gender in Persuasive Appeals. *Journal of Advertising*, 42(1), 69–79.

<https://doi.org/10.1080/00913367.2012.749084>

Krebs, D. L. (1970). Altruism: An examination of the concept and a review of the literature. *Psychological Bulletin*, 73(4), 258–302. <https://doi.org/10.1037/h0028987>

Kristofferson, K., White, K. M., & Peloza, J. (2014). The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action. *Journal of Consumer Research*, 40(6), 1149–1166. <https://doi.org/10.1086/674137>

Kulczynski, A., Ilicic, J., & Baxter, S. (2016). When Your Source Is Smiling, Consumers May Automatically Smile with You: Investigating the Source Expressive Display Hypothesis. *Psychology & Marketing*, 33(1), 5–19. <https://doi.org/10.1002/mar.20857>

Kurniawati, D. T., Rosita, N. H., & Anggraeni, R. (2021). The role of emotional marketing and UTAUT on donation intention through social media. *International Journal of Research in Business and Social Science*, 10(1), 38–46. <https://doi.org/10.20525/ijrbs.v10i1.1026>

Laufer, D., Silvera, D. H., McBride, J. B., & Schertzer, S. M. (2010). Communicating charity successes across cultures. *European Journal of Marketing*, 44(9/10), 1322–1333. <https://doi.org/10.1108/03090561011062862>

Lay, J. C. (n.d.). *Altruism and Prosocial Behaviour* [Thesis]. The University of British Columbia.

Lewinski, P., Fransen, M. L., & Tan, E. S. (2014). Predicting advertising effectiveness by facial expressions in response to amusing persuasive stimuli. *Journal of Neuroscience, Psychology, and Economics*, 7(1), 1–14. <https://doi.org/10.1037/npe0000012>

Li, Z. C., Ji, Y. G., Tao, W., & Chen, Z. F. (2021). Engaging Your Feelings: Emotion Contagion and Public Engagement on Nonprofit Organizations' Facebook Sites. *Nonprofit and Voluntary Sector Quarterly*, 51(6), 1281–1303. <https://doi.org/10.1177/08997640211057398>

Lindauer, M., Mayorga, M., Greene, J. D., Slovic, P., Västfjäll, D., & Singer, P. (2020). Comparing the effect of rational and emotional appeals on donation behavior. *Judgment and Decision Making*, 15(3), 413–420. <https://doi.org/10.1017/s1930297500007208>

Lund, N., Cohen, S., & Scarles, C. (2017). The power of social media storytelling

- in destination branding. *Journal of Destination Marketing and Management*, 8, 271–280. <https://doi.org/10.1016/j.jdmm.2017.05.003>
- McCroskey, J. C., & Young, T. M. (1981). Ethos and credibility: The construct and its measurement after three decades. *Communication Studies*, 32(1), 24–34. <https://doi.org/10.1080/10510978109368075>
- McDuff, D., Kaliouby, R. E., Cohn, J. F., & Picard, R. W. (2015). Predicting Ad Liking and Purchase Intent: Large-Scale Analysis of Facial Responses to Ads. *IEEE Transactions on Affective Computing*, 6(3), 223–235. <https://doi.org/10.1109/taffc.2014.2384198>
- Mehta, A., & Purvis, S. F. (2006). Reconsidering Recall and Emotion in Advertising. *Journal of Advertising Research*, 46(1), 49–56. <https://doi.org/10.2501/s0021849906060065>
- Merchant, A., Ford, J. B., & Sargeant, A. (2010). Charitable organizations' storytelling influence on donors' emotions and intentions. *Journal of Business Research*, 63(7), 754–762. <https://doi.org/10.1016/j.jbusres.2009.05.013>
- Molnar-Szakacs, I., & Overy, K. (2006). Music and mirror neurons: from motion to 'e'motion. *Social Cognitive and Affective Neuroscience*, 1(3), 235–241. <https://doi.org/10.1093/scan/nsi029>
- Nabi, R. L. (2015). Emotional Flow in Persuasive Health Messages. *Health Communication*, 30(2), 114–124. <https://doi.org/10.1080/10410236.2014.974129>
- Nanne, A., Antheunis, M. L., & Van Noort, G. (2021). The role of facial expression and tie strength in sender presence effects on consumers' brand responses towards visual brand-related user generated content. *Computers in Human Behavior*, 117, 106628. <https://doi.org/10.1016/j.chb.2020.106628>
- Nikolinakou, A., & King, K. E. (2018). Viral video ads: Emotional triggers and social media virality. *Psychology & Marketing*, 35(10), 715–726. <https://doi.org/10.1002/mar.21129>
- Palmer, S. E., Schloss, K. B., Xu, Z. J., & Prado-León, L. R. (2013). Music–color associations are mediated by emotion. *Proceedings of the National Academy of Sciences of the United States of America*, 110(22), 8836–8841. <https://doi.org/10.1073/pnas.1212562110>

- Park, C. G. (2015). Applying “Negativity Bias” to Twitter: Negative News on Twitter, Emotions, and Political Learning. *Journal of Information Technology & Politics*, 12(4), 342–359. <https://doi.org/10.1080/19331681.2015.1100225>
- Park, M. S., & Lee, D. (2014). Effects of Storytelling in Advertising on Consumers` Empathy. *ASIA MARKETING JOURNAL*, 15(4). <https://doi.org/10.53728/2765-6500.1568>
- Pathak, V., Jena, B., & Kalra, S. (2013). Qualitative research. *Perspectives in Clinical Research*, 4(3), 192. <https://doi.org/10.4103/2229-3485.115389>
- Poels, K., & Dewitte, S. (2019). The Role of Emotions in Advertising: A Call to Action. *Journal of Advertising*, 48(1), 81–90. <https://doi.org/10.1080/00913367.2019.1579688>
- Presi, C., Maehle, N., & Kleppe, I. A. (2016). Brand selfies: consumer experiences and marketplace conversations. *European Journal of Marketing*, 50(9/10), 1814–1834. <https://doi.org/10.1108/ejm-07-2015-0492>
- Quinton, S., & Fennemore, P. (2013). Missing a strategic marketing trick? The use of online social networks by UK charities. *International Journal of Nonprofit and Voluntary Sector Marketing*, 18(1), 36–51. <https://doi.org/10.1002/nvsm.1450>
- Ranganathan, S. K., & Henley, W. L. (2008). Determinants of charitable donation intentions: a structural equation model. *International Journal of Nonprofit and Voluntary Sector Marketing*, 13(1), 1–11. <https://doi.org/10.1002/nvsm.297>
- Rathee, R., & Rajain, P. (2019). Role Colour Plays in Influencing Consumer Behaviour. *International Research Journal of Business Studies*, 12(3), 209–222. <https://doi.org/10.21632/irjbs.12.3.209-222>
- Raza, S. A., & Zaman, U. (2021). Effect of Cultural Distinctiveness and Perception of Digital Advertising Appeals on Online Purchase Intention of Clothing Brands: Moderation of Gender Egalitarianism. *Information*, 12(2), 72. <https://doi.org/10.3390/info12020072>
- Rohner, S. J., & Miller, R. A. (1980). Degrees of Familiar and Affective Music and Their Effects on State Anxiety. *Journal of Music Therapy*, 17(1), 2–15. <https://doi.org/10.1093/jmt/17.1.2>
- Ross, S. M., & Morrison, G. R. (2003). EXPERIMENTAL RESEARCH METHODS. *Handbook of*

- Research on Educational Communications and Technology*, 1007–1029. <https://doi.org/10.4324/9781410609519-51>
- Sargeant, A., & Hudson, J. (2008). Donor retention: an exploratory study of door-to-doorrecruits. *International Journal of Nonprofit and Voluntary Sector Marketing*, 13(1), 89–101. <https://doi.org/10.1002/nvsm.301>
- Schachter, S., & Singer, J. (1962). Cognitive, social, and physiological determinants of emotional state. *Psychological Review*, 69(5), 379–399. <https://doi.org/10.1037/h0046234>
- Schifferstein, H. N., & Tanudjaja, I. (2004). Visualising Fragrances through Colours: The Mediating Role of Emotions. *Perception*, 33(10), 1249–1266. <https://doi.org/10.1068/p5132>
- Scott, L. M. (1994). Images in Advertising: The Need for a Theory of Visual Rhetoric. *Journal of Consumer Research*, 21(2), 252. <https://doi.org/10.1086/209396>
- Seo, E., & Park, J. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36–41. <https://doi.org/10.1016/j.jairtraman.2017.09.014>
- Seo, Y., & Kang, Y. S. (2020). Effects of Farmers' Facial Expression on Consumers' Responses in Print Advertising of Local Food: The Moderating Role of Emotional Intelligence. *Journal of Food Quality*. <https://doi.org/10.1155/2020/8823205>
- Septianto, F., & Paramita, W. (2021). Sad but smiling? How the combination of happy victim images and sad message appeals increase prosocial behavior. *Marketing Letters*, 32(1), 91–110. <https://doi.org/10.1007/s11002-020-09553-5>
- Shelley, L., & Polonsky, M. J. (2002). Do charitable causes need to segment their current donor base on demographic factors?: An Australian examination. *International Journal of Nonprofit and Voluntary Sector Marketing*, 7(1), 19–29. <https://doi.org/10.1002/nvsm.164>
- Small, D. A., & Simonsohn, U. (2008). Friends of Victims: Personal Experience and Prosocial Behavior. *Journal of Consumer Research*, 35(3), 532–542. <https://doi.org/10.1086/527268>
- Strick, M., Van Baaren, R. B., Holland, R. W., & Van Knippenberg, A. (2009). Humor in advertisements enhances product liking by mere association.

*Journal of Experimental Psychology: Applied*, 15(1), 35–45.  
<https://doi.org/10.1037/a0014812>

Sundermann, L. M., & Leipnitz, S. (2019). Catch Them If You Can: The Effect of Reminder Direct Mailings on the Return Rate of First-Time Donors. *Journal of Nonprofit & Public Sector Marketing*, 31(1), 42–60.  
<https://doi.org/10.1080/10495142.2018.1526733>

Sussman, S. W., & Siegal, W. S. (2003). Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption. *Information Systems Research*, 14(1), 47–65.  
<https://doi.org/10.1287/isre.14.1.47.14767>

Tay, R. (2005). The effectiveness of enforcement and publicity campaigns on serious crashes involving young male drivers: Are drink driving and speeding similar? *Accident Analysis & Prevention*, 37(5), 922–929.  
<https://doi.org/10.1016/j.aap.2005.04.010>

Taylor, K. E., Miyazaki, A. D., & Mogensen, K. B. (2013). Sex, Beauty, and Youth: An Analysis of Advertising Appeals Targeting U.S. Women of Different Age Groups. *Journal of Current Issues and Research in Advertising*, 34(2), 212–228. <https://doi.org/10.1080/10641734.2013.787581>

Tellis, G. J., MacInnis, D. J., Tirunillai, S., & Zhang, Y. (2019). What Drives Virality (Sharing) of Online Digital Content? The Critical Role of Information, Emotion, and Brand Prominence. *Journal of Marketing*, 83(4), 1–20. <https://doi.org/10.1177/0022242919841034>

Thøgersen, J. (2002). Direct experience and the strength of the personal norm-behavior relationship. *Psychology & Marketing*, 19(10), 881–893.  
<https://doi.org/10.1002/mar.10042>

Tian, F., Labban, A., Shearer, R., & Gai, Q. (2021). The Impact of Social Media Activity on Nonprofit Donations in China. *Voluntas*, 32(2), 488–497.  
<https://doi.org/10.1007/s11266-019-00168-7>

Triadafilopoulos, T. (1999). Politics, Speech, and the Art of Persuasion: Toward an Aristotelian Conception of the Public Sphere. *The Journal of Politics*, 61(3), 741–757. <https://doi.org/10.2307/2647826>

Tsai, J. S. H., Bowring, E., Marsella, S., Wood, W., & Tambe, M. (2012). A Study of Emotional Contagion with Virtual Characters. *Lecture Notes in Computer Science*, 81–88. [https://doi.org/10.1007/978-3-642-33197-8\\_8](https://doi.org/10.1007/978-3-642-33197-8_8)

- Urbonavicius, S., Adomaviciute, K., Urbutyte, I., & Cherian, J. (2019). Donation to charity and purchase of cause-related products: The influence of existential guilt and experience. *Journal of Consumer Behaviour*, 18(2), 89–96. <https://doi.org/10.1002/cb.1749>
- Vater, L. B., Donohue, J. M., Arnold, R. M., White, D. B., Chu, E., & Schenker, Y. (2014). What Are Cancer Centers Advertising to the Public? *Annals of Internal Medicine*, 160(12), 813. <https://doi.org/10.7326/m14-0500>
- Vogel, B. F., Tschunkert, K., & Schläpfer, I. (2021). The social meaning of money: multidimensional implications of humanitarian cash and voucher assistance. *Disasters*, 46(2), 348–370. <https://doi.org/10.1111/disa.12478>
- Webster, M., & Sell, J. (2014). Laboratory Experiments in the Social Sciences. In *Elsevier eBooks*. <https://doi.org/10.1016/c2011-0-07562-2>
- Wentzel, D., Tomczak, T., & Herrmann, A. (2010). The moderating effect of manipulative intent and cognitive resources on the evaluation of narrative ads. *Psychology & Marketing*, 27(5), 510–530. <https://doi.org/10.1002/mar.20341>
- Woodside, A. G., Sood, S., & Miller, K. G. (2008). When consumers and brands talk: Storytelling theory and research in psychology and marketing. *Psychology & Marketing*, 25(2), 97–145. <https://doi.org/10.1002/mar.20203>
- Young, C., Gillespie, B. J., & Otto, C. (2019). The Impact of Rational, Emotional, And Physiological Advertising Images On Purchase Intention. *Journal of Advertising Research*, 59(3), 329–341. <https://doi.org/10.2501/jar-2019-010>
- Yousef, M., Dietrich, T., & Rundle-Thiele, S. (2021, June 1). Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. *International Journal of Environmental Research and Public Health*, 18(11), 5954. <https://doi.org/10.3390/ijerph18115954>
- Yousef, M., Dietrich, T., Rundle-Thiele, S., & Alhabash, S. (2022, July 31). Emotional appeals effectiveness in enhancing charity digital advertisements. *Journal of Philanthropy and Marketing*. <https://doi.org/10.1002/nvsm.1763>