

國立政治大學國際傳播英語碩士學位學程

International Master's Program in  
International Communication Studies  
College of Communication  
National Chengchi University

碩士論文

Master's Thesis

以善因品牌配適度探討

企業社會責任在社群媒體上的宣傳效果

The role of cause-brand fit in determining the  
effectiveness of CSR communication in social media

Student: Chui-Ying Cheung  
Advisor: Professor Jih-Syuan Lin

中華民國 110 年 7 月  
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## Abstract

With the growing importance of corporate social responsibility in business, this study aimed to understand how consumers evaluate the effectiveness of CSR communication on social media through the perspective of cause-brand fit. First, this study reviewed the literature of CSR research to imply that cause-brand fit plays a key factor affecting consumer attitude and behavioral intention. Brands promote their CSR effort as brand posts on social media, i.e., Facebook brand posts. By adopting Advertising Value Model (AVM) and Persuasion knowledge Model (PKM), the present study proposed a theoretical model to understand consumer evaluation mechanisms.

Through a controlled experiment, this study collected 223 responses for examining the relationship between cause-brand fit, consumer perceptions, attitudes, and behavioral intentions via Hayes Process Model 4. The results discovered no difference in consumer perceptions or attitudes between high fit and low fit CSR Facebook brand posts. It was so regardless of cause-brand fit. In addition, this study demonstrated the effect of perceived informativeness, entertainment, and perceived manipulative intent on consumer attitudes. Consumers elicit more favorable attitudes when perceiving the Facebook brand post as more informative, entertaining, and less manipulative. These findings can provide a new perspective on social media marketing communication. Theoretical and practical implications of the study are further discussed.

**Keywords:** *Corporate social responsibility, cause-related marketing, social media, perceived advertising value, perceived manipulative intent, Facebook*

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# 1. Introduction

## 1.1. Overview of brands' corporate social responsibility communication

With the growing awareness of societal consciousness, Taiwan has recently been ranked the top one country in terms of “Overall Sustainability Index” among Asian Pacific countries in the 2021 CSOne report (Wu, 2021). Doing good and doing business seems to be two sides of the same coin and the coin is Corporate Social Responsibility (CSR) (Lii, Wu & Ding, 2013). In the meanwhile, the report of “Purpose in Asia” (Kantar, 2018) also revealed a significant insight about brands' CSR practices in Asian countries. Over 90% of Asian respondents are more conscious about the business purpose of a brand and more inclined to support the brands that engage in social causes. This implies that consumers would like to choose brands which have contributed to the benefit of society. Thus, brands are expected to operate their business with societal expectations that exert a positive impact on society (Pride & Ferrell, 2006). With this belief imposed on brands, they desperately want to build a “socially responsible” image that helps differentiate with their competitors and gain competitive advantages, and in turn to enhance their profit (Schaltegger & Synnestvedt, 2002; Porter & Kramar, 2011).

In order to overcome the challenge in promoting CSR (Joireman, Liu, & Kareklas, 2018), brands recently have integrated CSR strategy in social media and increasingly communicate their CSR practice with their consumers (Lee, Yoon, & O'Donnell, 2018; Du & Vieira, 2012). The widespread use of CSR strategy is linking with relevant social causes to reach a mutual benefit between brands and social causes through CSR activities (Trudel & Cotte, 2009; Lee & Ferreira, 2013). When brands promote such CSR initiatives, social media is viewed as an ideal communication channel to have a greater persuasive power (Zizka, 2017), reach effectively to their target customers (Kaplan & Haenlein, 2010; Tench & Jones,

2015). For instance, the 2018 French global fashion design company Lacoste partnered with The International Union for Conservation of Nature (IUCN) to launch the #LacosteSaveOurSpecies campaign with a video posted on Facebook. Lacoste twisted its crocodile logo into ten threatened species on their T-shirt and donated their profit from selling the T-shirt to IUCN. This Facebook post resulted in generating 600k shares, 1.2 million impressions, and 9.9 million earned media on social media. All 1,775 of this limited-edition polo shirt were sold online within 24 hours. The campaign went viral and generated lots of conversation about supporting the brand on social media. Hence, it is important to understand how CSR communication on social media can be effective to enhance consumer evaluation.

## **1.2. Research aims and objectives**

In the CSR context, prior research has suggested that the consumer evaluation of CSR offers based on the implementation, the characteristics of the CRM communication, and message factors (e.g., Chang, 2012; Baghi, Rubaltelli, & Tedeschi, 2009; Nichols, Cobbs, & Raska, 2016). Particularly, cause-brand association has attracted vast attention in the CSR context (e.g., Bigné, Currás-Pérez, & Aldás-Manzano, 2012; Rohit & Panda, 2018). For example, cause-brand fit has widely been discussed in determining consumer responses toward CSR initiatives (Zdravkovic, Magnusson, & Stanley, 2010). However, the extant research has less pinpointed this implementation of CSR communication in online environments (i.e. social media). Previous studies have examined the role of cause-brand fit in affecting consumer trust, perceived value, attitudinal and behavioral responses toward CSR initiatives (eSilva, Duarte, Machado, & Martins, 2020). Yet, the evaluation mechanism of how consumers process and assess CSR brand messages on social media is still understudied.

With the advent of social media and digital marketing, recent works in CSR literature have evolved into the practice of social media advertising that pinpoints the persuasive effect

of CSR-related messages in the online environment (e.g., Mora & Vila, 2020; eSilva et al., 2019). There are two streams of research discussing the effectiveness of CSR communication on social media. One stream of the research has focused on the impact of social media on CSR communication, such as the individual social media use and CSR awareness (Eastman, Smalley, & Warren, 2019) and the individual CSR engagement across social media platforms, such as YouTube, Facebook, and Twitter (Paek, Hove, Jung, & Cole, 2013). Another stream of CSR research has focused on the effect of different CSR message types on social media on consumer attitude and behavioral intentions, such as monologue or dialogue communication types (Bialkova & Te Paske, 2020), positive or negative environmental content on Instagram (Tanford, Kim, & Kim, 2020), and cause-brand fit (Handa & Gupta, 2020). However, when it comes to CSR communication in the social media context, the two streams of research have yet to understand how consumers evaluate the cause-brand fit of CSR messages on social media.

In the social media context, past studies have suggested that marketing activities in social media may trigger favorable consumer attitudes through consumer perceptions. Along with this logic, CSR initiatives on social media may stimulate consumer attitudes through perceived advertising value. For example, Ferreira and Barbosa (2017) have highlighted that consumers evaluate brand content on social media based on different dimensions of advertising value. Hence, Advertising Value Model (AVM) (Ducoffe, 1995) is adapted to clarify the components of advertising value of Facebook brand posts. One of the essential components is perceived informativeness of Facebook posts that explains consumers are attracted by the information about brands, products, or marketing activities in the brand posts (Hassen et al., 2013). Another component is perceived entertainment of Facebook posts that explains the entertainment content of the posts arouses consumer interest (Wang & Sun, 2010; Hassen et al., 2013). This leads the current study to assume that high or low cause-

brand fit is the informativeness and entertainment characteristics of brands' CSR communication on social media. Thus, one of the consumer evaluation mechanisms of CSR Facebook brand posts is that consumers may evaluate cause-brand fit of CSR Facebook brand posts via perceived informativeness and entertainment.

Additionally, prior research has revealed that consumer skepticism may negatively influence CSR communication because consumers may doubt, distrust, and question the brands' intention of CSR efforts (Skarmeas & Leonidou, 2013). CSR messages can be considered as the marketers' persuasive messages that activate consumer persuasion knowledge to resist persuasion because consumers process the manipulative intent of brands rather than the cognitive resources (Kirmani & Zhu, 2007). Regarding the consumer evaluation mechanism of the persuasive messages, the Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994) is adapted to explain why consumers can recognize the manipulative intents of the marketers and respond to persuasion attempts (Campbell, 1995; Fransen et al., 2015). With the activation of persuasion knowledge, consumers apply the existing information to infer the intentions of brands engaging with a social cause in CSR initiatives as manipulative or not, which in turn leads to an adverse effect on CSR initiatives (Friestad & Wright, 1994; Wentzel, Tomczak, & Herrmann, 2010). For example, Moosmayer and Fuljahn (2013) have highlighted that the magnitude of perceived similarity between a brand and a non-profit organization affects consumer evaluation because consumers attribute the underlying motivation of the brand. Here leads to the current study to assume that high or low cause-brand fit is the differentiated fit perspectives of CSR association in brand posts on social media for consumers to infer the underlying intentions of brands. Thus, one path of consumer evaluation mechanisms of CSR Facebook brand posts is that consumers may evaluate cause-brand fit of CSR Facebook brand posts via perceived manipulative intent.

This research contributes to existing CSR research and practice in multiple ways. First, it focuses on the types of CSR messages in terms of cause-brand fit based on schema theory (Crocker, 1984) to understand consumer responses toward high fit and low fit conditions of CSR communication. Second, it combines two streams of research regarding AVM and PKM to develop a holistic understanding of the possible factors affecting consumer evaluations of CSR-related Facebook brand posts. Lastly, the findings of this research are expected to provide a comprehensive understanding of consumer evaluation mechanisms of CSR communication on social media and the communication effectiveness, which in order to suggest the research implications in the field of CSR research and suggestions to CSR marketers.



## 2. Literature Review

In order to determine the communication effectiveness, the current study cuts to the perspective of cause-brand fit affecting brands' CSR communication in social media. Hence, the first part of the literature review introduces the general background of CSR communication and the communication channel of social media for CSR practices. After reviewing the background of CSR communication, there will be four corresponding sections to discuss the consumers' evaluation mechanisms of CSR-related brand messages in social media: (1) consumers' attitudinal and behavioral responses toward Facebook brand posts, (2) the main effect of cause-brand fit, (3) the mediating role of perceived advertising value, and (4) the mediating role of perceived manipulative intent.

### 2.1. Corporate social responsibility (CSR) communication

Corporate social responsibility (CSR) is a concept for brands, companies, or firms' business operations that was first introduced in the 1930s (Cha & Jo, 2019) and has been defined in many ways. According to European Commission (2001, p.6), CSR defines "a concept whereby companies integrate social and environmental concerns in their business operation and in the interactions with their stakeholders on a voluntary basis". Kotler and Lee (2008, p.3) have defined CSR as "a brand, a company or a firm's commitment to improving societal well-being through discretionary business practices and contribution of corporate resources". Therefore, CSR can be viewed from two perspectives: First, CSR involves brands' voluntary commitment in operating their business concerning social and environmental issues in society. Second, brands should care about the needs of their internal and external stakeholders, such as employees, shareholders, or consumers, and interact with them through CSR communication. With the increasing social responsibility expectation from the public (Welford, 2002), more and more companies in various industries have become more aware of CSR and adopted it as a business approach (Austin & Gaither, 2017).



Especially in Taiwan, the Trend of Sustainability Report in Taiwan and APAC 2021 by CSRone has collected over 600 CSR reports issued by the companies in Taiwan in 2021 (CSRone, 2021).

Considering CSR communication as an essential part of their CSR strategy (Podner, 2008; Cone, 2015), the main focus of CSR communication has been the commitment of a brand to a specific social cause. Notably, the United Nations (UN) has developed the Sustainable Development Goals (SDGs) that request the commitment of all governments and corporate sectors (Buhmann, Jonsson, & Fisker, 2019). In order to achieve SDGs accomplishment, there is a wide range of dimensions in performing internal and external CSR strategy, from human resource management to environmental protection, that brands should take responsibility for the impacts on social causes to contribute to societal goals (Australian Human Rights Commission, 2008). Due to the growing social consciousness, effective CSR communication has been an essential tool for brands to promote their prosocial behaviors and brought greater attention from their consumers (Diehl et al., 2017).

## **2.2. CSR communication and cause-related marketing (CRM)**

In the CSR literature, many scholars have argued that brands strive to rise to the challenge of communicating CSR in which the message is difficult to convey (e.g., Maon et al., 2009; Morsing, 2005). In order to highlight brands' CSR effort and their involvement with a specific social cause (Bronn & Vrioni, 2001), previous research has suggested that cause-related marketing (CRM) can be an effective marketing tool for brands' CSR communication to support specific social causes because the abstract concept of CSR is not easy for the public to comprehend (Beise-Zee, 2011). Therefore, CRM has also been widely implemented as a common CSR communication strategy for promotional purposes in recent years (e.g., Nan & Heo, 2007; Jahdi & Acikdilli, 2009; Rajamurugan & Sequeira, 2017; Brønn & Vrioni, 2001). For instance, Baghi, Rubaltellim, and Tedeschi (2009) have believed



that CRM is a communication strategy that intends to prove brands' effort for CSR. To be involved in a specific social cause, CSR is promoted through CRM strategy that brands “contribute a specific amount to a designated cause when customers engage in revenue-providing exchanges that satisfy organizational and individual objectives” (Varadarajan and Menon, 1998, p. 60). Many scholars have also supported this CSR communication strategy is a desirable and effective way to enhance consumer responses (Beise-Zee, 2011). This strategy adopts a social cause to give a brand or a product a credo or belief system which meet consumer expectation (Baghi et al., 2009). Lii, Wu, and Din (2013) have also indicated that such marketing communication of CSR can deliver values that meet consumer belief, improve brand performance and reputation, and contribute to worthy causes. With the increasing consumer engagement in social causes (Cone, 2015), brands are expected to communicate their CSR engagement in a social issue that can make a difference in society (Rajamurugan & Sequeira, 2017). As such, the current study focuses on this strategy of brand's CSR communication in supporting a specific social cause that can help differentiate the brand itself from other competitors, develop a better brand image, increase sales, and build a long-term relationship with customers (Kureshi & Thomas, 2014).

### **2.3. Social media as communication channel for CSR initiatives**

Regarding the communication channel of CSR initiatives, brands have recently changed their way of promoting CSR practices by using social media platforms (Lyon & Montgomery, 2013). For example, iROO, a local cloth brand in Taiwan, organized a one-month CSR activity on their Facebook brand page in 2020 (iROO, 2020). The CSR message showed the brand's supportive involvement in the COVID-19 issue and encouraged consumers' purchase actions on the related clothes and masks. iROO donated the revenue to CDC for supporting the doctors and nurses who work on COVID-19 Prevention. Alternatively, H&M also promoted CSR activities on their Facebook brand page in 2018

(H&M, 2018, see Fig. 1). The Facebook post mentioned that they attempted to raise awareness of “Caring for wild animals” by donating 10% of the revenue to the World-Wide Fund for Nature (WWF) for selling cause-related clothes. These examples have demonstrated that contemporary brands usually perform CSR initiatives by engaging in social causes and promoting their efforts as brand posts on Facebook.



Figure 1. H&M Facebook page

Past scholars have discovered that several advantages of social media can advance CSR communication to an improved level (Sutton, 2016; Kesavan, Bernacchi, & Mascarenhas, 2013; Kent & Taylor, 2016). First, brands use social media to disseminate CSR messages to consumers that can help build a socially responsible image from consumers’ perspectives (Chu, Chen, & Gan, 2020). Patel (2015) has also indicated that effective CSR

communication on social media can help build a better brand image and reputation. Second, the interactive and social characteristics of social media can facilitate two-way communication between brands and their customers (Jin & Phua, 2014). In the social media context, the interactions between brands and consumers can be more direct and mutually. (Men & Tsai, 2013; Ashley & Tuten, 2015). Brands can reach and engage with consumers in the information of CSR communication, while consumers can share their opinions and arguments regarding such messages on social media (Castelló, Morsing, & Schultz, 2013). Perks, Recalde Viana, Farache, and Kollat (2018) have noted that communicating CSR initiatives through social media can help brands to have a better understanding of consumer thoughts. Lyon and Montgomery (2013) have also mentioned that social media not only change the way brands promote their prosocial behavior but also enhance their quality of CSR communication and even reduce greenwashing. Besides, brands' leverage of social media can satisfy consumers' needs of fully engaging in brands' prosocial behaviors (Uzunoğlu, Türkel, & Akyar, 2017). The communication strategies of CSR in social media aim to obtain consumers' support in CSR communication, which can induce consumers' attitudinal and behavioral responses (Gupta et al., 2021). For example, Gupta et al. (2021) have revealed that CSR messages promoted through social media can trigger favorable consumer attitudes toward brands and purchase intentions. Uzunoğlu et al. (2017) have also indicated that CSR social media communication can also reinforce consumer engagement. Furthermore, social media can provide a more open and transparent environment for CSR communication that also helps reduce consumers' skepticism towards CSR (Du & Vieira, 2012). These researches have mainly discussed the advantages of social media as a communication channel for brands to promote CSR initiatives.

Yet, in the CSR context, there is a contradiction when it comes to the effect of brands' CSR social media messages on consumers' evaluations. Despite the interactive and engaging

characteristics of social media, CSR communication may still not meet consumers' standards for brands' social responsibility (Colleoni, 2013). Colleoni (2013) has implied that brands' CSR communication on social media can be perceived as marketing activities that attempt to increase profit. Therefore, this study also attempts to understand how consumers evaluate the brand messages of promoting their contribution on a specific social cause by using social media (i.e. Facebook) based on cause-brand fit of CSR communication.

## **2.4. Cause-brand fit**

Regarding CSR communication, the fundamental factor affecting consumer evaluation is cause-brand fit (Lafferty, 2007; Trimble & Rifon, 2006) or congruence (Kuo & Rice, 2015; Rifon et al., 2004). Both concepts are interchangeably in the literature to explore the potential effect of the relationship between the brand and the social cause on the consumer responses to CSR initiatives. In the CSR context, cause-brand fit has often been defined as “the overall perceived relatedness of the brand and the cause with multiple cognitive bases” (Nan & Heo, 2007, p. 62). This definition has also been identified and well-studied in many areas of marketing and advertising (e.g., Seok Sohn, Han, & Lee, 2012; Bigné, Currás-Pérez, & Aldás-Manzano, 2012; Al-Dmour, Al-Madani, Alansari, & Al-Dmour, 2016; Sheikh & Beise-Zee, 2011). As such, the concept of cause-brand fit has been applied to different contexts.

In the consumer psychology context, Basil and Herr (2006) have suggested that a CSR campaign can benefit the consumers, the brand, and the social cause that forms a balanced triad relationship. Applying the Balance Theory framework, Basil et al. (2006) have further explained that consumers are more likely to seek balance among their interpersonal relationships with the brand and social cause. Their pre-existing attitude transfers effectively to generate positive evaluations on the CSR association between the brand and the social cause. Under the balance of a triad relationship, cause-brand fit is viewed as “strengthening

the unit relationship between the social cause and the brand” (p. 393). Their findings revealed that fit is one of the essential predictors of how consumers evaluate CSR practices, regardless of the pre-existing brand and NPO attitude. It has only focused on the fit between the purpose between the two organizations but has not reflected how the fit influences the likability of CSR associations.

Furthermore, past studies in the CSR literature have generally employed schema theory to explain that consumers evaluate CSR association based on the information about a brand and a social cause (e.g. Moosmayer & Fuljahn, 2013; Lafferty, 2007; Myer & Kwon, 2013; Bigné-Alcañiz, Currás-Pérez, & Sánchez-García, 2009; Zdravkovic et al., 2010; Adiwijaya & Fauzan, 2012). Drawing on the schema theory, individuals match up the objects or ideas with similar features into the same mental schema when processing information and separate schemas to divergent concepts from one another (Tversky, 1977). In the CSR context, consumers match up the new schema, i.e., social cause, with the pre-existing schema of the brand when encountering cause-brand alliances. The fit between the schemas of the social issue and the brand could affect individual cognitive effort (Mandler, 1982; Rifon et al., 2004). Fit has also been explored in various perspectives due to different types of schemas about CRM campaigns, such as the familiarity of a brand and a cause (Kim, Lee, & Kim, 2017), the similarity of the target markets between a product and a cause (Drumwright et al., 2000), and the similarity of consumer base and shared values between the brand and the social cause (Nan & Heo, 2007).

Furthermore, several scholars have suggested two ways to operationalize cause-brand fit in CSR initiatives, including functional and image fit (e.g., Gwinner, 1997; Bigné-Alcañiz et al., 2012; Tian & Yuan, 2013; Trimble & Rifon, 2006). On the one hand, a functional fit is related to the congruence between the product features and the mission of the social cause. On the other hand, an image fit refers to the similarity between the positioning adopted by a

brand and a social cause (Trimble & Rifon, 2006). Specifically, Trimble and Rifon (2006) have further suggested that functional compatibility is more accessible than image compatibility because image fit depends on the consumer's past knowledge of the organization having socially responsible actions or other related behaviors and the perceptions of the causes. Functional fit seems to be more clearly and easily perceived. In the CSR context, Chéron, Kohlbacher, and Kusuma (2012) have found similar findings that the functional fit has a higher tendency to provoke the consumer to perceive a good fit. It is easier to recognize the affinity between the core consumer values of the company and non-profit organization, which trigger better consumer responses to CRM campaigns than image fit (Gwinner, 1997).

Despite the fact that diverse dimensions of cause-brand fit emerged in the CSR literature (Nan & Heo, 2007), the extant research has suggested that the functional fit as a crucial variable contributes to the success of CSR activities (e.g., Ellen et al., 2000; Lafferty, 2007, 2009; Pracejus and Olsen, 2004; Trimble and Rifon, 2006). For instance, Chéron et al. (2012) have proposed that the functional dimension of cause-brand fit is superior for consumers to notice the similarities between the brand and the social cause. Other factors that acknowledge affecting the consumer attitude toward CSR promotion are the duration of CSR promotions, the gender of the consumer, and prior experience of participation. They have employed experimental design to create four advertisements under different combinations of functional-based fit and CRM duration conditions, which are (1) high fit and short duration, (2) high fit and long duration, (3) low fit and short duration, and (4) low fit and long duration. Consumer evaluations have been collected through four separate surveys with different test advertisements. Their findings indicated that consumers do respond differently to cause-brand fit of CRM alliance but not campaign duration. On the one hand, consumers evaluate



more positively and have a high tendency to induce their buying intention when it is under a high functional cause-brand fit condition.

Likewise, several studies have emphasized the effect of NPO familiarity and brand familiarity on cause-brand fit and consumers responses (Basil and Herr, 2006; Grau & Folse, 2008). For example, Samu and Wymer (2009) have implied that the cause and brand familiarity might affect consumer perception of cause-brand fit because their brand and NPOs familiarity indicates their actual knowledge about them. Edmondson & Lafferty (2007) have also suggested positive attitude toward CSR association could be triggered by the familiarity of a brand and a cause. Consumer perceptions about a familiar brand and cause are more accessible from their memory. The relative degree of liking toward familiar brands and NPOs is more stable and accessible than unfamiliar brands and causes. Lafferty (2004) has also revealed that the degree of brand and NPO familiarity can influence the effect of CSR associations by exerting consumer attitude accessibility and information process. Consumers have difficulty finding the connection between a social cause and a brand if they are not familiar with them (Paek et al., 1991). Grau and Folse (2008) have also mentioned that consumer involvement with a social cause can emphasize the importance of a social cause engaged in CSR initiatives that determine their likelihood to participate. In particular, consumers are more likely to support a social cause that is highly related to their personal lives, which, in turn, affects their perception of CSR campaigns. Alternatively, consumers are more likely to consider CRM activities as a commercial objective of the brand when the functional fit is low (Chéron et al., 2012). Past studies have shown an inconsistency with Chéron et al. (2012)'s study (Nan & Heo, 2007; Lafferty, 2007; Drumwright, 1996). Ellen et al. (2000) have suggested that consumers tend to evaluate less positively on CSR advertisement with high fit because they may perceive it as opportunistic. Also, consumers may not respond in different attitudes toward cause-brand fit of CSR advertisement when

they are familiar with brands as cause benefactors. However, these mentioned studies have yet to show consistent findings regarding the effect of cause-brand fit. As such, this study adopts the general concept of cause-brand fit by Trimble and Rifon (2006) to define the similarity between a brand and a social cause. With this perspective, the current research attempts to determine whether consumers may have differential evaluations varying by high or low cause-brand fit of CSR communication on social media.

Given that CSR communication usually promotes Facebook brand posts, the current study finds the importance of examining the effectiveness of CSR-related brand messages on social media based on attitudinal and behavioral outcomes. Eitter (2013) has also suggested CSR messages may not induce consumers favorable responses if brands simply announce CSR-related information on social media. In the marketing literature, previous research has also argued that Facebook brand posts can be viewed as advertising-like messages (Chen, Kim, & Lin, 2015) and aim to trigger consumer responses (De Vries et al., 2012). Hence, it is critical to understand the underlying mechanisms of how consumers evaluate cause-brand fit of CSR communication on social media.

## **2.5. The communication effectiveness of CSR Facebook brand posts**

Regarding the determinants of the effectiveness of CSR communication, consumer attitudes and behavior intentions have been widely discussed in the literature (Schiefelbein, 2012; Chung & Lee, 2019). Therefore, this section focuses on reviewing the past literature about the possible determinants in evaluating the effectiveness of brands' CSR communication.

### **2.5.1. Attitude toward Facebook brand post**

In marketing and advertising research, consumer attitude has been studied in determining the effectiveness of marketing communication. Mitchell and Olson (1981) have defined consumer attitude as “an individual's internal evaluation of an object”. MacKenzie



and Lutz (1989, p.54) have described consumer attitude toward an advertisement as “a learned predisposition to respond in a consistent favorable or unfavorable manner toward advertising in general”. In the social media context, Chen, Kim, and Lin (2015) have highlighted that Facebook brand posts with CSR messages can be viewed as an advertising-like message generated by brands. The posts can trigger consumer cognitive and affective elaborations in information processing, consequently, affect consumer attitudes toward a Facebook post. In addition, past research has extended the concept of consumer attitude in the CSR context. Chu, Chen, and Gan (2020) have defined attitude toward CSR communication in social media as “a consumer’s perceptions and responses toward both marketed-generated and user-generated content in a brand’s CSR communication in social media”. Considering Facebook brand posts with CSR messages as the main focus, attitude toward Facebook brand post refers to consumer perceptions and responses toward brand-generated content on Facebook about their CSR initiatives.

Past literature has studied the impact of CSR on consumer attitudes (Galan-Ladero et al., 2013; Hajjat, 2003; Chaney & Dolli, 2001; Berger et al., 1999; Webb & Mohr, 1998). Basil and Weber (2006) have stated that the consumers are more likely to support CSR initiatives in manifesting their values that motivate them to form positive attitudes. Farache et al. (2008) have studied the effect of CSR initiatives on consumer attitudes to find that consumers usually respond in favorable attitudes toward the partnerships between the brands and non-profit organizations. Similar results have been found in Schiffman and Kanuk (2004)'s study. They have highlighted the change of consumer attitude due to the brand alliance with a social cause. To conclude, consumer attitudes toward the components of CSR associations (e.g., brands, social cause, brand-cause association) can interpret the consumer evaluation of CSR practices.

Nevertheless, Barone, Norman and Miyazaki (2007) have argued that attitude toward brands and non-profit organizations may not be the indicator for the overall evaluation of CSR communication. In Barone et al. (2007)'s study, they have used consumer attitude toward CSR campaigns as the predictor to determine the overall evaluation of CSR campaigns. Through the experiment method, they have demonstrated several descriptions of fictional CSR campaigns and conducted a survey examining how consumers respond to CSR campaigns based on high/low level of retailer–cause fit and cause affinity and positive/negative retailer motive. The results in the study have indicated that consumers are more likely to have positive attitudes toward CSR campaigns when they perceive CSR campaigns in high fit, high cause affinity, and positive retailer motive.

Considering that the functional-based fit can be more perceptible to consumers, this study would pay more attention to the functional dimension of cause-brand fit by Trimble and Rifon (2006). Cause-brand fit is viewed as a critical message factor for consumers to evaluate the congruence between the functional characteristics of the brand and the social cause, in turn, to induce their attitudinal responses toward the messages. While consumers differentiate the cause-brand associations into a high fit or low fit in a real scenario, instead of the degree of fit, the current study categories CSR communication on Facebook in promoting different social causes into Facebook brand post with cause-brand fit and Facebook brand post with no cause-brand fit. There is much evidence suggesting a high fit CSR communication can generate more favorable evaluations of the campaign (e.g., Moosmayer & Fuljahn, 2013; Myer & Kwon, 2013; Crocker, 1984). Hence, this study proposes that a CSR message with high fit may generate a more favorable consumer attitude than a CSR message with low fit:

H1. Facebook brand post with high cause-brand fit will have a more positive attitude toward the Facebook brand post than Facebook brand post with low fit.

Apart from consumer attitude, several scholars have also mentioned that behaviors intentions can determine the effectiveness of CSR initiatives (Lafferty et al. 2002; Hajjat 2003; Youn & Kim, 2016; Patel et al., 2017). The casual relationship between attitudes and behavioral intentions has been widely explained in advertising research. Mehta (2000) has found that consumers with positive attitudes toward advertisements are more likely to spend time responding to the information in the ads. They are also more easily convinced by the advertisements to buy the advertised products. Similarly, Nedungadi, Mitchell, and Berger (1993) have found that if people favor the ads, they are more likely to seek out the information about the ads. Lee, Tsai, and Jih (2006) have also suggested that marketers better create advertisements that can motivate the consumers to receive the information related to ads. Conversely, consumers may avoid the ads when they have negative attitudes, which leads to ineffective advertising. In other words, consumer attitudes toward CSR-related Facebook brand posts may affect their behavioral intentions, which indicates the effectiveness of CSR communication on Facebook.

In particular, there are various behavioral intentions that brands expect consumers to engage with CSR communication, like sharing environmental information, volunteering to participate, or supporting a social cause (Myrick & Evans, 2014). Recently, several researchers have highlighted purchase intention and e-WOM intention as consumer behavioral reactions toward CSR communication on social media by brands (Gupta et al., 2021; Chu & Chen, 2019). In this sense, this study also expects that purchase intention and e-WOM intention are the possible behavioral outcomes that consumers can show their support by purchasing the advertised products on Facebook brand posts and sharing their opinions about the brand's CSR efforts.

### 2.5.2. Purchase intention

Purchase intention acts as one of the determinants for the communication effectiveness of CSR initiatives. It refers to “a consumer’s conscious plan or intention to make an effort to purchase a product” (Lu, Chang, & Chang, 2014, p. 261). Regarding CSR communication on social media, Gupta et al. (2021) have highlighted that purchase intention is the transactional reward from consumers who favor brands' CSR communication on social media. Brands’ CSR activities can induce consumers’ favorable opinions, and lead to positive purchase likelihood (Guping et al., 2021; Chung & Lee, 2019).

Additionally, past CSR studies have revealed that consumers who favor CSR offers are more likely to buy the related products. (e.g., Hajjat, 2003; Hyllegard, Yan, Ogle, & Attmann, 2010a & 2010b; Myers, Kwon, & Forsythe, 2012; Bigné- Alcañiz, Currás-Pérez, Ruiz-Mafé, & Sanz-Blas, 2012). Patel, Gadhavi, and Shukla (2017) have employed the theory of reasoned action (Fishbein & Azjen, 1975) and the cognitive response model (Belch & Belch, 1998) to explain the relationship between attitudes and purchase intention. They have suggested that consumers may elicit the CSR-related message thoughts and advertising execution thoughts to form their responses toward CSR-related advertisements and eventually influence their purchase intention (Ambler & Burne, 1999). In Patel et al. (2017)’s study, two experimental designs of P&G advertisements with CSR offers and without CSR offers have been exposed to undergraduate and postgraduate students in India. Their findings have indicated that the ads with CSR offers can trigger more consumer intentions to purchase by using one-way analysis (ANOVA). Riva et al. (2019) have also supported Patel et al. (2017)’s findings to indicate that the attitudes toward hotels’ CSR marketing activities can affect purchase intentions. Since there are many discussions about consumer purchase intention in the CSR context, the current study assumes that the more positive attitudes

elicited by consumers, the more willing purchasing the CSR-related products advertised on Facebook brand posts. Therefore, this study proposes that:

H2a. Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and purchase intention. That is, Facebook brand post with high fit will have a more positive attitude toward the Facebook brand post, and subsequently lead to more positive purchase intention, compared with Facebook brand post with low fit.

### **2.5.3. e-WOM intention**

In addition, CSR initiatives on Facebook provide consumers with an online communication platform to transfer information or opinion from person to person, which refers to electronic word-of-mouth (e-WOM) (Erkan& Evans, 2016). Lee Thomas, Mullen, and Fraedrich (2011) have indicated word-of-mouth (WOM) is one of the consequences to determine the success of CSR marketing communication. When consumers express their positive feelings about a CSR-related activity, they usually are willing to tell other consumers via a communication platform (Pruden & Vavra, 2004). The opinion transfer creates a favorable environment to simulate other consumers to have positive WOM of the brand (Till & Nowak, 2000). Promoting CSR efforts on social media can help brands build a “socially responsible” brand image (Ramesh, Saha, Goswami, & Dahiya, 2019). Brands can interactively communicate about their CSR actions with consumers on social media and gain a better reputation for encouraging society's well-being and goodwill. Lee, Dolen, and Kolk (2013) have suggested that the marketers could generate brand posts to promote CSR initiatives on their Facebook fan page in gaining more awareness of CSR communication. Meanwhile, consumers can freely leave their opinions about the sponsored social causes without brand permissions.

Past research in the social media context has proposed the relationship between attitude toward social media messages and e-WOM intention to explain how social media

messages affect intention to pass such messages onto others and why consumers engage in e-WOM communication in general (Kim, Martinez, McClure, & Kim, 2016). In Kim et al. (2016)'s study, several social media messages have been created and presented to university students in the U.S. By conducting multiple regression analyses, their results have found the well-established link between attitude and e-WOM intention. They have indicated the relationship between attitudes toward social media messages and e-WOM intention to determine the effectiveness of social media messages.

In the CSR context, Tanford et al. (2020) have suggested that consumer e-WOM intention can determine the effectiveness of Green CSR campaigns for hotels promoted on social media. In their research, they have created social media messages of CSR communication themed on different environmental issues. The campaign messages have been presented to adults in the U.S. who are over age 18. After exposure to CSR-related messages on social media, their participants have rated their perceptions and behavioral intentions toward the campaigns. Their findings have shown that CSR promotions can generate more positive brand evaluations but can not influence consumers' e-WOM intention.

Nevertheless, there is inconsistent evidence to support the relationship between attitudes and e-WOM intention. In the current study, e-WOM intention is considered as one of the indicators of CSR communication effectiveness because CSR messages on social media can be viewed as social media messages to trigger more conversations in the social media community. The current study further assumes that the more positive attitudes generated by consumers, the more intention to have e-WOM regarding CSR-related Facebook brand posts. Therefore, this study proposes that:

H2b. Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and e-WOM intention. That is, Facebook brand post with high fit will have a more

positive attitude toward the Facebook brand post, and subsequently lead to more positive e-WOM intention, compared with Facebook brand post with low fit.

Many scholars have explored various possible antecedents in understanding the reasons behind the formation of consumer attitude toward CSR communication, for example, the congruence of CSR associations, psychological factors, and demographic factors (e.g., Ferle et al., 2013; Van den Brink, Odekerken-Schröder, & Pauwels, 2006; Drumwright, 1996). Past research has identified that cause-brand fit is the essential factor that can provoke more favorable consumer attitudes toward the strategy of CSR associations (e.g., Nan & Heo, 2007; Champlin et al., 2019; de Jong & van der Meer, 2017; Rohit & Panda, 2018). In the following sections, the study focuses on the main effect of cause-brand fit that may influence consumer evaluation toward brands' CSR communication on social media.

## **2.6. Perceived advertising value**

In general, there is an information exchange between advertisers and consumers through communication channels. Advertisers deliver brand-related messages to their consumers and consumer responses and coping behavior in return (Ducoffe, 1996). Past research in the advertising context has indicated that consumers expect to obtain value from the advertisements (Curlo & Ducoffe, 2000). As such, they believe the advertisements are worth it for consumers to spend time and effort processing brand-related information.

Perceived advertising value has become a crucial indicator for consumers to evaluate an ad with three components which are informativeness, entertainment, and irritation. The concept of perceived advertising value was first introduced in the Advertising Value Model (AVM) by Ducoffe (1995).

Past studies in the social media context have discussed the advertising value of brand-generated content on Facebook in forming a positive attitude (Shareef et al., 2019). In Shareef et al. (2019)'s study, they have shared a fictitious UGC and the promotion



advertisement about the Samsung Galaxy Tab S with their friends on Facebook. A questionnaire was sent to collect the participant evaluations on the informativeness, entertainment, and irritation of Facebook contents. Their findings have showed that consumers are more likely to perceive brand-generated content as an informative source while feeling irritated and not entertaining enough to create advertising value. However, recent research has eliminated the effect of perceived irritation on social media advertising value (Van-Tien Dao et al., 2014). Consumers expect to receive informative and entertaining advertisements on social networking sites that fulfill their utilitarian and hedonic needs (Rodgers & Thorson, 2000). Sun et al. (2010) have mentioned that the concept of perceived irritation refers to consumers' negative reactions to inappropriate advertisements. Therefore, they have not considered it as the value of social media advertisements. Cuesta-Valiño, Rodríguez, and Núñez-Barriopedro (2020) have also supported that irritation was not a significant indicator of social media advertising value when promoting healthy products in the social media advertisements. They have explained that healthy products are usually beneficial to the consumer. Along with this logic, CSR communication on social media can be considered as the brand content promoting socially beneficial initiatives that consumers may feel less irritated with and does not significantly influence the perceptions of advertising value.

Given that Facebook brand posts as advertising formats of CSR promote brands' prosocial behaviors (Tanford, Kim, & Kim, 2020; Anuar, Mohamad, & Omar, 2020), this study aims to understand how perceived advertising value of CSR messages influence consumer evaluations. Past research has examined the effectiveness of CSR activities on social networks by combining the attitudinal models in both CSR and viral advertising contexts (Mora & Vila, 2020). That research has shown that consumer perception of viral advertisements on social media can affect their attitude toward cause-brand fit. Based on the



findings in the social media communication and viral marketing literature, the current study further discusses how perceived informativeness and entertainment influence the effect of cause-brand fit on consumer attitudes toward CSR communication on Facebook.

### **2.6.1. Perceived informativeness**

One of the factors that may affect consumer evaluations of CSR communication on Facebook is perceived informativeness. Perceived informativeness is “the ability of the advertising message to inform the recipient by different product and services alternatives so that the consumer gets the most satisfaction he wants” (Ducoffe, 1996, p.22). Informativeness can be described as the subjective utility of the information provided by the advertisement. The utility of an ad is a significant predictor of brand awareness. The information obtained from an ad could be the criteria of consumers’ purchase decision-making. Perceived accuracy, timeliness, and usefulness of the brand information are related to consumer attitudes towards advertisement (Bauer et al., 2005). These studies have highlighted that informativeness is the advertising value which consumers expect to obtain from ads.

In the social media context, past scholars have revealed that there has been a positive relationship between perceived informativeness and consumers’ attitudes (e.g., Schlosse et al., 1999; Logan et al., 2012; Di Pietro & Pantano, 2012). Social media users voluntarily participate in the online community to fulfill their utilitarian needs, such as obtaining brand-related information, solving problems by posting questions, gaining expertise, and meeting like-minded members (Madupu & Cooley, 2010). Brand-related information is one of the critical incentives for motivating consumers to actively participate in brands’ Facebook communities (Arora & Agarwal, 2019). Pollay & Mittal (1993) claimed that informative advertising could create an equilibrium between consumers’ needs and marketers’ offerings. Therefore, consumers expect social media advertisements to provide information about their products and services and technical knowledge of the product attributes (Tafesse, 2015). The

informative content of advertisements can enhance consumer attention (Van-Tien Dao et al., 2014). In addition, for the marketer-generated ad, Shareef et al. (2019) have found that informativeness is positively related to social media advertising value and consumer attitudes towards ads. The essential function of social media advertisements is providing the information consumers need and creating an emotional link with consumers through entertaining ads. In the research of Van-Tien Dao et al. (2014), the findings have indicated that advertising informativeness positively affects consumer perception of social media advertising value and is positively associated with consumer behavior. Along with this logic, perceived informativeness of Facebook brand posts can be a critical factor for influencing consumer attitudes.

CSR communication transmits certain information regarding the brand, the social cause, and the brand's pro-social activities to consumers (AbiGhannam, Chilek, & Koh, 2018). The informativeness of CSR communication refers to "the information that should be conveyed in CSR communication regarding a company's CSR effort" (Kim & Ferguson, 2018). According to information integrated theory (Anderson, 1981), the schemas of the brand and the social cause act as the essential information for consumers to provoke a positive attitude towards CSR advertising (Harben & Forsythe, 2011). Hartmann, Ibáñez, and Sainz (2005) have also indicated that CSR marketing campaigns attempt to communicate detailed information about the social cause, the brand itself, and its pro-social behavior. Kerr and Das (2013) suggested that the fit between the brands and the social cause acts as an informative cue for consumers' evaluations.

To sum up the above-mentioned discussions, the fit between the brand and the social cause can be the important factor influencing consumer perception of informativeness of CSR-related Facebook brand posts. And so, this study suggests that consumers have different perceptions of informativeness of CSR Facebook messages with high fit and low fit. The

consumer perceptions can ultimately affect different attitudinal responses. The current study postulates that consumers may perceive the Facebook brand post under the high cause-brand fit condition as more informative content and generate a more positive evaluation than the Facebook brand post under the low fit condition. Hence, the current study proposes that:

H3. Perceived informativeness mediates the effect of cause-brand fit on attitude towards the Facebook brand post. That is, Facebook brand post with high fit will have a more positive effect on perceived informativeness, and subsequently lead to more positive attitude toward the Facebook brand post, compared to Facebook brand post with low fit.

### **2.6.2. Perceived entertainment**

Another factor influencing consumer evaluations of CSR communication on Facebook is perceived entertainment. In general, perceived entertainment defines “the ability to fulfill audience needs for escapism, diversion, aesthetic enjoyment, or emotional release” (Ducoffe, 1996, p.22). In the social media context, the entertainment of advertisement acts as an intrinsic motivation towards users’ social media use that satisfies the hedonic needs of the consumers (Edwards, Li, & Lee, 2002).

Extant research in the social media context has confirmed the consumers can be persuaded by the advertisement with hedonic benefits (Shareef et al., 2015; 2019). The entertainment value of the ad leads to a sense of enjoyment and pleasure (Pollay & Mittal 1993; Zhou & Bao, 2002; Mirbagheri, & Najmi, 2019). For example, Gaber and Wright (2014) have explained that the way to grab consumer attention and enhance consumer participation is by building games and awards on social media. Such entertaining elements in advertisement can reinforce the effectiveness of advertising in building a consumer-brand relationship.

Regarding social media advertising (SMA), entertainment also acts as an intrinsic motivation towards consumers’ social media uses (Sheldon, 2008; Taylor, Strutton, &

Thompson, 2011; Van-Tien Dao et al., 2014). As such, the entertainment value of SMA is capable of satisfying consumers' hedonic needs (Edwards et al. 2002) and fulfilling their needs for emotional release, diversion, and enjoyment (Martínez-Navarro & Bigné, 2017). Van-Tien Dao et al. (2014) have indicated that consumers look for amusement, relaxation, and enjoyment through SMA. Hence, consumers tend to find SMV entertaining and eventually perceive it as the value of advertising. They have distributed a questionnaire regarding Facebook advertisements to university students at the main entrance of the universities in Vietnam. In their findings, entertainment has been identified to act as an essential factor for the perceived advertising value of SMA.

The prior findings have also been supported in Arora et al. (2019)'s study. They have used SEM approach to investigate the relationship between entertainment and social media advertising value. An online questionnaire regarding social media advertisements has been distributed to Generation Y social media users. Their findings have also indicated that the entertainment factor of SMA has a positive impact on the consumers' perceived social media value, which in turn positively influences consumer attitudes towards social media SMA.

Although there is no sufficient evidence in the CRM literature to establish the relationship between cause-brand fit, perceived entertainment, and consumer attitudes, past studies have suggested that CSR communication provides marketers with a promotion tool to reach their customers on an emotional level (Roy, 2010). Particularly, brands implement CSR strategies based on positive emotions and entertaining features (Bögel, 2015). Andrews et al. (2014) have indicated that CSR messages may generate positive feelings in consumers and satisfy their emotional well-being. For example, consumers are attracted by CSR messages because consumers can trigger the positive emotion of warm-glow feeling by helping a social cause. Such positive emotions may lead consumers to engage with brands' CSR initiatives. From the above discussion, the current study proposes that cause-brand fit can be viewed as

an entertainment factor of Facebook brand posts to impact the consumer evaluations of brands' CSR communication on Facebook. This relationship infers that consumers may perceive Facebook brand posts under the high fit condition as more entertainment and subsequently generate more positive attitudes, compared to Facebook brand posts under the low fit condition. Therefore, this study proposes that:

H4. Perceived entertainment mediates the effect of cause-brand fit on attitude towards a Facebook brand post. That is, Facebook brand post with high fit will have a more positive effect on perceived entertainment, and subsequently lead to more positive attitude toward the Facebook brand post, compared to Facebook brand post with low fit.

Nevertheless, some scholars have argued that consumers may judge CSR communication based on their inference of brands' underlying motivations and recognize such promotions as a manipulative intent of brands to increase sales (e.g., Chang & Cheng, 2015; Ellen et al., 2000). Dunn and Harness (2018) have highlighted that the CSR strategy with different message appeals can reduce consumer skepticism about the brand's persuasive attempts at influencing consumer perceptions, while consumers may sense the brand's manipulative intent of performing CSR initiatives (Folse et al., 2010). Hence, this study draws on the concept of perceived manipulative intent to discuss how consumers evaluate CSR-related brand messages on Facebook with or without cause-brand fit.

## **2.7. Perceived manipulative intent**

In a review of the CSR literature, several studies have suggested that CSR communication on media can motivate consumers to pay more attention to the purposes of CSR associations. When consumers are frequently exposed to CSR messages, they may accumulate the related knowledge to infer the motives of CSR performances and resist persuasion (Campbell & Kirimani, 2008; Folse & Grau, 2014; Patel, Gadhavi, & Shukla, 2017). Such consumer inference is defined as perceived manipulative intent by the

Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994). PKM is often adopted to explain that consumers may judge brands' intentions of CSR marketing campaigns as “an inappropriate, unfair or manipulative means” (Campbell, 1995, p.228).

To understand the mechanism of consumer inference, Moosmayer and Fuljahn (2013) have suggested that brands as persuasive agents to pursue a more positively responsible brand image through engaging with a social cause in CSR initiatives is recognized as a persuasion attempt. Consumers tend to utilize their persuasion knowledge in inferring brands' underlying reasons for creating CSR marketing activities. Such inference consequently affects the assessment of CSR communication and consumer behavioral intentions (Hamby & Brinberg, 2018).

Furthermore, past studies have indicated that consumers evaluate CSR initiatives carefully based on their characteristics. The characteristics of CSR initiatives include the donation amount to the social cause, cause-brand fit, and product types (e.g., Webb & Mohr, 1998; Pracejus & Olsen, 2004; Chang & Liu, 2012). Most research in the CSR literature has been inquiring into cause-brand fit and investigating the mediating role of perceived brand motives (e.g., Myers, Kwon & Forsythe, 2012; Kanta, Ramana, & Mallikarjuna, 2014). The extant research has suggested that consumer persuasion knowledge leads to the detection of brand altruistic and egoistic motivations and, therefore, affects their responses. For example, Becker-Olsen, Cudmore, and Hill (2006) have found that consumer thoughts about brand motivation may influence the relationship between cause-brand fit and consumer attitudes. The study has created four fictitious CRM associations in different fit and brand motives conditions and exposed the newspaper articles about each association to 108 participants. Their findings have revealed that consumers are more likely to induce more thoughts when fit is low than high. Especially when CSR associations are under low-fit conditions, consumers

tend to focus more on brand motivations. Under high-fit conditions, CSR association with socially motivated triggers more positive consumer attitudes than the profit-motivated one.

Likewise, Folse and Grau (2014) have also supported that brand motives serve as a mediating role in the relationship between cause-brand fit and consumer attitudes. They have explained that consumers may suspect a sponsored brand supporting a social cause is for its own benefits and view it as less ethically responsible. Two fictitious associations between brands and an education issue have been created in their experiment under more congruent and less congruent conditions. To examine the persuasive effect of these CSR initiatives, they have asked 208 participants whether they think the brand organizes CSR initiatives is either for gaining attention or trying to look good. But in Becker-Olsen et al. (2006)'s study, their results have not found that consumer perceptions of brand motives mediate the positive effect of cause-brand fit and consumer attitude. Unexpectedly, consumers do not trigger negative thoughts about brand motives when CSR association is less congruent.

Though there is inconsistent evidence that consumer perceptions of brand motive influence the effect of cause-brand fit on attitudes, several scholars have still suggested that consumers may perceive CSR communication as the brand's manipulative intent rather than the selfish motive (Foreh & Grier, 2003). The fit between the brand and a specific social initiative may enhance the attitude toward the brand as a high fit relationship may be more easily integrated into the consumer's existing cognitive structure (Fisher & Taylor, 1991) and judged as an appropriate action of the brand (Till & Busler, 2000). Conversely, the persuasive tactics of CSR initiatives can raise suspicion about brands' motives (Kamiya, Hernandez, Xavier, & Ramos, 2018). Thus, perceived manipulative intent is the cognitive evaluation that indicates the inconsistency between an advertiser's intention and consumer responses (Cotte, Coulter, & Moore, 2005), therefore, leads to adverse reactions (Chang & Cheng, 2015).



Based on the discussion above, the current study extends to investigate that cause-brand fit indirectly affects consumer attitudes toward CSR-related Facebook brand posts through perceived manipulative intent. This study predicts that consumers may be less likely to perceive manipulative intents of the brand and respond more positively when they see a Facebook brand post promoting CSR association under the high fit condition. In contrast, when consumers see a Facebook brand post showing CSR association under the low fit condition, they may more tend to believe CSR communication elicit more manipulative intent and induce more negative attitudes. Therefore, this study subsequently proposes that:

H5. Perceived manipulative intent mediates the effect of cause-brand fit on attitude towards a Facebook brand post. That is, Facebook brand post with high fit will have a more negative effect on perceived manipulative intent, and subsequently lead to more positive attitude toward Facebook brand post, compared to Facebook brand post with low fit.





### 3. Methodology

The current study aims to understand consumers' information processing mechanisms in evaluating high fit or low fit of CSR communication on Facebook. The research framework is first introduced to summarize the proposed hypotheses in this study, followed by the overview of the research design, including samples, stimulus materials, pilot study, survey design, and analytical strategy.

#### 3.1. Research framework

In the current study, the research model is proposed to focus on how consumers perceive brands' CSR communication on social media differently based on the different fit conditions. Along with the discussions in the previous chapter, the framework of the current study is illustrated in Figure 2.

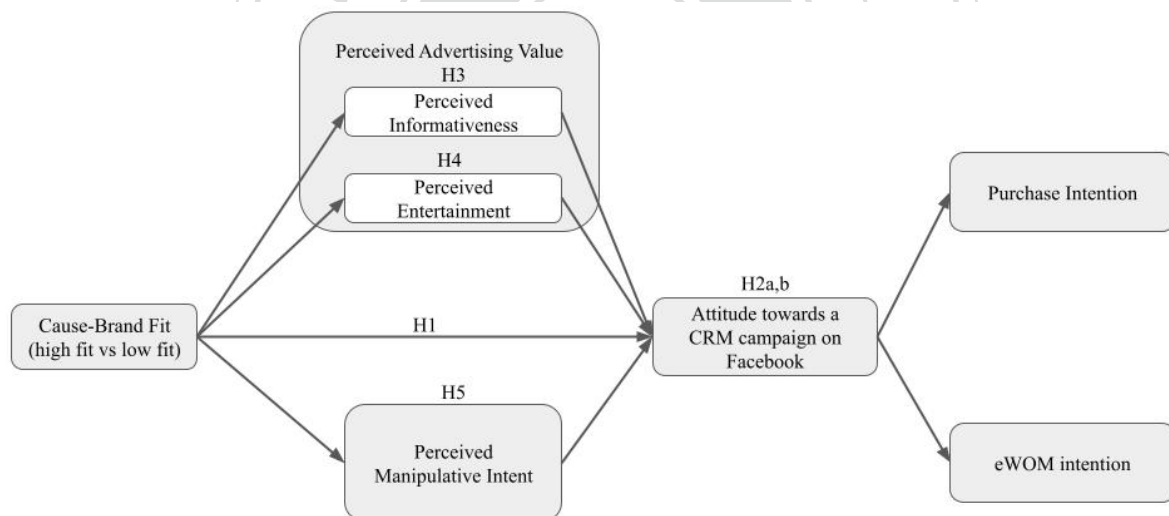


Figure 2. Proposed theoretical framework

The proposed hypothesis of the current study is summarized below:

H1. Facebook brand post with high cause-brand fit will have a more positive attitude toward the Facebook brand post than Facebook brand post with low fit.

H2a. Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and purchase intention. That is, Facebook brand post with high fit will have a more

positive attitude toward the Facebook brand post, and subsequently lead to more positive purchase intention. That is, Facebook brand post with high fit could have a more positive attitude toward the Facebook brand post, and subsequently leads to more positive purchase intention, compared with Facebook brand post with low fit.

H2b. Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and e-WOM intention. That is, Facebook brand post with high fit will have a more positive attitude toward the Facebook brand post, and subsequently lead to more positive e-WOM intention, compared with Facebook brand post with low fit.

H3. Perceived informativeness mediates the effect of cause-brand fit on attitude towards the Facebook brand post. That is, Facebook brand post with high fit will have a more positive effect on perceived informativeness, and subsequently lead to more positive attitude toward the Facebook brand post, compared to Facebook brand post with low fit.

H4. Perceived entertainment mediates the effect of cause-brand fit on attitude towards a Facebook brand post. That is, Facebook brand post with high fit will have a more positive effect on perceived entertainment, and subsequently lead to more positive attitude toward the Facebook brand post, compared to Facebook brand post with low fit.

H5. Perceived manipulative intent mediates the effect of cause-brand fit on attitude towards a Facebook brand post. That is, Facebook brand post with high fit will have a more negative effect on perceived manipulative intent, and subsequently lead to more positive attitude toward Facebook brand post, compared to Facebook brand post with low fit.

### **3.2. Overview of between-subject group experimental design**

The proposed hypotheses aimed to understand a causal relationship between cause-brand fit, perceived advertising value, perceived manipulative intent, attitudes, and behavioral intentions. In this case, the current study collected primary and quantitative data to investigate the participants' responses to CSR communication on Facebook. In the CSR

literature, most of the research have used an experimental design to test the effect of cause-brand fit on dependent variables by developing several experimental conditions of stimuli (e.g., Shih & Wang, 2021; Anridho & Liao, 2013; Zhang, Scodellaro, Pang, Lo, & Xu, 2020; Chéron et al., 2012; Nan & Heo, 2007). Therefore, this study also employed an experimental method to treat cause-brand fit as a manipulated variable in developing two experimental groups - high fit and low fit groups. For the between-subject experimental design, this research attempted to understand consumer perceptions of informativeness, entertainment, manipulative intent, attitudes, and behavioral intentions. In particular, the current study also used random assignment to strengthen the internal validity of the experiment. Randomization was applied to place the participants into different experimental groups.

### **3.2.1. Samples**

Millennials (also known as Generation Y) are the best target segment for the brands to promote their CSR initiatives. Lee and Haley (2020) have found that they tend to perceive CSR initiatives as a genuine act of the brands than the elderly generation (older than 55 years old) and baby boomers. Millennials are the generation who are more likely to use their social influence on society (Kielburger & Kielburger, 2014). They also have a sense of belonging to the social community and be civic-minded (Strauss & Howe, 2000). In addition, past studies have categorized Millennials as digital natives (Palfrey & Gasser, 2008) who frequently use social media as their part of life (Wesner & Miller, 2008). The current study, therefore, focused on Millennials' responses to CSR communication on Facebook.

When it comes to defining the birth year range of Millennials, the definitions are slightly different in the past studies. Regarding the use of social media, people who are born in the years between 1981 and 2000 have been considered as Millennials (Steadman, 2008). For the green consumption behavior in social media, Millennials has been defined as the range of birth years from 1981 to 2000 (Bedard & Tolmie, 2018). According to Taiwan

Internet Report (2020), 80.1% of the Taiwan population has frequently used social media and 90% of them are aged between 12 to 39 years old. While Facebook users are mainly aged between 35 and 39 years old (Statista, 2019b), the current study defined Millennials who are born between 1981 and 2000 (21 to 40-year-old) and uses randomization as the reliable method of creating homogenous treatment groups (Montgomery, 2017). The participants were randomly assigned in high fit and low fit groups and their responses were collected by using Lime Survey to compare the results between high fit and low fit groups.

### **3.2.2. Stimulus materials**

In the current experimental research, stimulus materials were created to manipulate high and low cause-brand fit conditions. Referring to the previous example of H&M Facebook brand post shown in the literature review, the current study imitated the copywriting of the H&M Facebook post to create the stimulus materials for the experimental study. According to the definition of cause-brand fit, it is the “congruence between the brand’s product feature and a social cause” (Trimble & Rifon, 2006). The high and low cause-brand fit was manipulated by varying the social causes across both posts while the brand was kept constant (Zhang et al., 2020; Das, Guha, Biswas, & Krishnan, 2016). The brand selected was GU Taiwan. The two social causes selected were “caring for wild animals” and “resources recycling and recovery”. The stimuli were in the message form of Facebook brand posts with GU Taiwan brand name and logo and contained two distinct messages. In Figure 3, the message presented GU Taiwan’s new clothes with wild animals’ design to show their attention to protecting wild animals in the world. 10% of revenue would be donated to World Wide Fund for Nature (WWF). Figure 4 presented new clothes designed by GU Taiwan with the zero-waste concept to show their attention to recycling the resources in the world. 10% of revenue would be donated to Green Peace Taiwan (GP). The images of cloth designs were slightly different in showing two social causes promoted by GU Taiwan.

The image layout, the number of words, hashtags, symbols, and all the components of a Facebook post were identical across all experimental stimuli (see Fig. 3 & Fig. 4).



Figure 3. GU Taiwan Facebook brand post promoting “Caring for wild animals”





Figure 4. GU Taiwan Facebook brand post promoting “Resources recycling and recovery”

### 3.2.3. Pilot test

Prior to the main experimental, a pilot study was conducted to confirm which one of experimental materials was perceived as high fit or low fit conditions and ensure that the experimental materials were designed to be as realistic as possible to stimulate the real situation. The purpose of this pilot study was carried out in an attempt to examine cause-brand fit and perceived realism of the two stimulus materials.

In order to achieve this purpose, a between-subject experimental design was carried out in an attempt to examine cause-brand fit, realism and quality of the two experimental treatments. The experimental design was divided into two groups, including (1) GU Taiwan

Facebook brand post of “caring for animals” and (2) GU Taiwan Facebook brand post of “resources recycling and recovery”. By using randomization with the a/b testing technique of the online platform Lime Survey, the participants were randomly assigned to complete the questionnaire with one of the two stimulus materials. The data was collected to ensure whether the treatments would be effective to use in the main study and identify the fit and no fit conditions based on the participant perceptions.

Regarding the procedure of the pilot test, there were two sets of questionnaires for two experimental groups, one group containing GU Taiwan Facebook brand post with “Caring for wild animals” promotion and one group containing GU Taiwan Facebook brand post with “Resources recycling and recovery” promotion. The website address (URL) of the questionnaires for this pilot test was sent to the friends of the researchers. From the beginning of the questionnaire, a brief introduction was presented to the participants and asked them to consent to participate in the study. Then, they were randomly assigned to one of the questionnaires that they can only read one of the stimulus materials. The online questionnaires were divided into four parts. In the first part, the participants were first instructed to answer the filter question to indicate whether they are Facebook users. In the second part, a brief definition of CSR communication was presented to the participants and asked them whether they have seen any brands’ CSR communication on Facebook before. After that, the participants then saw one of GU Taiwan Facebook brand post screenshots and answered the filter question to indicate it was the first time they had seen the post. The participants who had never seen the stimuli continued to complete the online questionnaire that measured their perceived realism and the quality of the Facebook post, cause-brand fit, brand familiarity, and cause involvement. In the last part, the participants were asked to provide their demographic information regarding biological sex, age range, marital status, education level, and monthly income.

Speaking of the measurements in the pilot test, there were seven measures used in which their scales were adapted from several studies. The first three measures were used to make sure the stimulus materials could appear on Facebook with high realistic and high quality. These three measurement scales were adapted from Diehl, Terlutter and Mueller (2016) and modified to fit the current research. The participants were asked to answer three questions on a 5-point Likert scale. The first question is “How realistic is this post?” and rated from 1 = very unrealistic to 5 = very realistic. The second question is “How is the quality of this post?” and rated from 1 = very low quality to 5 = very high quality. The third question is “Do you think this post could appear on Facebook?” and rated from 1 = totally disagree to 5 = totally agree. Following the procedure of Diehl et al. (2016), the mean scores of each question for each group was used to compare with the midpoint of the scale.

Regarding the measurements of the pilot test, there were five measures used in which adapted scales from several studies. The first measure was used to ensure the stimulus materials could appear on Facebook with high realism. The measurement scale was adapted from Diehl, Terlutter, and Mueller (2016) and modified to fit the current research. The participants were asked to answer three questions on a 5-point Likert scale. The question is “How realistic is this post?” and rated from 1 = very unrealistic to 5 = very realistic. Following the procedure of Diehl et al. (2016), the mean scores in each group were accumulated to compare with the midpoint of the scale. Then, the participants were asked to answer their perceptions of cause-brand fit. The wordings were modified to fit in the study by asking their feelings of GU Taiwan’s brand image and social issues promoted on the Facebook posts. Four sentimental differential items on a 5-points Likert scale were adapted from Trimble and Rifon (2006) which were (1) very dissimilar/very similar; (2) very unrelated/very related; (3) very different/very alike; (4) very irreconcilable/very reconcilable. Next, the participants were asked to report their familiarity with the brand GU Taiwan and



non-profit organizations (i.e., World Wild Fund for Nature and Greenpeace Taiwan). Their brand familiarity and NPO familiarity were rated in the two questions on “how familiar are you with this brand” and “how familiar are you with this charity” on a 5-point Likert scale (1 = very unfamiliar, 5 = very familiar). Finally, the measurement of cause-involvement consists of five sentimental differential items which are (1) “unimportant/important”, (2) “means nothing to me/means a lot to me”, (3) “personally relevant/irrelevant”, (4) “doesn’t matter a great deal to me/a great deal to me”, and (5) “no concern/great concern to me”. By asking how the participants think about the promoted social cause, the measurement was assessed on a 5-point Likert scale. In the last section, participants were asked to provide their demographics information regarding biological sex, age ranges, marital status, education level, and monthly incomes.

During the period from June 4<sup>th</sup> to June 8<sup>th</sup>, 2021, there were 108 responses collected from the online questionnaire. After filtering the non-Facebook users, 68 valid participants completed the surveys for the pilot study. Among all valid participants ( $N = 68$ ), there were 38 participants in the “Caring for wild animals” group and 30 participants in the “Resources recycling and recovery” group. Among 68 participants, there were 25 males (36.8%) and 43 females (63.2%). Most of the participants were in the age range from 30 to 39 years old (39.7%), followed by 50 or older (26.5%) and 20 to 29 years old (23.5%). While most of the participants had completed a Bachelor's degree (47.1%), their monthly income mostly reached in the range of NT70,000 or more (25%).

In order to ensure the stimulus materials were well developed, this study analyzed the responses of perceived realism by using a one sample t-test (see Table 1). By comparing the mean scores and midpoint of the scale, the results found that both participants in “Caring for wild animals” group ( $M_{caring} = 3.71$ ,  $SD_{caring} = 1.09$ ;  $t = 4.03$ ,  $p < .001$ ) and “Resource

recycling and recovery” group ( $M_{resources} = 3.57, SD_{resources} = 1.19; t = 2.60, p < .05$ ) rated the materials significantly higher than the midpoint “3”.

Table 1  
*One sample t-test for perceived realism of stimulus materials*

| Group                            | Perceived realism |                  |          |          |
|----------------------------------|-------------------|------------------|----------|----------|
|                                  | <i>N</i>          | <i>Mean (SD)</i> | <i>t</i> | <i>p</i> |
| Caring for wild animals          | 38                | 3.71 (1.09)      | 4.03     | .000     |
| Resources recycling and recovery | 30                | 3.57 (1.19)      | 2.60     | .015     |

*Note.* Test value = 3

In order to comparing the perception of realism between two groups, the current study then used independent sample t-test. Results revealed that perceived realism of both experimental materials did not have a significant difference (see Table 2). The participants in “Caring for wild animals” group had similar perceived realism ratings to the participants in “Resources recycling and recovery” group ( $M_{caring} = 3.71, SD_{caring} = 1.09; M_{resources} = 3.57, SD_{resources} = 1.19, t = -.52, p = .30$ ). Based on the results in Table 2, the findings indicated that the participants in both groups perceived the stimulus materials as the posts that could realistically appear on Facebook.

Table 2  
*Independent sample t-test of perceived realism between two groups*

| Groups                           | Perceived realism |                  |          |          |
|----------------------------------|-------------------|------------------|----------|----------|
|                                  | <i>N</i>          | <i>Mean (SD)</i> | <i>t</i> | <i>p</i> |
| Caring for wild animals          | 38                | 3.71(1.09)       | -0.52    | .303     |
| Resources recycling and recovery | 30                | 3.57(1.19)       |          |          |

Furthermore, this pilot study adapted the concept of cause-brand fit to identify the high fit and low fit conditions of two stimulus materials. The current study then used an analysis of covariance (ANCOVA) to compare the mean value of cause-brand fit between “Caring for wild animals” and “Resource recycling and recovery” groups. According to the results in Table 3, cause-brand fit was found to have a significant difference between two groups. More specifically, the participants in “Caring for wild animals” group rated significantly lower scores in terms of cause-brand fit than the participants in “Resource

recycling and recovery” group ( $M_{caring} = 2.34$ ,  $SD_{caring} = .69$ ;  $M_{resources} = 3.38$ ,  $SD_{resources} = .77$ ;  $t = -5.88$ ,  $p < .001$ ). Results revealed that the participants in “Caring for wild animals” group had a lower cause-brand fit rating on the GU Taiwan Facebook brand post and the Facebook brand post promoting “Caring for wild animals” was identified as low fit condition. On the contrary, the participants in “Resources recycling and recovery” group had a high cause-brand fit rating on the GU Facebook brand post and the Facebook brand post promoting “Resources recycling and recovery” was identified as high fit condition.

Table 3  
Independent sample t-test of cause-brand fit between two groups

| Groups                           | Cause-brand fit |                   |          |          |
|----------------------------------|-----------------|-------------------|----------|----------|
|                                  | <i>N</i>        | Mean( <i>SD</i> ) | <i>t</i> | <i>p</i> |
| Caring for wild animals          | 38              | 2.34(0.69)        | -5.88    | .000     |
| Resources recycling and recovery | 30              | 3.38(0.77)        |          |          |

### 3.3. Survey design

#### 3.3.1. Measures

In the experimental measurement, five research constructs were measured, the cause-brand fit, perceived advertising values, perceived manipulative intent, attitude, and behavioral intentions. All measurement scales were adapted and added from studies of the extant literature and were modified to suit the research purpose of this study.

##### 3.3.1.1. Cause-brand fit

Regarding the measurement of cause-brand fit, the four sentimental differential items on a 5-point Likert scale, which are (1) very dissimilar/very similar; (2) very unrelated/very related; (3) very different/very alike; (4) very irreconcilable/very reconcilable, were adopted from Trimble and Rifon (2006) to measure their perception of cause-brand fit. The wording was modified to fit in this study by answering their perception of the GU Taiwan’s brand image and social issues promoted on the Facebook posts. All measurement scales of the four items were used to check the manipulation of cause-brand fit in the main study.

### 3.3.1.2. Perceived advertising value

The perceived advertising value measurement were evaluated by the advertising value scale from Van-Tien Dao et al. (2014). There are two dimensions in the advertising values that were adapted in the current study, which measure perceived informativeness and perceived entertainment. Each of two dimension has four measurement which are a total of 8 questions in the perceived advertising values scale concept of perceived informativeness adapted from the Van-Tien Dao et al. (2014)'s study. For perceived informativeness ( $\alpha = .86$ ), the participants responded to a series of statements about perceived informativeness which were modified to fit this study. The statements included “When I see this GU Taiwan post on Facebook, I think” (1) this Facebook post is a valuable source of information about a brand's product, (2) this Facebook post tells me which brands have the features I am looking for, and (3) this Facebook post helps me to keep up to date about products in the marketplace. The measurements use a 5-point Likert scale, scored from 1 = very disagree to 5 = very agree. The higher score means they agree more with the statements. All measurement scales of three items were reliable which can be combined to form an index as their overall perception of informativeness.

For perceived entertainment ( $\alpha = .86$ ), three statements were adapted from Van-Tien Dao et al. (2014) and modified to fit in this study. The participants responded to a series of statements to measure their perception of entertainment: (1) This Facebook post is amusing and entertaining. (2) This Facebook post is enjoyable. (3) I feel pleasure in thinking about what I read in this Facebook post”. The measurements were assessed on a 5-point Likert scale, scored from 1 to 5. The higher score means they agree more with the statements. These three statements were reliable and then combined to form an index as their overall perception of entertainment.

### 3.3.1.3. Perceived manipulative intent

The scales of perceived manipulative intent are adapted from Campbell (1995). The five statements about the inference of manipulative intent are modified to fit the current study. It was measured by asking the participants to respond to a series of statements: (1) The way this Facebook post tries to persuade people seems acceptable to me. (2) The brands tried to manipulate the audience in ways I do not like. (3) I was annoyed by this Facebook post because the brand seemed to be trying to inappropriately manage or control the consumer audience. (4) I didn't mind this Facebook post; the brand tried to be persuasive without being excessively manipulative. (5) This Facebook post was fair in what was said and shown". The measurements use a five-point Likert scale, scored from 1 = very disagree to 5 = very agree. With respect to the five items of perceived manipulative intent, the responses of the statements (1), (4) and (5) had to be reversed to make the item scales consistent with the concept of perceived manipulative intent. The responses of all statements were reliable ( $\alpha = .76$ ) to be combined to form an index as their overall perception of manipulative intent.

### 3.3.1.4. Attitude toward Facebook brand post

To measure attitude toward a Facebook post ( $\alpha = .89$ ), a sentimental differential scale adapted from Chen, Kim and Lin (2015) was adopted in this study. The four items of responses with a 5-point scale consisted of (1) unfavorable/favorable; (2) negative/positive, (3) bad/good; (4) no liking/ liked a lot. The study took the average mean of the participants' responses to those four items and all measurement scales were reliable to form as their overall attitude toward a Facebook post.

### 3.3.1.5. Behavioral intentions

Regarding consumers' behavioral intention to CSR communication, there were two dimensions as the possible outcomes of promoting CSR messages on social media. First, there were three items to measure purchase intentions ( $\alpha = .88$ ) adapted from Grau and Folse

(2007). The statements were modified to fit this study as follows: (1) I would consider buying the product advertised on the post. (2) Even if there are other options, I would prefer to purchase the product advertised on the post. (3) I am likely to purchase the product advertised on the post. The measurements of purchase intention with three items were assessed on a 5-point Likert scale, scored from 1 = very disagree to 5 = very agree. The higher score means they agree more with the statements. The responses to their intention of purchasing advertised products were combined to form an index.

Another dimension was e-WOM intentions ( $\alpha = .93$ ) adopted from Eberle, Berens, and Li (2013). The four items of this variable were also modified to fit this study, which included: (1) I will invite friends to learn more about this Facebook post. (2) I will recommend this Facebook post to my friends. (3) I will talk about this Facebook post on Facebook. (4) I will talk positively about this Facebook post. The measurements of e-WOM intention with four items were assessed on a 5-point Likert scale, scored from 1 = very disagree to 5 = very agree. The higher score means they agree more with the statements. The ratings of those four items were then combined to form an index respectively as their overall intentions of having e-WOM communication on Facebook.

#### 3.3.1.6. Control variables

To avoid the confounding effect, this study included brand familiarity, NPO familiarity and cause involvement as controls in the analysis. For brand familiarity and NPO familiarity, the measurement scale was adapted from Kim, Lee, and Kim (2017)'s study. The ratings of brand familiarity and NPO familiarity were evaluated with one semantic differential item on a 5- point Likert scale (1 = very unfamiliar, 5 = very familiar). For the consumers' involvement with a social cause ( $\alpha = .98$ ), the four sentimental differential items adapted from Maheswaran and Meyers-Levy (1990) by asking about what the participants think about the promoted social cause on the Facebook post, including (1)

“unimportant/important”, (2) “means nothing to me/means a lot to me”, (3) “personally relevant/irrelevant”, and (4) “doesn’t matter a great deal to me/a great deal to me”. The assessments were also measured on a 5-point Likert scale and took the average mean of these four items to form an index.

Besides, demographic variables such as age, gender, and education level were also included as control variables in the analysis. First, the respondents were asked to report their birth year for measuring age. The age range was coded as 1=21 to 25 years old, 2=26 to 30 years old, 3=31 to 35 years old, 4=36 to 39 years old. Then, the respondents answered their gender and was coded as 1=male and 2=female. For marital status, single was coded as 1 while married was coded as 2. Regarding the education level, the respondents were asked to report with 7-point scale, including 1=primary school, 2=secondary school, 3=high school, 4=basic vocational school, 5=bachelor’s degree, 6=master’s degree, 7=doctoral degree. Lastly, the respondents were asked to report their monthly income with 8-point scale, including 1=under NT\$9,999, 2=NT\$10,000 to NT\$19,999, 3=NT\$20,000 to NT\$29,999, 4=NT\$30,000 to NT\$39,999, 5=NT\$40,000 to NT\$49,999, 6=NT\$50,000 to NT\$59,999, 7=NT\$60,000 to NT\$69,999, and 8=NT\$70,000 or more.

### **3.3.2. Procedures**

The experiment was conducted online to test the hypotheses. The questionnaire was translated in Chinese and uploaded to an online survey platform Lim Survey for ease of distribution. The researcher created the posts to recruit the participants from several social media platforms, such as Facebook questionnaire sharing group pages, Dcard, and Q\_ary page on online forum PTT during the period from June 25<sup>th</sup> to July 3<sup>rd</sup>, 2021. Before the experiment, a brief introduction of the questionnaires was written on the posts, including the purpose of the experiment, the criteria of the target respondents and the link for the online questionnaire. In order to increase the willingness for completing the survey, there was a gift



lottery of cause-related products for the respondents who have provided effective samples. After the participants clicked the link, they were randomly assigned to two experimental conditions, a high cause-brand fit condition and low cause-brand fit condition by using a/b testing technique of the online survey platform Lime Survey. The participants entered in the questionnaire and started to answer a screening question about whether they have a Facebook account for filtering out the non-target respondents who do not have a Facebook account. Only participants who have a Facebook account could access to the second section of the questionnaire.

The second section began with the definition of CSR and a brief description about how brands perform CSR communication on social media and the position of consumers in brands' CSR communication on social media. Before answering the measurements, the participants were instructed to view the picture of a fictitious Facebook brand post for one minute. Then, they were requested to answer another screening question about whether they have seen the Facebook brand post before. Since the picture was fictitious created, the participants were not supposed to see the picture before. Therefore, only participants who have never seen the post could answer the subsequent questions for evaluating the post. After viewing the stimulus material, the participants were asked to answer a series of questions regarding the measure of cause-brand fit, perceived informativeness, perceived entertainment, perceived manipulative intent, and their attitudinal and behavioral consequences. In the last part, the participants were asked to provide their demographic information regarding biological sex, age range, marital status, education level, monthly income and their email for the gift lottery. After completed the questionnaire, the participants were thanked for their patience and contribution to this study.



## 4. Results

The data were collected and further analyzed using SPSS 25 program to conduct the reliability test, demographic analysis, manipulation check, confounding checks, and path analysis. First, this study used descriptive statistics to review the demographic profile of the respondents. To confirm the manipulation of cause-brand fit, an independent sample t-test was conducted to have a manipulation check. To test the proposed hypotheses, an analysis of covariance (ANCOVA) was performed to look at H1 while Process Model 4 in Andrew Hayes' Process v.3.5. was utilized to test mediating paths of H2 – H5.

### 4.1. Descriptive statistics

According to the collected data, there were a total of 223 respondents participating in this questionnaire. There were 87 non-target participants eliminated in the statistic analysis because they did not complete the questionnaire, were reported as non-Facebook users and had seen the Facebook brand posts before. Thus, the responses of 136 valid participants were included in the statistics (68 for the “high fit” group and 68 for the “low fit” group).

For the demographic profile (see Table 4), a total of 136 valid participants comprised 96 female participants and 40 male participants. Given that the millennial generation was the target age segment in this study, the age of participants ranged from 21 to 39 years old which majority of them were 21 to 25 years old (42.6%) and 26 to 30 years old (41.2%). Most of the participants were single (89.7%). For educational level, more than half of the participants have completed their bachelor's degree (61%), followed by master's degree (35.3%). Regarding the monthly income, most of them have earned around NT\$30,000 to NT\$39,999 monthly (25.7 %), followed by under NT\$9,999 (22.1%).

Table 4  
*Demographic Statistics (N = 136)*

| Demographics       | Items                    | Frequency (N) | Percentage (%) |
|--------------------|--------------------------|---------------|----------------|
| Gender             | Male                     | 40            | 29.4           |
|                    | Female                   | 96            | 70.6           |
| Age range          | 21-25 years old          | 58            | 42.6           |
|                    | 26-30 years old          | 56            | 41.2           |
|                    | 31-35 years old          | 17            | 12.5           |
|                    | 36-39 years old          | 5             | 3.7            |
| Marital status     | Single                   | 122           | 89.7           |
|                    | Married                  | 14            | 10.3           |
| Educational level  | High school              | 3             | 2.2            |
|                    | Basic vocational school  | 1             | 0.7            |
|                    | Bachelor's degree        | 83            | 61.0           |
|                    | Master's degree          | 48            | 35.3           |
|                    | Doctoral degree          | 1             | 0.7            |
| Monthly income     | Under NT\$9,999          | 30            | 22.1           |
|                    | NT\$10,000 to NT\$19,999 | 23            | 16.9           |
|                    | NT\$20,000 to NT\$29,999 | 12            | 8.8            |
|                    | NT\$30,000 to NT\$39,999 | 35            | 25.7           |
|                    | NT\$40,000 to NT\$49,999 | 19            | 14.0           |
|                    | NT\$50,000 to NT\$59,999 | 10            | 7.4            |
|                    | NT\$60,000 to NT\$69,999 | 6             | 4.4            |
| NT\$70,000 or more | 1                        | 0.7           |                |

#### 4.2. Manipulative check

To check the manipulation of cause-brand fit for this experiment, this study used independent sample t-test to analyze the participants' responses to perceived cause-brand fit of the experimental treatments. According to the results shown in Table 5, cause-brand fit did have a significant difference between high fit and low fit conditions ( $M_{\text{high}} = 3.35$ ,  $SD_{\text{high}} = .94$ ;  $M_{\text{low}} = 3.04$ ,  $SD_{\text{low}} = .98$ ;  $t = 1.88$ ;  $p < .05$ ). The participants in high fit group rated significantly higher than the participants in low fit group in terms of cause-brand fit, which indicated that the manipulation of the stimulus materials was match to the participants' perception in terms of cause-brand fit.

Table 5  
Independent sample t-test of cause-brand fit for manipulation check

| Groups   | Cause-brand fit |      |      |
|----------|-----------------|------|------|
|          | Mean(SD)        | t    | p    |
| high fit | 3.35(0.94)      | 1.88 | .031 |
| low fit  | 3.04(0.98)      |      |      |

### 4.3. The potential impact of control variables

This study used ANOVA to check whether the control variables and demographic variables hold constant between high fit and low fit groups. Given that brand familiarity, NPO familiarity and cause involvement were considered as control variables in the current study, cause-brand fit (high fit versus low fit) was the categorical independent variable while brand familiarity, NPO familiarity and cause involvement were the dependent variables in the ANOVA test. According to the results in Table 6, there were no significant difference on brand familiarity and cause involvement between high fit and low fit groups. The results also indicated that only NPO familiarity had a significant difference between high fit and low fit groups which the participants in high fit group had a higher level of familiarity with the non-profit organization than the participants in low fit group ( $M_{high} = 2.99$ ,  $SD_{high} = 1.03$ ;  $M_{low} = 2.25$ ,  $SD_{low} = 2.25$ ,  $F(1,134) = 16.02$ ,  $p < .001$ ).

Table 6  
ANOVA of control variables between high fit and low fit groups

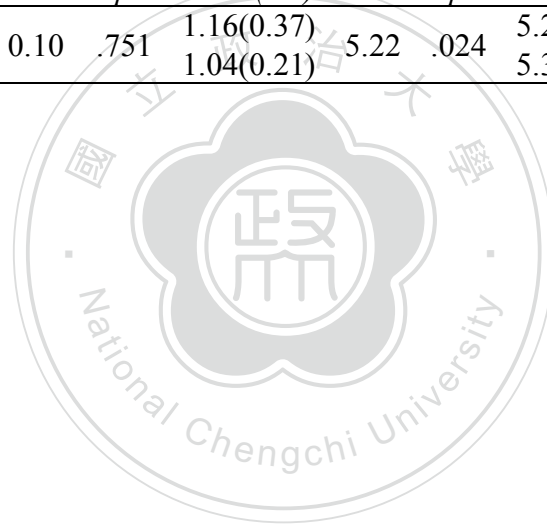
| Groups   | Dependent variables |      |      |                 |       |      |                   |     |      |
|----------|---------------------|------|------|-----------------|-------|------|-------------------|-----|------|
|          | Brand familiarity   |      |      | NPO familiarity |       |      | Cause involvement |     |      |
|          | Mean(SD)            | F    | p    | Mean(SD)        | F     | p    | Mean(SD)          | F   | p    |
| High fit | 3.47(1.07)          | 1.92 | .169 | 2.99(1.03)      | 16.02 | .000 | 3.93(0.75)        | .22 | .637 |
| Low fit  | 3.22(1.03)          |      |      | 2.25(1.11)      |       |      | 3.87(0.79)        |     |      |

Furthermore, another ANOVA test was performed to compare the demographic variable between two groups. According to Table 7, there were no significant difference on gender, age, education and wages between high fit and low fit groups. However, the results showed that marital status had a significant difference between two groups which more participants were married in high fit group than low fit group ( $M_{high} = 1.16$ ,  $SD_{high} = 0.27$ ;

$M_{low} = 1.04$ ,  $SD_{low} = 0.21$ ,  $F(1, 134) = 5.22$ ,  $p < .05$ ). With the findings in these two ANOVA tests, this study used NPO familiarity and marital status as covariate to control their effect in the analysis for the hypothesis testing.

Table 7  
ANOVA of demographic variables between high fit and low fit groups

| Groups   | Dependent variables |      |      |            |      |      |                |      |      |            |      |      |            |      |      |
|----------|---------------------|------|------|------------|------|------|----------------|------|------|------------|------|------|------------|------|------|
|          | Gender              |      |      | Age        |      |      | Marital status |      |      | Education  |      |      | Wages      |      |      |
|          | Mean(SD)            | F    | p    | Mean(SD)   | F    | p    | Mean(SD)       | F    | p    | Mean(SD)   | F    | p    | Mean(SD)   | F    | p    |
| High fit | 1.71(0.46)          | 0.00 | 1.00 | 1.79(0.80) | 0.10 | .751 | 1.16(0.37)     | 5.22 | .024 | 5.26(0.61) | 0.95 | .333 | 3.28(1.66) | 0.27 | .606 |
| Low fit  | 1.71(0.46)          |      |      | 1.75(0.82) |      |      | 1.04(0.21)     |      |      | 5.37(0.62) |      |      | 3.44(1.98) |      |      |



#### 4.4. The relationship between cause-brand fit and attitude

Hypothesis 1 proposes that that Facebook brand posts under high fit and low fit conditions have significantly different effects on consumers' attitudes. To test H1, an ANCOVA was carried out with cause-brand fit as independent variable, attitude toward the Facebook brand post as dependent variable, NPO familiarity and marital status as covariates. According to Table 8, there was no significant effect of cause-brand fit on attitude toward the Facebook brand post ( $M_{high} = 3.58, SD_{high} = 0.61; M_{low} = 3.58, SD_{low} = 0.73; F(1,132) = 0.82, p = .37$ ). The findings indicated that the respondents had similar attitudinal responses toward Facebook brand posts under high fit and low fit conditions. Thus, H1 was not supported. With respect to the control variables, NPO familiarity was not significant ( $F(1,132) = 2.73, p = .10$ ) while marital status was found to be a significant predictor ( $F(1,132) = 4.53, p < .05$ ) on attitude toward the Facebook brand post.

Table 8  
Direct effect of cause-brand fit on attitude toward the Facebook brand post

| Groups            | Dependent variable |      |      |
|-------------------|--------------------|------|------|
|                   | Mean(SD)           | F    | p    |
| High fit          | 3.58(0.61)         | 0.82 | .368 |
| Low fit           | 3.58(0.73)         |      |      |
| Control variables |                    |      |      |
| NPO familiarity   | -                  | 2.73 | .101 |
| Marital status    | -                  | 4.53 | .035 |

#### 4.5. The effect of cause-brand fit and behavioral intentions via attitude

For H2a and H2b, this study performed two simple mediation analyses using Hayes (2018)'s PROCESS Model 4 with 5,000 bootstrap samples to test whether attitude toward Facebook brand post mediates the relationship between cause-brand fit and two behavioral intentions. According to the proposed research framework, the mediation model of H2a was analyzed with purchase intention as dependent variable(Y), attitude toward Facebook brand post as mediator (M), NPO familiarity and marital status as covariates. Cause-brand fit as

independent variable (X) was coded as 0=high fit and 1=low fit. The analytical results for the direct effect of cause-brand fit on attitude and purchase intention were shown in Table 9, while the results for the mediation model analysis of H2a were shown in Table 10.

According to Table 9, the results indicated that cause-brand fit did not have a significant direct effect on attitude toward Facebook brand post ( $\beta = .11, SE = .12, t = .90, p = .37$ ). With the respect of control variables, marital status positively affected attitude toward Facebook brand post ( $\beta = .41, SE = .19, t = 2.13, p < .05$ ) but NPO familiarity did not ( $\beta = .09, SE = .05, t = 1.65, p = .10$ ). This direct effects on attitude showed the same findings in previous ANCOVA test. However, the effect of cause-brand fit ( $\beta = .26, SE = .13, t = 2.01, p < .05$ ) and attitude toward Facebook brand post ( $\beta = .83, SE = .09, t = 8.83, p < .001$ ) on purchase intention was significant. For the effect of control variables, the results also showed that both NPO familiarity ( $\beta = .16, SE = .06, t = 2.77, p < .01$ ) and marital status ( $\beta = .57, SE = .21, t = 2.73, p < .01$ ) also significantly affected purchase intention.

Moreover, there was a significant total effect of cause-brand fit on purchase intention ( $\beta = .35, SE = .16, 95\% \text{ CI } [.03, .68]$ ). The effect changed to marginally significant when the mediator was added to the model (see Table 10), presenting a direct effect of cause-brand fit on purchase intention ( $\beta = .26, SE = .13, 95\% \text{ CI } [.00, .52]$ ). However, the partially standardized indirect effect of cause-brand fit on purchase intention was not significant ( $\beta = .09, SE = .10, 95\% \text{ CI } [-.11, .29]$ ), since the confidential interval included zero. Thus, it was concluded that the relationship between cause-brand fit and purchase intention could not be explained by attitude toward Facebook brand post, H2a was not supported.

Table 9  
*Direct effect of cause-brand fit on attitude and purchase intention*

|  | Dependent variables                     |                  |          |                        |                   |          |
|--|---|------------------|----------|------------------------|-------------------|----------|
|  | Attitude toward Facebook brand post (M) |                  |          | Purchase intention (Y) |                   |          |
|  | $\beta(SE)$                             | <i>t</i>         | <i>p</i> | $\beta(SE)$            | <i>t</i>          | <i>p</i> |
| Constant                               | 2.85(.27)                               | 10.61            | .000     | -1.27(.40)             | -3.21             | .002     |
| Cause-brand fit (X)                    | .11(.12)                                | .90              | .368     | .26(.13)               | 2.01              | .047     |
| Attitude toward Facebook brand post(M) | -                                       | -                | -        | .83(.09)               | 8.83              | .000     |
| Covariates                             |   |                  |          |                        |                   |          |
| NPO familiarity                        | .09(.05)                                | 1.65             | .101     | .16(.06)               | 2.77              | .007     |
| Marital status                         | .41(.19)                                | 2.13             | .035     | .57(.21)               | 2.73              | .007     |
| Model summary                          |   | $R^2=.06$        |          |                        | $R^2=.47$         |          |
|  |   | $F=2.76, p=.045$ |          |                        | $F=29.86, p=.000$ |          |

Table 10  
*Partially standardized indirect effect of cause-brand fit on purchase intention*

| Effect  | Bootstrap 5,000 Confidence interval |     |        |       |
|---|-------------------------------------|-----|--------|-------|
|   | $\beta$                             | SE  | LLCI   | ULCI  |
| Total effect                                    |                                     |     |        |       |
| cause-brand fit → purchase intention            | .35                                 | .16 | .0285  | .6800 |
| Direct effect                                   |                                     |     |        |       |
| cause-brand fit → purchase intention            | .26                                 | .13 | .0036  | .5231 |
| Indirect effect                                 |                                     |     |        |       |
| cause-brand fit → attitude → purchase intention | .09                                 | .10 | -.1092 | .2872 |

Regarding the mediation model of H2b, e-WOM intention was the dependent variable with attitude toward Facebook brand post as mediation, NPO familiarity and marital status as covariates. Cause-brand fit as independent variable was coded as 0=high fit and 1=low fit. The analytical results for the direct effect of cause-brand fit on attitude toward Facebook brand post and e-WOM intention were shown in Table 11, while the results for the mediation model of H2b were shown in Table 12. Same as the findings in previous ANCOVA test, this analysis also found that cause-brand fit did not significantly affect attitude. According to the results in Table 11, the effect of cause-brand fit on e-WOM intention was not significant ( $\beta = .21, SE = .14, t = 1.48, p = .14$ ) while attitude toward Facebook brand post was significantly related to e-WOM intention ( $\beta = .69, SE = .10, t = 6.76, p < .001$ ). With the respect to control variables, NPO familiarity ( $\beta = .33, SE = .06, t =$

5.17,  $p < .001$ ) and marital status ( $\beta = .75$ ,  $SE = .23$ ,  $t = 3.32$ ,  $p < .001$ ) were found to have significant effects on e-WOM intention.

More precisely, there was a non-significant total effect of cause-brand fit on e-WOM intention ( $\beta = .28$ ,  $SE = .16$ , 95% CI [-.04, .60]). Since the direct effect of cause-brand fit and e-WOM intention remained non-significant ( $\beta = .21$ ,  $SE = .14$ , 95% CI [-.07, .49]), with completely standardized value, the indirect effect of cause-brand fit was also not significant for e-WOM intention ( $\beta = .07$ ,  $SE = .08$ , 95% CI [-.09, .22]) as the confidential interval included zero (see Table 12). Thus, it indicated that attitude toward Facebook brand post was not found to have a mediating effect on the relationship between cause-brand fit and e-WOM intention, H2b was not supported.

Table 11  
Direct effect of cause-brand fit on attitude and e-WOM intention

|  | Dependent variables                     |                     |      |                     |                      |      |
|--|---|---------------------|------|---------------------|----------------------|------|
|  | Attitude toward Facebook brand post (M) |                     |      | e-WOM intention (Y) |                      |      |
|  | $\beta(SE)$                             | $t$                 | $p$  | $\beta(SE)$         | $t$                  | $p$  |
| Constant                               | 2.85(.27)                               | 10.61               | .000 | -1.81(.43)          | -4.23                | .000 |
| Cause-brand fit (X)                    | .11(.12)                                | .90                 | .368 | .21(.14)            | 1.48                 | .141 |
| Attitude toward Facebook brand post(M) | -                                       | -                   | -    | .69(.10)            | 6.76                 | .000 |
| Covariates                             |   |                     |      |                     |                      |      |
| NPO familiarity                        | .09(.05)                                | 1.65                | .101 | .33(.06)            | 5.17                 | .000 |
| Marital status                         | .41(.19)                                | 2.13                | .035 | .75(.23)            | 3.32                 | .001 |
| Model summary                          |   | $R^2=.06$           |      |                     | $R^2=.68$            |      |
|  |   | $F=2.76$ , $p=.045$ |      |                     | $F=28.66$ , $p=.000$ |      |



Table 12

Completed standardized indirect effect of cause-brand fit on purchase intention

| Effect                                       | Bootstrap 5,000 Confidence interval |     |        |       |
|--|-------------------------------------|-----|--------|-------|
|  | $\beta$                             | SE  | LLCI   | ULCI  |
| Total effect                                 |                                     |     |        |       |
| cause-brand fit → e-WOM intention            | .28                                 | .16 | -.0381 | .6066 |
| Direct effect                                |                                     |     |        |       |
| cause-brand fit → e-WOM intention            | .21                                 | .14 | -.0702 | .4888 |
| Indirect effect                              |                                     |     |        |       |
| cause-brand fit → attitude → e-WOM intention | .07                                 | .08 | -.0912 | .2239 |

#### 4.6. Parallel mediation model analysis

For H3, H4 and H5, the current study proposed that the mediating effect of perceived informativeness, perceived entertainment and perceived manipulative intent in the relationship between cause-brand fit and attitude toward Facebook brand post. Referring to the research framework, this study performed a parallel mediation model analysis using Process Model 4 (Hayes, 2018) with attitude toward Facebook brand post as dependent variable, perceived informativeness, perceived entertainment, perceived manipulative intent as mediators, NPO familiarity and marital status as covariates. Cause-brand fit as independent variable was coded as 0= high fit and 1= low fit. The analytical results for direct effect of cause-brand fit on three mediators and attitude toward Facebook brand post were shown in Table 13, while the results for indirect effect of cause-brand fit on attitude toward Facebook brand post via those three mediators were summarized in Table 14.

According to the results in Table 13, there was no significantly direct effect of cause-brand fit on perceived informativeness ( $\beta = .02$ ,  $SE = .15$ ,  $t = .17$ ,  $p = .87$ ), on perceived entertainment ( $\beta = .14$ ,  $SE = .14$ ,  $t = 1.00$ ,  $p = .32$ ), and on perceived manipulative intent ( $\beta = -.09$ ,  $SE = .11$ ,  $t = -.82$ ,  $p = .42$ ). Although non-significant effect of cause-brand fit on attitude was also found in this analysis, perceived informativeness ( $\beta = .19$ ,  $SE = .06$ ,  $t = 3.25$ ,  $p < .01$ ), perceived entertainment ( $\beta = .32$ ,  $SE = .06$ ,  $t = 5.62$ ,  $p < .001$ ) and perceived

manipulative intent ( $\beta = -.44$ ,  $SE = .07$ ,  $t = -6.72$ ,  $p < .001$ ) was significantly affected attitude toward Facebook brand post.

More precisely, H3, H4 and H5 stated that perceived informativeness, perceived entertainment and perceived manipulative intent each mediate the effect of cause-brand fit on attitude toward Facebook brand post, as well as all three mediators mediate this relationship simultaneously as parallel mediation model. According to Table 14, the results showed that the total effect of cause-brand fit on attitude was not significant ( $\beta = .11$ ,  $SE = .12$ , 95% CI [-.13, .35]). Furthermore, the direct effect of cause-brand fit and attitude toward Facebook brand post remained non-significant ( $\beta = .02$ ,  $SE = .08$ , 95% CI [-.14, .18]). When the three mediators were assessed simultaneously as parallel mediators, the completely standardized total indirect effect of this parallel mediation model was not significant ( $\beta = .09$ ,  $SE = .09$ , 95% CI [-.09, .26]). In particular, cause-brand fit on attitude via perceived informativeness ( $\beta = .00$ ,  $SE = .03$ , 95% CI [-.06, .06]), perceived entertainment ( $\beta = .05$ ,  $SE = .07$ , 95% CI [-.06, .21]) and perceived manipulative intent ( $\beta = .06$ ,  $SE = .07$ , 95% CI [-.07, .21]) was also not significant, since the confidential intervals contained zero. Hence, it was concluded that perceived informativeness, perceived entertainment and perceived manipulative intent could not explain the relationship between cause-brand fit and attitude toward Facebook brand post, H3, H4 and H5 were not supported.

Table 13

*Direct effect of cause-brand fit on perceived advertising value, perceived manipulative intent and attitude toward Facebook brand post*

|                                    | Dependent variables            |                  |      |                              |                  |      |                                    |                  |      |   |                   |      |
|------------------------------------|--------------------------------|------------------|------|------------------------------|------------------|------|------------------------------------|------------------|------|---|-------------------|------|
|                                    | Perceived informativeness (M1) |                  |      | Perceived entertainment (M2) |                  |      | Perceived manipulative intent (M3) |                  |      | Attitude toward Facebook brand post (Y) |                   |      |
|                                    | $\beta(SE)$                    | $t$              | $p$  | $\beta(SE)$                  | $t$              | $p$  | $\beta(SE)$                        | $t$              | $p$  | $\beta(SE)$                             | $t$               | $p$  |
| Constant                           | 2.55(.33)                      | 7.70             | .000 | 2.24(.32)                    | 7.09             | .000 | 2.71(.25)                          | 10.75            | .000 | 2.84(.31)                               | 9.12              | .000 |
| Cause-brand fit (X)                | .02(.15)                       | .17              | .868 | .14(.14)                     | 1.00             | .321 | -.09(.11)                          | -.82             | .416 | .02(.08)                                | .23               | .816 |
| Perceived informativeness(M1)      | -                              | -                | -    | -                            | -                | -    | -                                  | -                | -    | .19(.06)                                | 3.25              | .002 |
| Perceived entertainment (M2)       | -                              | -                | -    | -                            | -                | -    | -                                  | -                | -    | .32(.06)                                | 5.62              | .000 |
| Perceived manipulative intent (M3) | -                              | -                | -    | -                            | -                | -    | -                                  | -                | -    | -.44(.07)                               | -6.72             | .000 |
| Covariates                         |                                |                  |      |                              |                  |      |                                    |                  |      |   |                   |      |
| NPO familiarity                    | .15(.07)                       | 2.32             | .022 | .06(.05)                     | 1.14             | .257 | .06(.05)                           | 1.14             | .257 | .02(.04)                                | .60               | .550 |
| Marital status                     | .57(.23)                       | 2.42             | .017 | -.34(.18)                    | -1.91            | .058 | -.34(.18)                          | -1.91            | .058 | .02(.13)                                | .18               | .855 |
| Model summary                      |                                | $R^2=.10$        |      |                              | $R^2=.10$        |      |                                    | $R^2=.04$        |      |   | $R^2=.60$         |      |
|                                    |                                | $F=4.69, p=.004$ |      |                              | $F=4.84, p=.003$ |      |                                    | $F=1.76, p=.158$ |      |   | $F=32.35, p=.000$ |      |

Table 14

*Completely standardized indirect effect of cause-brand fit on attitude toward Facebook brand post via mediators*

| Effect   | Bootstrap 10,000 Confidence interval |     |        |       |
|--|--------------------------------------|-----|--------|-------|
|  | $\beta$                              | SE  | LLCI   | ULCI  |
| Total effect   |                                      |     |        |       |
| cause-brand fit → attitude                                 | .11                                  | .12 | -.1295 | .3474 |
| Direct effect  |                                      |     |        |       |
| cause-brand fit → attitude                                 | .09                                  | .09 | -.0908 | .2621 |
| Total indirect effect                                      |                                      |     |        |       |
| cause-brand fit → attitude                                 | .09                                  | .09 | -.0908 | .2621 |
| Indirect effect  |                                      |     |        |       |
| cause-brand fit → perceived informativeness → attitude     | .00                                  | .03 | -.0573 | .0635 |
| cause-brand fit → perceived entertainment → attitude       | .05                                  | .07 | -.0639 | .2115 |
| cause-brand fit → perceived manipulative intent → attitude | .06                                  | .07 | -.0739 | .2075 |

Based on the above analytical findings, the proposed hypotheses and the results of hypothesis testing were concluded in Table 15 as below:

Table 15

*Summary of hypothesis testing*

| Hypothesis  | Results       |
|---|---------------|
| H1 Facebook brand post with high fit will have a more positive attitude toward the Facebook brand post than Facebook brand post with low fit. | Not supported |
| H2(a) Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and purchase intention.                       | Not supported |
| H2(b) Attitude toward the Facebook brand post mediates the relationship between cause-brand fit and e-WOM intention.                          | Not supported |
| H3 Perceived informativeness mediates the effect of cause-brand fit on attitude towards the Facebook brand post.                              | Not supported |
| H4 Perceived entertainment mediates the effect of cause-brand fit on attitude towards a Facebook brand post.                                  | Not supported |
| H5 Perceived manipulative intent mediates the effect of cause-brand fit on attitude towards a Facebook brand post.                            | Not supported |

## 5. Discussion

In light of growing awareness of environmental and social sustainability, the current study presented the role of cause-brand fit in understanding the evaluation mechanism of CSR communication on social media. The research focus was on brands' CSR social media messages with high or low cause-brand fit conditions to examine how cause-brand fit affects the effectiveness of CSR communication on Facebook in terms of attitude and behavioral intention. By integrating Advertising Value Model (AVM) and Persuasion Knowledge Model (PKM), this research further contributes to the CSR literature by developing the mechanism for evaluating CSR Facebook communication through consumer perceptions of informativeness, entertainment, and manipulative intent.

### 5.1. The effectiveness of CSR communication on Facebook

By reviewing the past literature, the current study emphasized the role of cause-brand fit on affecting the effectiveness of CSR communication on Facebook. In this respect, it first hypothesized that high fit of CSR Facebook brand posts might have a better assessment on attitude than low fit (H1). However, according to the analytical results in H1, high fit and low fit of Facebook brand posts resulted in no significant difference in attitude. Difference from the past research, this study presumed that there may have been three possible reasons for the inconsistent findings. First, the scale statement of measuring attitude was the overall evaluation of the Facebook brand post. This measurement may neglect the consumer evaluation of CSR-related messages as one of the determinants. Second, another reason for these unsupported results can be explained by the vague definition of cause-brand fit, which may not be the criteria for consumers to evaluate the communication effectiveness of the Facebook brand post. In particular, there are multiple sub-dimensions of fit in operating CSR campaigns that affect consumer attitude, such as target market fit, visibility fit, or mission fit, etc. (Zdravkovic et al., 2010). Therefore, the general definition and operationalization of

cause-brand fit maybe still ambiguous in the current study. Lastly, the individual difference might also affect the evaluation of CSR communication. For example, Trimble and Rifon (2006) found that individuals' NPO familiarity and gender had more impact than their perception of cause-brand fit. Ellen et al. (2000) also revealed no difference in the evaluation of CSR strategy when the individuals were familiar with the brand or the cause. They further explained that consumers might have prior CSR experience with the brand or the cause. Accordingly, the past study had created the experimental materials with the fictional brand and real social cause to prevent this individual difference (Cheorn et al., 2012), while this study used the real brand and real NPO. Although the individual NPO and brand familiarity did not have any significant effect, the results showed that marital status was a significant predictor of attitude toward the Facebook brand post. It implied that consumers who are single or married might have different evaluations of the Facebook brand post.

Moreover, attitude and behavioral intention were the indicators of evaluating CSR communication effectiveness. Past CSR literature focused on the relationship between attitude, purchase intention, and e-WOM intention, which determined the effectiveness of CSR campaigns. Concerning this relationship, the current study hypothesized that attitude toward the Facebook brand post might mediate the relationship between cause-brand fit and two behavioral intentions (H2a & H2b). However, the results of those two mediation process models found no significant indirect effect of cause-brand fit and two behavioral intentions through attitude toward the Facebook brand post, which did not find the mediating role of attitude. Therefore, this study speculates that the results were not as expected because of the measurement scale of attitude toward the Facebook brand post. As mentioned above, the scale of attitude in this study might neglect the evaluation of CSR-related elements. Though attitude did not mediate the fit-behavioral intention relationship, cause-brand fit was found to have a significant direct effect on purchase intention but not e-WOM intention. The results

indicated that consumers were more likely to purchase the product when the Facebook brand post was under high fit condition than low fit condition, but not through their attitude toward the Facebook brand post. Past research indicated that cause-related information is more accessible and easier to remember and increases intention to purchase the related products when cause-brand fit was high (Fazio Powell and Williams, 1989). Meanwhile, the individual difference can also be explained by the unsupported results in this study. These findings provided an alternative insight to show that consumers who are married or have greater familiarity with NPO might have a different effect on their purchase intention and e-WOM intention.

## **5.2. The mechanism for evaluating CSR Facebook brand post**

To further investigate the underlying mechanisms for evaluating CSR Facebook brand posts, this study proposed that consumers tended to adopt Facebook brand posts as message context to receive CSR messages due to their perceptions of informativeness, entertainment, and manipulative intent. Drawing on AVM (Ducoffe, 1995), past research pointed out that the components of perceived advertising value were informativeness and entertainment. Both dimensions of advertising value could generate favorable consumer attitudes toward social media advertisement (Arora & Agarwal, 2019). Hence, this study further suggested that consumers perceive the posts as more informative and entertaining content and generate more positive attitudes when CSR Facebook brand post is under high fit condition than low fit condition (H3 & H4). However, the mediating effects of perceived informativeness and entertainment did not influence the relationship between cause-brand fit and attitude. Particularly, cause-brand fit did not have a significant impact on perceived informativeness and entertainment. This finding explained that consumers did not evaluate the informative or entertaining content of Facebook brand posts based on the high or low level of cause-brand fit. In line with Celebi (2015)'s study, perceived informativeness and entertainment acted as

the influential factors affecting attitude toward Facebook advertising. Although both mediators did not affect the effect of cause-brand fit on attitudes, this study also found that participants tended to generate more positive attitudes toward the Facebook brand post when they perceived the post as more informative and entertaining. This finding explained that the informativeness and entertainment of Facebook brand posts affected their evaluation as the Facebook brand post fulfill consumers' needs for brand/product information or their hedonic needs (Gaber, Wright & Kooli, 2019).

There were three possible reasons for these unsupported results in H3 and H4. First, as mentioned previously, the participants may not evaluate the informativeness and entertainment of Facebook brand posts based on the congruence between the brand image and the mission of social cause. This dimension of cause-brand fit maybe still too broad for evaluating the Facebook brand post. Therefore, the fit between the brand image and the mission of social cause was the factor for generating the informative and entertainment dimensions of perceived advertising value. Second, the measurements of mediators only focused on the informativeness, entertainment, and manipulative intent of the Facebook brand post, but neglected the CSR communication factors (Kim, 2019). Many scholars agreed with the definition by Kim and Ferguson (2016, p.4), mentioning "the effectiveness of CSR communication refers to communication that can improve consumers' CSR knowledge or awareness, trust, engagement, and their perception of corporate reputation" (Morsing, 2006; Morsing & Schultz, 2006; Pomeroy & Dolnicar, 2009). For example, Du et al. (2010) mentioned that the information about a company's CSR effort should be conveyed in CSR communication because it was one of the communication factors that should meet consumer expectations. Third, the current study found that NPO familiarity and marital status were the better predictors of perceived informativeness. That indicated that the participants who have



different familiarity with NPO and are married might have different responses on perceived informativeness of the Facebook brand post.

In addition, previous studies suggested that consumers might believe a CSR association with high fit as a generous motive of a brand (Becker-Olsen et al., 2006). So, consumers might utilize their accumulated persuasion knowledge to judge the brand intent of engaging in CSR initiatives with low fit as manipulative means. Cheah, Teah, Lee & Davies (2020) also found that the inference of manipulative intent negatively affected consumer attitude. Therefore, the current research adopted PKM (Campbell, 1995) to propose that Facebook brands post with high fit were perceived less manipulative intent of the brand than low fit, which ultimately positively influence the effect of cause-brand fit on attitude. However, this study did not find a consistent result as expected, showing that perceived manipulative intent did not mediate the relationship between cause-brand fit and attitude. In particular, this study found that the participant did not perceive the manipulative intent of the brand differently based on high fit and low fit conditions. Besides, the results showed that perceived manipulative intent negatively affected attitude toward the Facebook brand post. This finding was consistent with prior studies, showing that consumers tend to resist the persuasive message from brands due to their inference of manipulative intent (Cotte et al., 2005). This inference may diminish the advertising persuasion and lead to negative consumers responses (Campbell, 1995; Lunardo & Mbengue, 2013). Therefore, this study also found that the participants perceived the manipulative intent of the brand when the cause-brand fit was neither high nor low. The unsupported results of the mediating role of perceived manipulative intent implied that the congruence between the brand image and the mission of social cause might not be the factor for consumers' inference of manipulative intent. Therefore, this study speculated that high or low cause-brand fit might not activate consumers' persuasion knowledge to increase their likelihood of negative attribution, which

may not lead to perceived manipulateness in the Facebook brand post (Skarmeas & Leonidou, 2013). However, consumers were still less likely to have a positive attitude when they perceived the post as a manipulative message.

### **5.3. Theoretical implications**

For the theoretical implication, the current study attempted to establish an evaluation mechanism of CSR communication on social media for providing significance in CSR and social media research. Speaking of CSR communication effectiveness, past studies have emphasized the influential factors of cause-brand fit affecting consumer perceptions and behaviors toward CSR initiatives (Al-Dmour et al., 2016; Zhang et al., 2020). Consumers evaluate favorably based on the extent to which the similarity between the brand and the social cause is in the CSR campaign (Moosemayer & Fuljahn, 2013). However, this study showed that cause-brand fit of CSR communication on Facebook could not affect purchase intention and e-WOM intention through attitude. Even though attitude is positively related to purchase intention and e-WOM intention, cause-brand fit did not act as an influential antecedent of the CSR communication effectiveness in this study. In terms of cause-brand fit, it is generally defined as the degree of the similarity and compatibility between the schemas of the brand and the social cause (Lafferty, 2007; Trimble & Rifon, 2006; Bigné-Alcañiz et al., 2009). In addition, the current research adopted this definition of cause-brand fit to ask the participants about the degree of the similarity between the brand image of GU Taiwan and the mission of social cause and manipulate cause-brand fit of experimental treatments. Zdravkovic et al. (2010) have explained that the general definition of cause-brand fit may not be enough for consumers to evaluate the CSR effectiveness. They have identified that marketing strategy and prominence fit could be other dimensions of cause-brand fit in CSR associations. That provided an alternative insight for evaluating the effectiveness of CSR communication on Facebook or other social media platforms.

Furthermore, this study attempts to develop a theoretical model in understanding whether consumers evaluate cause-brand fit of CSR communication through their perception of informativeness, entertainment, and manipulative intent. Given that CSR communication on Facebook was regarded as a Facebook brand post, the current study adopted AVM to suggest that informativeness and entertainment are two dimensions of perceived advertising value in enhancing consumer attitude toward the Facebook brand post. Also, PKM was adopted to propose that the manipulative intent of Facebook brand posts perceived by consumers may diminish the effect of cause-brand fit on consumer attitudes. However, this study did not find the mediating role of these three dimensions of consumer perceptions in the relationship of cause-brand fit and consumer attitudes. Regarding this proposed model, perceived informativeness and entertainment were positively related to attitudes but perceived manipulative intent was negatively related. Though the research findings did not confirm the proposed model, this study discovered that consumer perceptions of informativeness, entertainment, and manipulative intent could be the indicators in generating a favorable consumer attitude. Hence, this study still extended these three indicators for determining the effectiveness of brand communication on social media in the social media literature.

#### **5.4. Managerial implications**

With all the research findings, this study discovered that it might not be crucial to choose a social cause that is high or low fit with the brand image for marketers to perform their CSR communication on social media. It seems that consumers may no longer care about whether the CSR associations are fit together or not. However, in the perspective of marketer-generated content (MGC) on social media, this study found that consumers expect to have more informative, more entertainment, or less manipulative content that can generate more favorable evaluations of MGC. The informativeness of MGC can provide information

about the brand, the product, or the service that can grab consumer attention (Van-Tien et al., 2014). The entertainment of MGC also grabs consumer attention as such content can provide different types of experiences to fulfill consumers' hedonic needs (Edwards, Li & Lee, 2002). Marketers should avoid creating MGC containing manipulative messages that may reduce the positive evaluation as consumers resist persuasion (Lee et al., 2020).

Additionally, this study suggests that CSR marketers can explore other dimensions of fit for creating the CSR associations except for the fit between the brand image and the mission of social cause. As demonstrated in the main study, consumers did not generate attitudes and perceptions differently toward high and low fit of CSR Facebook brand posts. However, marketers can find other ways of engaging in CSR associations to trigger more positive consumer responses. Following the findings in the study, the individuals' NPO familiarity can also affect the evaluation of CSR communication on Facebook. According to attitude accessibility theory (Fazio, Roskos-Ewoldsen & Powell, 1994), consumers tend to support more with the CSR associations that they are more familiar with since their experience or memory of NPO can trigger their attitudes and perceptions spontaneously. Therefore, the current study suggests that marketers can engage with the well-known social cause in the CSR associations. The CSR association with a familiar social cause may enhance the effectiveness of CSR communication on Facebook.

## **5.5. Limitation and future research**

This study should be considered as an exploratory examination of consumers' evaluation mechanism of CSR communication on social media under different conditions of cause-brand fit due to the small sample size. With this consideration, the current study still presents a few limitations that offer opportunities for future research. First, it should be noted that the information about brands' CSR offers might influence the results of CSR communication effectiveness. Past studies have introduced other variables in the analysis,

such as product price, donation amount, campaign duration, and hedonic service brand (Moosemayer & Fuljahn, 2013; Chéron et al., 2012; Roy, 2010). Besides, this study created the CSR Facebook brand post with a fashion brand and posted it on Facebook for nine days only. Both experimental treatments only mentioned about the 10% of revenue for donation but did not mention the product price. Future studies can examine the proposed model by demonstrating how consumers evaluate differently under varying conditions of CSR campaigns, like high and low amounts of donation, long and short campaign duration, hedonic and utilitarian service brands, or different brands in the fashion industry. Since there are various dimensions of cause-brand fit in CSR communication, the current study limited the participants to evaluate the fit between the mission of social cause and the brand image, which focused on the impact of this dimension of cause-brand fit. However, the findings indicated the fit between the mission of social cause and the brand image did not act as an antecedent for the proposed model. Despite these unsupported results, past research has suggested that the evaluations on CSR association can be distinctive based on different types of cause-brand fit. Therefore, this study suggests that future research can generate insights into the differential effects of varying dimensions of cause-brand fit. For instance, image fit (Bigné et al., 2012), marketing strategy fit, and prominence fit (Zdravkovic et al., 2010) may provide some insights into the evaluation mechanism of CSR communication effectiveness.

In addition, this study only examined the CSR communication effectiveness in one country, i.e., Taiwan) and one social media platform, i.e., Facebook. This situational limitation reduces the external validity of the findings across other countries and other social media platforms. Past studies found that consumers are likely to have a more positive attitude toward CSR campaign which is implemented in a developed country (e.g., Indonesia) than in an undeveloped country (e.g., Myanmar) (Anridho & Liao, 2013). Also, Ferraris, Del Giudice, Grandhi & Cill (2019) have indicated that the importance of cross-country analysis

on CSR communication is because consumer behaviors are culture-bound. Future research can examine CSR communication across other countries or by comparing the foreign countries with Taiwan. Besides, this study discovered that individuals' NPO familiarity could affect consumer perceptions and behavioral intentions. Several studies have focused on the interaction between cause-brand fit and NPO familiarity (e.g., Lafferty, Goldsmith, & Hult, 2004; Lafferty & Goldsmith, 2005; Trimble & Rifon, 2006). Kim, Lee, and Kim (2017) have shown that consumers generate a more favorable brand attitude when they are exposed to the CSR campaign with a familiar cause brand and high cause-brand fit. Future research can expand the proposed model by incorporating the moderating role of NPO familiarity. Finally, the sample in the study has a few limitations. Since the participant recruitment is mostly from Facebook questionnaire sharing group pages and the Facebook friends of the researchers, the sample of the main experiment was mostly female (70.6% of the sample population). The unbalanced gender ratio may influence the representativeness of the research findings. Therefore, this study suggests that future research can obtain a more appropriate sample to enhance the research integrity.

## **5.6. Conclusion**

In order to understand the entire evaluation mechanism of CSR communication on social media, the current research sheds light on cause-brand fit as the main factor to influence consumers' attitudinal and behavioral intentions through their perceptions. With the findings discussed above, neither high nor low cause-brand fit affects consumers' perceptions, attitudes, and behavioral intentions differently. Nevertheless, perceived informativeness, entertainment, and manipulative intent were the influential predictors for generating favorable consumer attitudes. Specifically, our results showed that consumers' perception of informativeness and entertainment had a positive effect while manipulative intent had a negative impact on attitude toward a Facebook brand post. Meanwhile, the

findings also showed that consumer attitude positively affects purchase intention and e-WOM intention. Future research can examine the effectiveness of CSR communication on Facebook through other dimensions of cause-brand fit.

Apart from cause-brand fit, NPO familiarity was found to play as a better predictor to determine perceived informativeness, perceived entertainment, perceived manipulative intent, and attitude toward the Facebook brand post. The individuals' degree of NPO familiarity indicates the degree to which consumers are familiar with NPO engaged in the CSR association. In the marketing literature, previous studies define familiarity as the structure of the knowledge about a brand, a cause, or a product accumulated from consumers' past experiences in their memory. With this concept, many scholars have also suggested that NPO familiarity plays as a moderator that interacts with cause-brand fit to affect consumer attitudes. For example, Zdravkovic et al. (2010) have found that the relationship between cause-brand fit and consumer attitude depends on the individuals' NPO familiarity. When consumers are familiar with the involved NPO in a high fit CSR association, they are more likely to generate a positive attitude. Also, in the study of Kim, Lee and Kim (2017), they have used attitude accessibility theory (Fazio et al., 1994) to explain that the individuals' familiarity with NPO may retrieve the pre-existing knowledge about the NPO within their memory, which influence their perception and attitude simultaneously. In particular, consumers are more likely to have favorable responses when they view a high-fit CSR association with a familiar NPO rather than a low-fit CSR association with an unfamiliar NPO. Considering NPO familiarity was found to be an influential predictor, this study suggests that future research can extend to have a more in-depth discussion about the interaction effect of NPO familiarity and cause-brand fit in determining the effectiveness of CSR communication on social media.



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## Appendixes

### Appendix A: Questionnaire of pilot test in traditional chinese

Experimental group: Caring for wild animals

親愛的受訪者，您好：

本問卷為國立政治大學碩士學位論文之問卷調查，主要目的為探討台灣消費者對於品牌在社群媒體上推廣「企業社會責任 (Corporate Social Responsibility)」的看法。本問卷分成三個部分，分別：社群媒體的使用、對品牌的企業社會責任臉書貼文的意見及個人基本資料，大約需要 5 至 10 分鐘的時間填寫，您的所有資訊僅做本次學術研究使用，所有題目皆無正確答案，請您放心依個人感覺填答。請注意本次問卷針對台灣的臉書 (Facebook) 用戶為研究目標族群。感謝您撥冗填答此問卷。

第一部分：社群媒體的使用

這部分是為了了解您是否臉書用戶之一。

Q1. 您是否臉書 (Facebook) 用戶?

是

否

第二部分：企業社會責任的社群媒體貼文

這部分是為了了解您對品牌在臉書上推廣企業社會責任的意見。「企業社會責任 (Corporate Social Responsibility)」是企業品牌在自願的基礎上，將對社會和環境議題的關切，整合入它們的商業營運之中。而企業品牌會為了支持某個社會或環境議題，與某個非營利組織 (NPO) 合作，並在臉書上推廣該社會或環境議題。

Q2. 您是否曾透過臉書上看過品牌 GU Taiwan 宣傳有關企業社會責任的貼文呢？

是

否



請想像一下你正在瀏覽個人的臉書主頁，並剛好看到以下有關品牌 GU Taiwan 支持愛護生野動物議題的臉書貼文。（請您花 1 分鐘的時間仔細閱讀貼文內容）



Q3. 您是否曾看過以上 GU Taiwan 的臉書貼文呢？

是  否

請根據品牌 GU Taiwan 有關支持愛護野生動物議題的臉書貼文，在下列各題選出您的看法。

Q4. 你認為以上 GU Taiwan 的貼文有多真實呢？（1= 非常不真實；5= 非常真實）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 真實程度 | 1                        | 2                        | 3                        | 4                        | 5                        |
|      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q5. 你認為以上 GU Taiwan 的貼文內容品質如何？（1= 品質非常低；5= 品質非常高）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 品質程度 | 1                        | 2                        | 3                        | 4                        | 5                        |
|      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q6. 你認為以上這樣的貼文是可能在臉書上看到的嗎？（1= 非常不同意；5= 非常同意）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 同意程度 | 1                        | 2                        | 3                        | 4                        | 5                        |
|      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

請根據以上品牌 GU Taiwan 有關支持愛護野生動物的臉書貼文，在下列各題圈出您認為品牌與社會議題的配適程度。

Q7. 您認為「GU Taiwan」的品牌形象與「愛護野生動物」的議題訴求兩者之間相似程度是……（1 = 非常不相似，5 = 非常相似）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 相似程度 | 1                        | 2                        | 3                        | 4                        | 5                        |
|      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|  |  |                          |                          |                          |                          |                          |
|--|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Q8.  | 您認為「GU Taiwan」的品牌形象與「愛護野生動物」的議題訴求兩者之間相關程度是……（1 = 非常不相關，5 = 非常相關） | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 相關程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q9.  | 您認為「GU Taiwan」的品牌形象與「愛護野生動物」的議題訴求兩者之間一致程度是……（1 = 非常不一致，5 = 非常一致） | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 一致程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q10.   | 您認為「GU Taiwan」的品牌形象與「愛護野生動物」的議題訴求兩者之間適合程度是……（1 = 非常不適合，5 = 非常適合） | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 適合程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據以上品牌在臉書上宣傳有關「企業社會責任」的貼文，選出您對品牌與社會議題之間熟悉度，在下列各題選出您的看法。 |  |                          |                          |                          |                          |                          |
| Q11.   | 你對品牌 GU Taiwan 有多熟悉呢？（1= 非常不熟悉；5= 非常熟悉）                          | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 熟悉程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q12.   | 你對世界自然基金會 (World Wide Fund for Nature) 有多熟悉呢？（1= 非常不熟悉；5= 非常熟悉）  | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 熟悉程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據你個人對社會議題的看法，在下列各題選項選出一個較符合您個人知覺。                      |  |                          |                          |                          |                          |                          |
| Q13.   | 你認為愛護野生動物的議題是……（1= 非常不重要；5= 非常重要）                                | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 重要程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14.   | 你認為愛護野生動物的議題是……（1= 非常沒意義；5= 非常有意義）                               | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 意義程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q15.   | 你對愛護野生動物的議題是……（1= 非常不關心；5= 非常關心）                                 | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 關心程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q16.   | 你認為愛護野生動物的議題是……（1= 與我完全無關；5= 與我完全相關）                             | 1                        | 2                        | 3                        | 4                        | 5                        |
|  | 相關程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Experimental group: Resources recycling and recovery

親愛的受訪者，您好：

本問卷為國立政治大學碩士學位論文之問卷調查，主要目的為探討台灣消費者對於品牌在社群媒體上推廣「企業社會責任 (Corporate Social Responsibility)」的看法。本問卷分成三個部分，分別：社群媒體的使用、對品牌的企業社會責任臉書貼文的意見及個人基本資料，大約需要 5 至 10 分鐘的時間填寫，您的所有資訊僅做本次學術研究使用，所有題目皆無正確答案，請您放心依個人感覺填答。請注意本次問卷針對台灣的臉書 (Facebook) 用戶為研究目標族群。感謝您撥冗填答此問卷。

第一部分：社群媒體的使用

這部分是為了解您是否臉書用戶之一。

Q1. 您是否臉書 (Facebook) 用戶?

|  |                          |                          |
|--|--------------------------|--------------------------|
|  | 是                        | 否                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> |

第二部分：企業社會責任的社群媒體貼文

這部分是為了解您對品牌在臉書上推廣企業社會責任的意見。「企業社會責任 (Corporate Social Responsibility)」是企業品牌在自願的基礎上，將對社會和環境議題的關切，整合入它們的商業營運之中。而企業品牌會為了支持某個社會或環境議題，與某個非營利組織 (NPO) 合作，並在臉書上推廣該社會或環境議題。

Q2. 您是否曾透過臉書上看過品牌 GU Taiwan 宣傳有關企業社會責任的貼文呢?

|  |                          |                          |
|--|--------------------------|--------------------------|
|  | 是                        | 否                        |
|  | <input type="checkbox"/> | <input type="checkbox"/> |

請想像一下你正在瀏覽個人的臉書主頁，並剛好看到以下有關品牌 GU Taiwan 支持資源循環利用議題的臉書貼文。（請您花 1 分鐘的時間仔細閱讀貼文內容）



|   |  |                          |                          |
|---|--|--------------------------|--------------------------|
| Q3.   | 您是否曾看過以上 GU Taiwan 的臉書貼文呢？                                       | 是                        | 否                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據品牌 GU Taiwan 有關支持資源循環利用議題的臉書貼文，在下列各題選出您的看法。            |  |                          |                          |
| Q4.   | 你認為以上 GU Taiwan 的貼文有多真實呢？（1= 非常不真實；5= 非常真實）                      |                          |                          |
|   | 真實程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| Q5.   | 你認為以上 GU Taiwan 的貼文內容品質如何？（1= 品質非常低；5= 品質非常高）                    |                          |                          |
|   | 品質程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| Q6.   | 你認為以上這樣的貼文是可能在臉書上看到的嗎？（1= 非常不同意；5= 非常同意）                         |                          |                          |
|   | 同意程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據以上品牌 GU Taiwan 有關支持資源循環利用的臉書貼文，在下列各題圈出您認為品牌與社會議題的配適程度。 |  |                          |                          |
| Q7.   | 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間相似程度是……（1 = 非常不相似，5 = 非常相似） |                          |                          |
|   | 相似程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| Q8.   | 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間相關程度是……（1 = 非常不相關，5 = 非常相關） |                          |                          |
|   | 相關程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| Q9.   | 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間一致程度是……（1 = 非常不一致，5 = 非常一致） |                          |                          |
|   | 一致程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| Q10.  | 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間適合程度是……（1 = 非常不適合，5 = 非常適合） |                          |                          |
|   | 適合程度   | 1                        | 2                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 3                        | 4                        |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
|   |  | 5                        |                          |
|   |  | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據以上品牌在臉書上宣傳有關「企業社會責任」的貼文，選出您對品牌與社會議題之間熟悉度，在下列各題選出您的看法。  |  |                          |                          |

|  |                          |                          |                          |                          |                          |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Q11. 你對品牌 GU Taiwan 有多熟悉呢？ ( 1= 非常不熟悉；5 = 非常熟悉 )               | 1                        | 2                        | 3                        | 4                        | 5                        |
| 熟悉程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q12. 你對綠色和平組織 (GreenPeace Taiwan) 有多熟悉呢？ ( 1= 非常不熟悉；5 = 非常熟悉 ) | 1                        | 2                        | 3                        | 4                        | 5                        |
| 熟悉程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據你個人對社會議題的看法，在下列各題選項選出一個較符合您個人知覺。                            |                          |                          |                          |                          |                          |
| Q13. 你認為資源循環利用的議題是 ..... ( 1= 非常不重要；5= 非常重要 )                  | 1                        | 2                        | 3                        | 4                        | 5                        |
| 重要程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14. 你認為資源循環利用的議題是 ..... ( 1= 非常沒意義；5= 非常有意義 )                 | 1                        | 2                        | 3                        | 4                        | 5                        |
| 意義程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q15. 你對資源循環利用的議題是 ..... ( 1= 非常不關心；5= 非常關心 )                   | 1                        | 2                        | 3                        | 4                        | 5                        |
| 關心程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q16. 你認為資源循環利用的議題是 ..... (1= 與我完全無關；5= 與我完全相關)                 | 1                        | 2                        | 3                        | 4                        | 5                        |
| 相關程度   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



## Appendix B: Questionnaire of main study in traditional chinese

Experimental group: Low fit condition

您好：

非常感謝您願意撥冗填答本問卷，本次問卷是作國立政治大學碩士論文研究之用，主要以學術研究的角度去了解台灣消費者對於品牌在社群媒體上宣傳相關產品的看法。問卷僅供學術用途，採不記名方式進行，敬請安心填答。

問卷長度約為 10 分鐘，總共分為 4 個部分。請注意本次問卷以千禧世代(出生年份:1981-2000) 的台灣消費者及臉書用戶為研究目標族群，再次謝謝您的協助與合作。為了感謝您，填寫完整並提供 email 即可參加抽獎活動，並將 7 月份以 email 通知得獎者。

獎項如下：

第一名：HOLA 點點善系列 造型抱枕 魚頭先生 47.5x33.5cm (價值 \$799)

第二名：愛加倍庇護工場 公益手沖咖啡 小王子聯名 “跟我一起去旅行” 禮盒組

第三名：好日子 X SCPA 兩用杯套飲料帶 (價值 \$330)

第一部分：臉書使用強度

這部分是為了了解您是否臉書用戶之一。

|                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
| Q1. 您是否臉書 (Facebook) 用戶? | 是                        | 否                        |
|                          | <input type="checkbox"/> | <input type="checkbox"/> |

第二部分：企業社會責任的社群媒體貼文

此部分的問項是關於您對於有關品牌在社群媒體上宣傳企業社會責任及它們所支持的社會議題的看法。

所謂企業社會責任 (Corporate Social Responsibility)，即是企業品牌在自願的基礎上，將對社會和環境議題的關切，整合入它們的商業營運之中。而企業品牌會為了支持某個社會或環境議題，與某個非營利組織 (NPO) 合作，並在社群媒體上推廣該社會或環境議題，從而讓企業品牌的利益關係者，如一般消費者，了解它們為該社會或環境議題所付出的企業責任。作為消費者，在企業社會責任宣傳上成為了一個非常重要的角色，因為大部分企業社會責任都是為了刺激消費者在社群媒體上的參與及購買產品而促使品牌的慈善捐款。

|   |                          |                          |
|---|--------------------------|--------------------------|
| Q2. 您是否曾透過臉書上看過品牌 GU Taiwan 宣傳有關企業社會責任的貼文呢？ | 是                        | 否                        |
|   | <input type="checkbox"/> | <input type="checkbox"/> |

請想像一下你正在瀏覽個人的臉書主頁，並剛好看到以下有關品牌 GU Taiwan 支持愛護生野動物議題的臉書貼文。（請您花 1 分鐘的時間仔細閱讀貼文內容）





Q3. 您是否曾看過以上 GU Taiwan 的臉書貼文呢？

是  否

請根據以上品牌 GU Taiwan 有關支持愛護生野動物的臉書貼文，在下列各題圈出您認為品牌與社會議題的配適程度。

Q4. 您認為「GU Taiwan」的品牌形象與「愛護生野動物」的議題訴求兩者之間相似程度是……（1 = 非常不相似，5 = 非常相似）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 相似程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q5. 您認為「GU Taiwan」的品牌形象與「愛護生野動物」的議題訴求兩者之間相關程度是……（1 = 非常不相關，5 = 非常相關）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 相關程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q6. 您認為「GU Taiwan」的品牌形象與「愛護生野動物」的議題訴求兩者之間一致程度是……（1 = 非常不一致，5 = 非常一致）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 一致程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q7. 您認為「GU Taiwan」的品牌形象與「愛護生野動物」的議題訴求兩者之間適合程度是……（1 = 非常不適合，5 = 非常適合）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 適合程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**第三部分：品牌在臉書貼文上宣傳企業社會責任的意見**

此部分的問項是關於您對於以上品牌 GU Taiwan 在該臉書貼文上宣傳企業社會責任的意見，請根據您的個人感受作答（共 4 題）。

請根據上述品牌 GU Taiwan 的臉書貼文，選出您對於下列 6 個陳述的同意程度。（1=非常不同意，5 = 非常同意）

Q8. 當我看到該企業社會責任臉書貼文時，我認為：



|     |   | 非常不同意                    |                          |                          |                          | 非常同意                     |
|-----|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|     |   | 1                        | 2                        | 3                        | 4                        | 5                        |
| a.  | 該臉書貼文對我來說是了解品牌產品相關的重要資訊來源。                                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.  | 該臉書貼文讓我<br>知道該品牌具有<br>我所期待的特<br>點。                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c.  | 該臉書貼文可以<br>讓我接收到該品<br>牌在市場上的最<br>新產品資訊。                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d.  | 該臉書貼文十分<br>好玩、有樂趣<br>的。                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e.  | 該臉書貼文讓人<br>是開心、愉悅<br>的。                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f.  | 當我想起該臉書<br>貼文，我會很高<br>興。                                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q9. | 請根據上述品牌 GU Taiwan 的臉書貼文，選出您對於下列 5 個陳述的同意程度。（1=非常不同意，5 = 非常同意） |                          |                          |                          |                          |                          |
|     |   | 非常不同意                    |                          |                          |                          | 非常同意                     |
|     |   | 1                        | 2                        | 3                        | 4                        | 5                        |
| a.  | 我可以接受該臉<br>書貼文嘗試說服<br>我的方法。                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.  | 我不喜歡該臉書<br>貼文中嘗試操控<br>觀眾的方式。                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|      |  |                          |                          |                          |                          |                          |
|------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| c.   | 我對該臉書貼文感到厭煩，因為品牌似乎試圖不適當地管理或控制觀眾/消費者。                                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d.   | 我可以接受該臉書貼文嘗試說服我，也沒有過份操控。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e.   | 我覺得該臉書貼文所表達的與所呈現的是合理的。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q13. | 請根據在您對 GU Taiwan 宣傳支持「愛護野生動物」臉書貼文的看法，選出您對於下列 7 個陳述的同意程度。（1=非常不同意，5 = 非常同意） |                          |                          |                          |                          |                          |
|      |  | 非常不同意                    |                          |                          |                          | 非常同意                     |
|      |  | 1                        | 2                        | 3                        | 4                        | 5                        |
| a.   | 我會在臉書上邀請朋友去了解更多關於該貼文。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.   | 我會在臉書上推薦該貼文給朋友。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c.   | 我會在臉書上討論關於該貼文。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d.   | 我會在臉書上給予該貼文好評。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e.   | 我會考慮購買該臉書貼文上的產品。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f.   | 即使有其他選擇，我更偏好購  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|                                     |   |                          |                          |                          |                          |
|-------------------------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|
|                                     | 買該臉書貼文的產品。  |                          |                          |                          |                          |
| g.                                  | 我願意購買該臉書貼文的產品。  |                          |                          |                          |                          |
|                                     | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14.                                | 請根據以上品牌在臉書上宣傳有關企業社會責任的貼文，選出您對品牌與座會討題之間的熟悉度，在以下各題選出您的看法（共 2 題）。      |                          |                          |                          |                          |
| a.                                  | 你對品牌 GU Taiwan 有多熟悉呢？（1= 非常不熟悉；5= 非常熟悉）                             |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 熟悉程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.                                  | 你對世界自然基金會 (World Wide Fund for Nature) 有多熟悉呢？<br>（1= 非常不熟悉；5= 非常熟悉） |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 熟悉程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據你個人對社會議題的看法，在下列各題選項選出一個較符合您個人知覺。 |   |                          |                          |                          |                          |
| Q13.                                | 你認為愛護野生動物的議題是 .....（1= 非常不重要；5= 非常重要）                               |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 重要程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14.                                | 你認為愛護野生動物的議題是 .....（1= 非常沒意義；5= 非常有意義）                              |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 意義程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q15.                                | 你對愛護野生動物的議題是 .....（1= 非常不關心；5= 非常關心）                                |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 關心程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q16.                                | 你認為愛護野生動物的議題是 .....（1= 與我完全無關；5= 與我完全相關）                            |                          |                          |                          |                          |
|                                     | 1   | 2                        | 3                        | 4                        | 5                        |
|                                     | 相關程度  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Experimental group: High fit condition

您好：

非常感謝您願意撥冗填答本問卷，本次問卷是作國立政治大學碩士論文研究之用，主要以學術研究的角度去了解台灣消費者對於品牌在社群媒體上宣傳相關產品的看法。問卷僅供學術用途，採不記名方式進行，敬請安心填答。

問卷長度約為 10 分鐘，總共分為 4 個部分。請注意本次問卷以千禧世代(出生年份:1981-2000) 的台灣消費者及臉書用戶為研究目標族群，再次謝謝您的協助與合作。為了感謝您，填寫完整並提供 email 即可參加抽獎活動，並將 7 月份以 email 通知得獎者。

獎項如下:

第一名：HOLA 點點善系列 造型抱枕 魚頭先生 47.5x33.5cm (價值 \$799)

第二名：愛加倍庇護工場 公益手沖咖啡 小王子聯名 “跟我一起去旅行” 禮盒組

第三名：好日子 X SCPA 兩用杯套飲料帶 (價值 \$330)

第一部分：臉書使用強度

這部分是為了了解您是否臉書用戶之一。

|                          |                          |                          |
|--------------------------|--------------------------|--------------------------|
|                          | 是                        | 否                        |
| Q1. 您是否臉書 (Facebook) 用戶? | <input type="checkbox"/> | <input type="checkbox"/> |

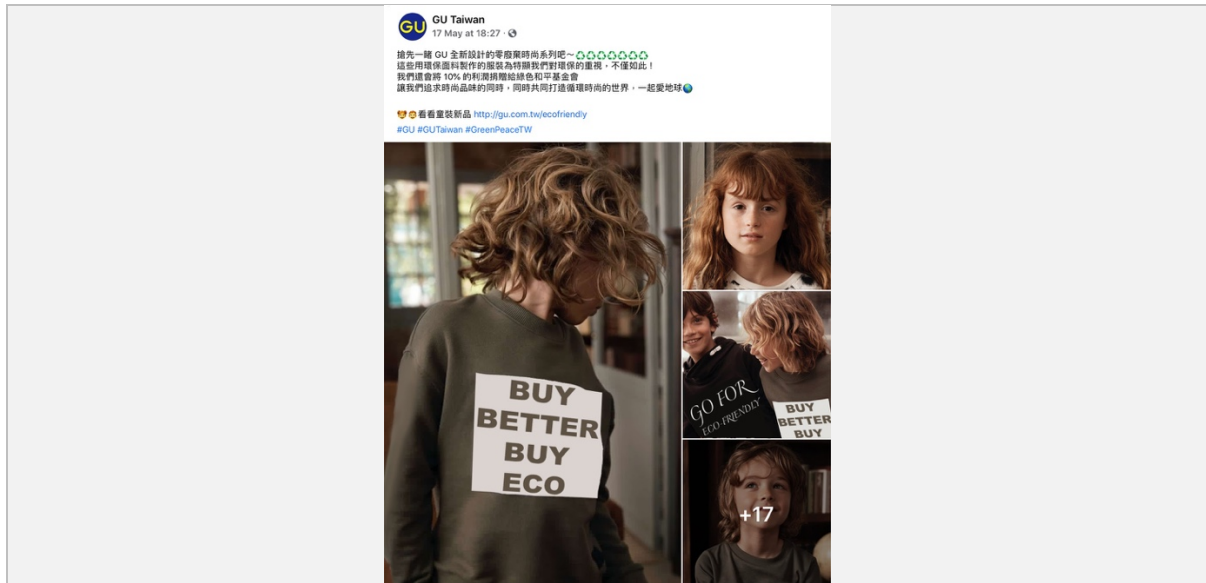
第二部分：企業社會責任的社群媒體貼文

此部分的問項是關於您對於有關品牌在社群媒體上宣傳企業社會責任及它們所支持的社會議題的看法。

所謂企業社會責任 (Corporate Social Responsibility)，即是企業品牌在自願的基礎上，將對社會和環境討論的關切，整合入它們的商業營運之中。而企業品牌會為了支持某個社會或環境議題，與某個非營利組織 (NPO) 合作，並在社群媒體上推廣該社會或環境議題，從而讓企業品牌的利益關係者，如一般消費者，了解它們為該社會或環境議題所付出的企業責任。作為消費者，在企業社會責任宣傳上成為了一個非常重要的角色，因為大部分企業社會責任都是為了刺激消費者在社群媒體上的參與及購買產品而促使品牌的慈善捐款。

|   |                          |                          |
|---|--------------------------|--------------------------|
|   | 是                        | 否                        |
| Q2. 您是否曾透過臉書上看過品牌 GU Taiwan 宣傳有關企業社會責任的貼文呢？ | <input type="checkbox"/> | <input type="checkbox"/> |

請想像一下你正在瀏覽個人的臉書主頁，並剛好看到以下有關品牌 GU Taiwan 支持資源循環利用議題的臉書貼文。（請您花 1 分鐘的時間仔細閱讀貼文內容）



Q3. 您是否曾看過以上 GU Taiwan 的臉書貼文呢？

是  否

請根據以上品牌 GU Taiwan 有關支持資源循環利用的臉書貼文，在下列各題圈出您認為品牌與社會議題的配適程度。

Q4. 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間相似程度是……（1 = 非常不相似，5 = 非常相似）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 相似程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q5. 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間相關程度是……（1 = 非常不相關，5 = 非常相關）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 相關程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q6. 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間一致程度是……（1 = 非常不一致，5 = 非常一致）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 一致程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q7. 您認為「GU Taiwan」的品牌形象與「資源循環利用」的議題訴求兩者之間適合程度是……（1 = 非常不適合，5 = 非常適合）

|      |                          |                          |                          |                          |                          |
|------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
|      | 1                        | 2                        | 3                        | 4                        | 5                        |
| 適合程度 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**第三部分：品牌在臉書貼文上宣傳企業社會責任的意見**

此部分的問項是關於您對於以上品牌 GU Taiwan 在該臉書貼文上宣傳企業社會責任的意見，請根據您的個人感受作答（共 4 題）。

|   |   |                          |                          |                          |                          |
|---|---|--------------------------|--------------------------|--------------------------|--------------------------|
| 請根據上述品牌 GU Taiwan 的臉書貼文，選出您對於下列 6 個陳述的同意程度。（1=非常不同意，5 = 非常同意）     |   |                          |                          |                          |                          |
| 當我看到該企業社會責任臉書貼文時，我認為：   |   |                          |                          |                          |                          |
|   | 非常不同意                                   |                          |                          |                          | 非常同意                     |
|   | 1                                       | 2                        | 3                        | 4                        | 5                        |
| a.  | 該臉書貼文對我來說是了解品牌產品相關的重要資訊來源。              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.  | 該臉書貼文讓我<br>知道該品牌具有<br>我所期待的特<br>點。      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| c.  | 該臉書貼文可以<br>讓我接收到該品<br>牌在市場上的最<br>新產品資訊。 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| d.  | 該臉書貼文十分<br>好玩、有樂趣<br>的。                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| e.  | 該臉書貼文讓人<br>是開心、愉悅<br>的。                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| f.  | 當我想起該臉書<br>貼文，我會很高<br>興。                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q9. 請根據上述品牌 GU Taiwan 的臉書貼文，選出您對於下列 5 個陳述的同意程度。（1=非常不同意，5 = 非常同意） |   |                          |                          |                          |                          |
|   | 非常不同意                                   |                          |                          |                          | 非常同意                     |
|   | 1                                       | 2                        | 3                        | 4                        | 5                        |
| a.  | 我可以接受該臉<br>書貼文嘗試說服<br>我的方法。             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

|                                      |  |                          |                          |                          |                          |                          |
|--------------------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 我不喜歡該臉書                              |  |                          |                          |                          |                          |                          |
| b.                                   | 貼文中嘗試操控<br>觀眾的方式。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我對該臉書貼文<br>感到厭煩，因為                   |  |                          |                          |                          |                          |                          |
| c.                                   | 品牌似乎試圖不<br>適當地管理或控<br>制觀眾/消費者。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我可以接受該臉<br>書貼文嘗試說服<br>我，也沒有過份<br>操控。 |  |                          |                          |                          |                          |                          |
| d.                                   |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我覺得該臉書貼<br>文所表達的與所<br>呈現的是合理<br>的。   |  |                          |                          |                          |                          |                          |
| e.                                   |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q13.                                 | 請根據在您對 GU Taiwan 宣傳支持「資源循環利用」臉書貼文的看法，選出<br>您對於下列 7 個陳述的同意程度。（1=非常不同意，5 = 非常同意） |                          |                          |                          |                          |                          |
|                                      |  | 非常不同意                    |                          | 非常同意                     |                          |                          |
|                                      |  | 1                        | 2                        | 3                        | 4                        | 5                        |
| 我會在臉書上邀                              |  |                          |                          |                          |                          |                          |
| a.                                   | 請朋友去了解更<br>多關於該貼文。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我會在臉書上推                              |  |                          |                          |                          |                          |                          |
| b.                                   | 薦該貼文給朋<br>友。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我會在臉書上討                              |  |                          |                          |                          |                          |                          |
| c.                                   | 論關於該貼文。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我會在臉書上給                              |  |                          |                          |                          |                          |                          |
| d.                                   | 予該貼文好評。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 我會考慮購買該                              |  |                          |                          |                          |                          |                          |
| e.                                   | 臉書貼文上的產<br>品。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



|                                     |  |                          |                          |                          |                          |                          |
|-------------------------------------|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| f.                                  | 即使有其他選擇，我更偏好購買該臉書貼文的產品。  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| g.                                  | 我願意購買該臉書貼文的產品。   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14.                                | 請根據以上品牌在臉書上宣傳有關企業社會責任的貼文，選出您對品牌與座會討題之間的熟悉度，在以下各題選出您的看法（共 2 題）。 |                          |                          |                          |                          |                          |
| a.                                  | 你對品牌 GU Taiwan 有多熟悉呢？（1= 非常不熟悉；5= 非常熟悉）                        |                          |                          |                          |                          |                          |
|                                     | 熟悉程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b.                                  | 你對綠色和平組織 (GreenPeace Taiwan) 有多熟悉呢？<br>（1= 非常不熟悉；5= 非常熟悉）      |                          |                          |                          |                          |                          |
|                                     | 熟悉程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 請根據你個人對社會議題的看法，在下列各題選項選出一個較符合您個人知覺。 |  |                          |                          |                          |                          |                          |
| Q13.                                | 你認為資源循環利用的議題是 .....（1= 非常不重要；5= 非常重要）                          |                          |                          |                          |                          |                          |
|                                     | 重要程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q14.                                | 你認為資源循環利用的議題是 .....（1= 非常沒意義；5= 非常有意義）                         |                          |                          |                          |                          |                          |
|                                     | 意義程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q15.                                | 你對資源循環利用的議題是 .....（1= 非常不關心；5= 非常關心）                           |                          |                          |                          |                          |                          |
|                                     | 關心程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q16.                                | 你認為資源循環利用的議題是 .....（1= 與我完全無關；5= 與我完全相關）                       |                          |                          |                          |                          |                          |
|                                     | 相關程度   | 1                        | 2                        | 3                        | 4                        | 5                        |
|                                     |  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |