

# **A STUDY ON THE IMPACT OF PERSONAL RELEVANCE ON CONSUMERS WILLINGNESS TO SUPPORT SOCIAL CAUSE ADS**

## **Project Report**

**Submitted by**

**SREYA LAKSHMI (Reg. No. SB21BMS034)**

**Under the guidance of**

**Dr. SHOBITA P S**

In partial fulfilment of the requirements for award of the degree of

**Bachelor of Management Studies (International Business)**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level (NAAC Fourth Cycle)**

**March 2024**



### **CERTIFICATE**

*This is to certify that the project report entitled, “A Study of the Impact of Personal Relevance on Consumers’ Willingness to Support Social Cause Ads”, has been completed by Ms. Sreya Lakshmi, Reg. No.SB21BMS034 in partial fulfillment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business under my guidance during the academic years 2021-2024.*

## **DECLARATION**

*I, Sreya Lakshmi, Reg. No.SB21BMS034, hereby declare that this projectwork entitled “A Study of the Impact of Personal Relevance on Consumers’ Willingness to Support Social Cause Ads “is my original work.*

*I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.*

## **ACKNOWLEDGEMENT**

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project. I thank **Dr Alphonsa Vijaya Joseph**, principal and **Sr Vineeth**, Director of St. Teresa's College, Ernakulam for permitting me to take up this opportunity of doing an in-depth study on "*The Impact of Personal Relevance on Consumers' Willingness to Support Social Cause Ads*". I take this opportunity to express my deep sense of gratitude and whole hearted thanks to **Dr. Anu Raj**, Head of the Department of Management Studies. I would also like to thank **Dr. Shobitha P S** my mentor for her assistance and thoughtful feedback on my study. Additionally, I would like to special gratitude towards **Dr. Sunitha T.R** without whom this project would have been a distant reality. Last but not least; I extend my heartfelt thanks to my family and friends for their valuable and proficient guidance and enormous support bestowed during the tenure of this exertion.

## **EXECUTIVE SUMMARY**

This study delves into the realm of social cause advertising, which has become increasingly pivotal in the modern marketing landscape. Brands are recognizing that consumers are not just looking for products or services; they also seek meaningful connections with brands that align with their values and demonstrate a commitment to social responsibility. Social cause advertising serves as a powerful tool for brands to forge these connections by engaging consumers on important societal issues.

In today's socially conscious environment, consumers expect more from brands than just the products or services they offer. They want to see evidence of corporate social responsibility and a genuine effort to make a positive impact on society. Social cause advertising allows brands to do just that by highlighting their involvement in social causes and showing consumers that they are more than just profit-driven entities.

Your study's data collection period, conducted from February 1st to March 1st, 2024, using a combination of primary data collection tools such as questionnaires and secondary data sources like articles and research papers, reflects a comprehensive approach to gathering relevant data. The use of convenience sampling and the collection of 76 responses through popular social media platforms like WhatsApp and Instagram further demonstrates the study's contemporary and relevant methodology.

The findings of your study emphasize the critical importance of personal relevance in social cause advertising. Ads that are perceived as personally relevant to consumers are more likely to evoke a positive response and encourage consumer willingness to support the cause. Additionally, your study highlights the detrimental impact of irritation on consumer behavior, underscoring the need for advertisers to strike a balance between visibility and intrusiveness in their ads.

Overall, your study provides valuable insights for marketers seeking to create effective social cause ad campaigns. By understanding and leveraging factors like personal relevance and irritation, marketers can create campaigns that resonate with consumers, foster greater engagement, and garner support for important social causes..

<b>Chapter No.S</b>	<b>Title</b>	<b>Page No.</b>
	Acknowledgment	VI
	Executive Summary	VII
	List of tables and graphs	X
<b>One</b>	<b>Introduction</b>	1
1.1	Introduction to the study	
1.2	Statement of the problem	
1.3	Literature review	
1.4	Definition of the variables	
1.5	Significance of the study	
1.6	Scope of the study	
1.7	Objectives of the study	
1.8	Conceptual model	
1.9	Research Hypothesis	
1.10	Research Methodology	
1.11	Limitations of the study	
<b>Two</b>	<b>Industry, Company and Product Profile</b>	
2.1	Industry Profile	
2.2	Company Profile	
<b>Three</b>	<b>Data Analysis and Interpretation</b>	
3.1	Respondent profile	
3.2	Hypothesis Testing	
<b>Four</b>	<b>Findings, suggestions, and conclusions</b>	
4.1	List of findings	
4.2	Suggestions	
4.3	Conclusion	
	<b>References</b>	
	<b>Annexure</b>	

## LIST OF TABLES AND FIGURES

Tables	Page no.
Table 3.1(a)	Demographic details of respondents
Table 3.1 (b)	Frequency of employment status of respondents
Table 3.2(a)	Relationship between irritation and Willingness to help in regression
Table 3.2(b)	Relationship between intrusion and willingness to help in regression
Table 3.2(c)	Relationship between personal relevance and willingness to help in regression
Table 3.2(d)	How Irritation and intrusion combined with personal relevance impact willingness

---

<b>Figures</b>	<b>Page No.</b>
Figure 1.8	Conceptual Model
Figure 3.1(a)	Pie Chart of respondents' gender
Figure 3.2(b)	Pie Chart of respondents' age
Figure 3.1(c)	Pie Chart of respondents' employment status
Figure 3.2(a)	Relationship between the perception of Irritation and willingness to help as a dot figure
Figure 3.2 (b)	Relationship between intrusiveness and willingness to help as a dot figure
Figure 3.2 (c)	Relationship between personal relevance and willingness to help in regression

# **CHAPTER – 1**

## **INTRODUCTION**

## **1.1 INTRODUCTION**

The spread of social media platforms in recent years has completely changed how companies reach out to the public with their messaging. Social cause ads have become an effective tool for advocating social change and increasing public awareness of significant concerns. However, these advertisements spread in digital environments, with concerns over the possibility that excessive exposure could cause consumer fatigue and lower interest.

The effectiveness of social cause ads depends on consumer engagement. Likes, shares, and comments on advertisements are examples of engagement, which shows a degree of connection and involvement with the cause. Customers' engagement levels may drop as a result of overexposure to these ads, which will lessen the impact and effect of the cause.

Organizations are looking to optimize the impact of their campaigns must know when consumers get tired of or disengaged from social cause ads. Advertisers should improve their strategies to guarantee that their messages continue to have an impact and resonate with their target audiences by understanding the variables that lead to overexposure and fatigue.

The purpose of this study is to look at how overexposure to social cause ads affects consumer fatigue and interest. By exploring the relationship between personal relevance, guilt, Irritation, and unnecessary exposure, I seek to uncover insights that can inform advertising strategies and contribute to the effectiveness of social cause campaigns.

## **1.2 PROBLEM STATEMENT**

Intending to promote social change and raise awareness, social cause ads have become more prevalent in recent years across a variety of social media channels. But with the number of these advertisements increasing, it is critical to comprehend how overexposure affects consumer involvement and weariness. Despite the potential advantages of social cause advertising, like raised knowledge and support for worthy causes, there is worry that prolonged exposure to these

social cause ads could have a declining effect and cause consumers to become disinterested or desensitized.

### **1.3 LITERATURE REVIEW**

The literature review on social causes introduces the importance of understanding consumer attitudes and behaviors towards social causes, including factors like personal relevance, intrusiveness, and irritation. It highlights the impact of these factors on willingness to help.

#### **1.3.1 Impact of social cause ads on consumer decision making**

##### **Impact of corporate social responsibility advertising on consumer engagement behavior**

(Holiday et al., 2020) through this study looks at whether a brand's involvement in social causes can lead people to keep supporting the cause even after the brand's campaign ends. The author analyzes Twitter activity related to Secret's 'Mean Stinks' anti-bullying campaign to see how people stayed involved with the cause over time. The goal is to understand if a brand's influence on a cause can last beyond its campaign.

##### **To Buy or Not to Buy**

(Paek & Nelson, 2009) through this study looks at how certain traits in people, like caring about others and beliefs about advertising, relate to their actions of buycotting (buying to support) or boycotting (refusing to buy) products for social reasons. They found that people who have strong beliefs about advertising ethics are more likely to respond positively to cause-related ads. On the other hand, those who are more inclined towards socially responsible consumer behavior and have strong beliefs about advertising ethics are more likely to respond to boycotting ads.

### **1.3.2 Intrusion with relevance to social cause ads**

#### **Intrusiveness of Pop-Up Ads**

(Edwards et al., 2002) study looked at why people find pop-up ads annoying and how this annoyance leads to avoiding ads. The authors found that ads feel interruptive when they don't match what you're doing or when you're thinking hard about something else. Feeling annoyed by these ads makes people want to avoid them.

#### **How Consumers Avoid Native Facebook Ads through Decomposed Persuasion Knowledge**

According to (Ham et al., 2021) Perceived ad intrusiveness happens when an ad disrupts what you're thinking about. This usually makes people feel negatively about the ad and can change how they behave. Facebook recently said they won't increase how often you see native ads in your newsfeed. Even though these ads aren't more interruptive than other types, they can still bother users because they appear mixed with regular content and can't be avoided. This can distract users and disrupt their experience on Facebook.

### **1.3.3 Irritation with relevance to social cause ads**

#### **The Effects of Ad Irritation on Brand Attitudes**

(Chakrabarty & Yelkur, 2005) through this paper investigates whether ad irritation affects people's attitudes towards brands, considering factors like ad credibility, attitude towards the advertiser, attitude towards advertising, and ad-induced feelings. The study found that ad irritation did not significantly predict brand attitudes. Instead, factors like prior brand attitude, ad credibility, ad-induced feelings, and attitude toward the advertiser were more influential. This suggests that ad irritation may not be very useful for changing brand attitudes.

#### **Ad Irritation and Avoidance of YouTube Skippable**

(Lin et al., 2021) through the study looked at YouTube ads that you can skip. These ads are important for YouTube and creators, but they can annoy viewers. The study wanted to see if two things could make ads less annoying: how attractive the ad's source is and how much viewers care about helping others. The author surveyed 512 people in Taiwan and found that annoying ads make

people want to skip them. But if viewers care about helping others, they are less likely to find the ads annoying and skip them. However, how attractive the ad's source is did not make much of a difference. The study suggests ways to make ads less annoying on YouTube.

#### **1.3.4 Willingness to help with relevance to social cause ads**

##### **Willingness to Pay for Cause-Related Marketing**

(Koschate-Fischer et al., 2012) study looks at how a company's donations affect how much customers are willing to pay. The author found two things about customers—how much they care about donations and causes that affect this relationship. They also found that when a company and cause don't seem like a good match, customers are less influenced by donations. The study suggests that customers' reasons for buying things play a role, especially for useful or private products.

##### **Social Causes and the Role of Anticipatory Guilt**

(Ahn et al., 2013) found that when social causes are made to seem more human-like, people are more likely to support them. This is important because people are often hesitant to support causes that require personal sacrifices but benefit others. When a cause is given human-like qualities, people feel guiltier about not supporting it, which makes them more willing to comply with its message. This research suggests that making causes more relatable and human-like can be a simple and effective way to increase support for them.

#### **1.3.5 Personal Relevance with relevance to social cause ads**

##### **Effects of ad social and personal relevance on consumer ad engagement on social media**

(Geng et al., 2021) looks at how people feel about ads on social media and how these feelings affect their engagement with the ads. They focus on two types of relevance: personal (how relevant the ad is to the individual) and social (how relevant the ad is to society). The study found that ads seen as personally or socially relevant are more likely to be valued by consumers and can motivate them to engage with the ads. Additionally, on platforms where users trust the platform more, personally relevant ads have an even stronger impact. These findings can help companies create more effective advertising on social media.

## **Impact of Content Promotion and Emotional Engagement**

(Morris et al., 2016) study examines how users of social networking sites (SNS) respond to marketing and advertising. It measures emotional responses as personal relevance. The findings suggest that users have more positive responses to content that is re-promoted by other users than content directly promoted by marketers. Re-promoted content is seen as less intrusive and more credible.

### **1.3 DEFINITION OF VARIABLES**

#### **1.4.1 PERSONAL RELEVANCE:**

According to Suter, Sen and Rao (1995) defined personal relevance of the social cause as the “level of personal connection of an individual to a cause” (p. 36).

#### **1.4.2 FREQUENT REPETITIONS:**

According to Jiwon Lee, Inwon Kang and Joseph Stanfield (2017)

Frequent repetition is a feature of coercive advertising tactics. Frequent repetition means the number of times an individual is exposed to web ads in a day.

#### **1.4.3 IRRITATION:**

First, Bauer and Greyser (1968) found that ads are perceived as annoying (a synonym for irritating) if their content is **untruthful, exaggerated, confusing, or insults the viewer's intelligence**.

Second, ads are deemed irritating to the degree that they are poorly executed. Poorly executed ads are judged to be irritating if they are too loud, too long, or too large (Aaker and Bruzzone 1985; Bauer and Greyser 1968).

Third, consumers are likely to get irritated when there are too many ads or when the same ad appears too frequently (Bauer and Greyser 1968). When consumers are irritated by advertisements, they are likely to avoid them.

#### **1.4.4 GUILT:**

Using Ghingold and Bozinoff's (1982) fourpoint guilty feeling scale (5 D Great degree, 1 D Not at all), participants rated the degree to which the ad made them feel

“ashamed,”

“guilty,”

“repentant,”

“remorseful”

#### 1.4.5 INTRUSIVENESS:

Unnecessary Exposure ads, is also called Intrusive Ads, is defined as ads being perceived as forced, disturbing, interfering, invasive and unwelcome.

### **1.5 SIGNIFICANCE OF THE STUDY**

Studying the impact of social cause ads overexposure on consumer engagement and fatigue is significant for several reasons. Firstly, it provides marketers with a deeper understanding of consumer behavior when repeatedly exposed to social cause advertisements. This understanding can lead to more effective advertising strategies by ensuring that messages remain impactful and avoiding consumer fatigue. Secondly, it highlights the societal impact of these ads, which often aim to raise awareness or motivate action on important social issues. Understanding the effects of overexposure can help maintain the effectiveness of these messages over time. Additionally, studying this impact raises ethical considerations, prompting discussions on how to balance promoting social causes without losing consumers

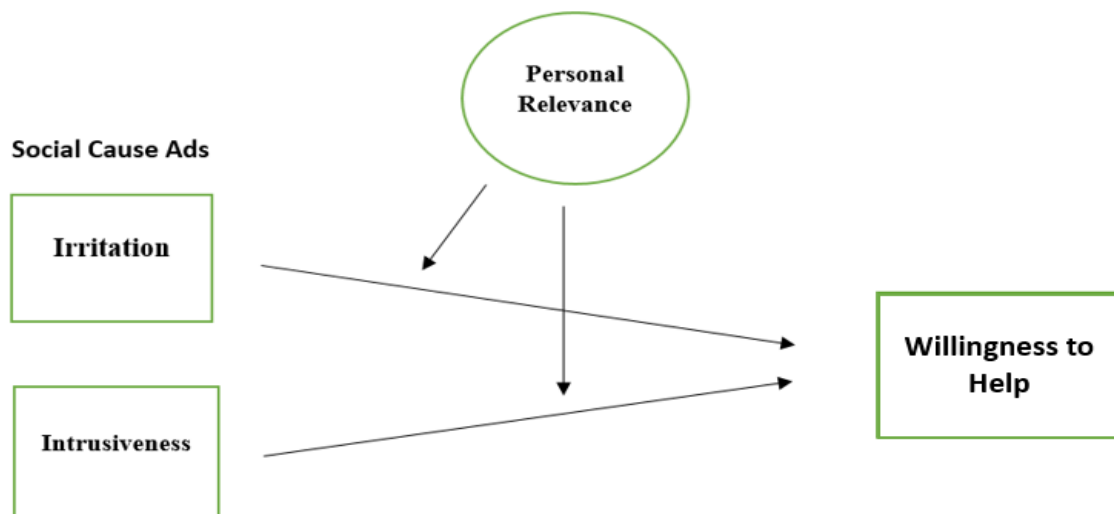
### **1.6 SCOPE OF THE STUDY**

Studying the impact of social cause ads overexposure on consumer engagement and fatigue is crucial for marketers to understand how repeated exposure affects consumer behavior. This understanding can lead to more effective advertising strategies, ensuring that messages remain impactful and avoid wearing out or alienating customers. Moreover, it helps maintain the societal impact of ads for social causes by ensuring that they continue to raise awareness and motivate action on important social issues. This research also raises ethical considerations regarding the balance between promoting social causes and avoiding consumer fatigue. Overall, studying this impact is essential for developing advertising strategies that are both effective and ethical.

## **1.7 OBJECTIVES OF THE STUDY**

1. To study the impact of social cause ads on consumer persuasion.
2. To study the impact of consumer perception of irritability of social cause ads on their willingness to help.
3. To study the impact of consumer perception of intrusion of social cause ads on their willingness to help.
4. To study the impact of personal relevance of social causes on consumer's on willingness to help social causes.
5. To study how personal relevance affects perception of irritation and intrusion in changing consumer perception of social cause ads thereby impacting consumer willingness to help the cause

## **1.8 CONCEPTUAL MODEL**



*Figure 1.8 shows the conceptual model of the variables*

## **1.9 RESEARCH HYPOTHESIS**

**H1:** To study if social cause ads create a sense of irritation in the consumers' mind

**H2:** To study the impact of (intrusion) unnecessary exposure of social cause ads on consumer willingness to help

**H3:** To study how personal relevance influences consumers' willingness to help

**H4:** To study if personal relevance can influence consumers' willingness to help even if they find the social cause ads to be intrusive and irritating

## **1.10 RESEARCH METHODOLOGY**

Data collection is a systematic process of gathering and measuring information on variables of interest, which enables researchers to answer relevant questions, evaluate outcomes, and test hypotheses. During data collection, the researchers must identify the data types, the sources of data, and what methods are being used. Ensuring that the data collected is accurate, reliable, and relevant is crucial. Adhering to ethical standards in data collection, such as obtaining informed consent and safeguarding participants' privacy, is also essential.

In data collection, researchers commonly employ two methods: primary data collection and secondary data collection. Primary data collection methods encompass observation, interviews, questionnaires, case studies, projective techniques, and schedules. Secondary data, on the other hand, refers to existing data that can be obtained from published or unpublished sources. Published sources include government publications, public records, bank records, and the like, while unpublished sources encompass letters, diaries, unpublished biographies, and other such materials.

The tool used by the researcher for the primary data collection to understand the impact of Social Cause Ads overexposure on Consumer Engagement and Fatigue was through questionnaires.

Secondary data in research was used to find out about the industry profile. It was also used for the introduction of the study and literature review. All secondary data-related information has been collected from previously done research papers and credible internet websites.

### **1.10.1 SAMPLING**

#### **1.10.1.1 Population**

A population is a group of elements that share some or all of their characteristics. The population size is determined by the number of elements in the population. In this survey, the population comprises of the consumers who are exposed to social ads

#### **1.10.1.2 Sample size**

Given the constraints of time and resources, the sample size chosen is 76 respondents. Questionnaires were distributed to respondents via social media platforms such as WhatsApp and Instagram enough time was allowed for them to complete them to reduce sampling errors.

#### **1.10.1.3 Sampling Technique**

There are two types of sampling techniques: probability sampling techniques and non-probability sampling techniques. Randomization is used in probability sampling techniques to ensure that every element of the population has an equal chance of being represented in the selected sample. Probability sampling techniques include simple random, systematic, stratified random, cluster, and multi-stage sampling. The non-probability sampling technique is more dependent on the researcher's ability to select sample elements. The results of this type of sampling may be accused of bias, and extrapolation to the population may be extremely difficult. Non-probability sampling techniques include convenience, purposive, quota, and snowball sampling.

The researcher has used a convenience sampling technique to collect data on time and to avoid a low response rate.

### **1.10.2 TOOLS USED FOR DATA COLLECTION**

The questionnaire is carefully designed by the researcher to meet the research requirements. The first half concentrates on the respondent's demographics. The other half includes questions that aim to understand how consumers' minds and behavior is influenced while seeing social ads

The questionnaire mainly consists of Likert scales ranging between 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree, 5 – Strongly Agree. A rating scale has been used to measure willingness to help social cause ads. There is also use of ratio and nominal scales in the questionnaire.

### **1.10.3 DATA ANALYSIS TECHNIQUE**

The entire data has been analyzed using SPSS (version 20) software. The tools used for analysis in SPSS for this research are as follows:

1. Regression
2. Percentage Analysis

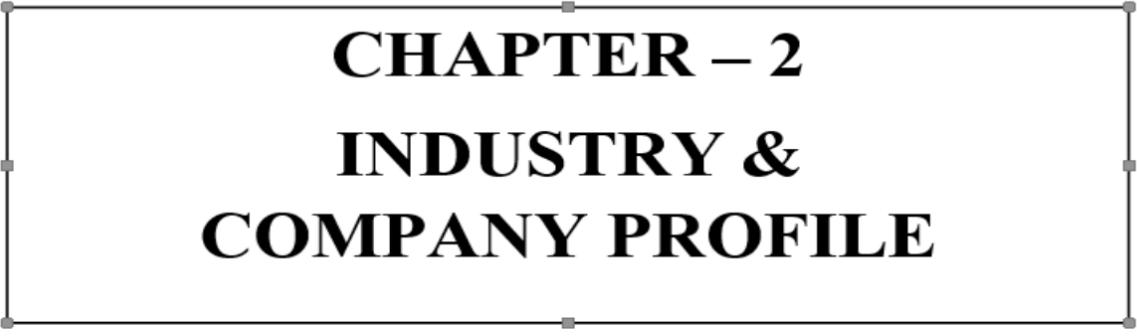
## **1.11 LIMITATIONS OF THE STUDY**

**Time Constraints:** Due to the limited time given in hand, it was hard to reach all demographics of consumers. Also, the busy schedules of the participants caused delays.

**Measurement Challenges:** Self-reported data might not be trustworthy, and it can be difficult to track real-time consumer responses and exposure levels.

**Temporal Effects:** Overexposure may have different effects on fatigue and engagement over time. Long-term impacts might not be captured by short-term research.

**Assumptions:** The findings of the survey are based on the assumption that the respondents have given accurate information. A wide range of factors like personal preference and overexposure have an impact on consumer engagement. Determining the precise effect of excessive exposure to social cause advertisements can be difficult.



**CHAPTER – 2**  
**INDUSTRY &**  
**COMPANY PROFILE**

## **2.1 INDUSTRY PROFILE**

The social cause ads industry focuses on creating and disseminating advertisements that aim to raise awareness, inspire action, and drive change on social, environmental, or humanitarian issues. In general, advocacy groups, government agencies, corporate social responsibility initiatives, or nonprofits fund these advertisements. The industry includes advertisements in print, digital, radio, television, and social media, among other formats.

Key players in the social cause ads industry include advertising agencies specializing in cause marketing, media companies that provide platforms for distributing ads, and organizations that fund or commission social cause campaigns. The desire to address urgent societal concerns, like poverty, public health crises, human rights abuses, and climate change, is what motivates this sector.

Social cause advertisements frequently seek to provoke feelings, increase consciousness, alter perceptions, or motivate behavioral changes. They may use storytelling, compelling visuals, and powerful messaging to resonate with audiences and drive engagement. In this sector, metrics including reach, engagement, attitude change, behavior change, and willingness to help are frequently used to evaluate effectiveness.

In the industry of social cause advertising, ethical considerations are crucial since campaigns need to be aware of the issues they are addressing and refrain from abusing or manipulating their audience. Important components of ethical behavior in this sector include accountability for impact and transparency in financing sources.

All things considered, the social cause advertising sector is vital to bringing significant social issues to the public's attention, organizing support, and promoting constructive change

.

## **2.2 COMPANY PROFILE**

Many companies engage in social cause advertising to demonstrate their commitment to social responsibility, build brand loyalty, and differentiate themselves in the marketplace.

**Nike** is a well-known example of a company that has used social cause advertising to connect with its audience. One of Nike's most notable campaigns in recent years was the "Dream Crazy" campaign featuring Colin Kaepernick, the former NFL player known for kneeling during the national anthem to protest racial injustice. Which sparked controversy but also aligned with Nike's values of equality and empowerment. Nike has a history of promoting sustainability, diversity, and inclusivity in sports and use its advertising to engage its audience on these significant issues.

**Dove** is known for its "Real Beauty" campaign, which promotes body positivity and challenges beauty stereotypes. The goal of the company is to inspire women and create a more inclusive standard of beauty through programs like the Dove Self-Esteem Project. Dove's social cause advertising and initiatives have positioned it as a champion of self-acceptance and diversity in the beauty industry.

**Ben & Jerry's** is another well-known brand that is recognized for its social cause advertisements. The ice cream company is known for its commitment to social justice, environmental sustainability, and progressive values. Ben & Jerry's campaigns often advocate for issues like climate change, LGBTQ+ rights, and racial justice. Campaigns from Ben & Jerry's frequently support causes like racial justice, LGBTQ+ rights, and climate change. .

**CHAPTER – 3**  
**DATA ANALYSIS AND INTERPRETATION**

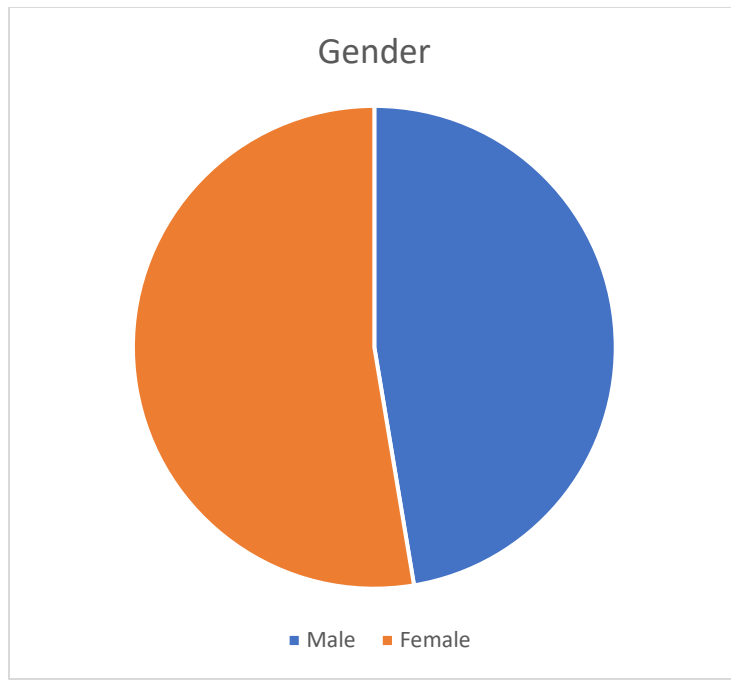
### **3.1 RESPONDENT PROFILE**

#### **3.1.1 AGE AND GENDER**

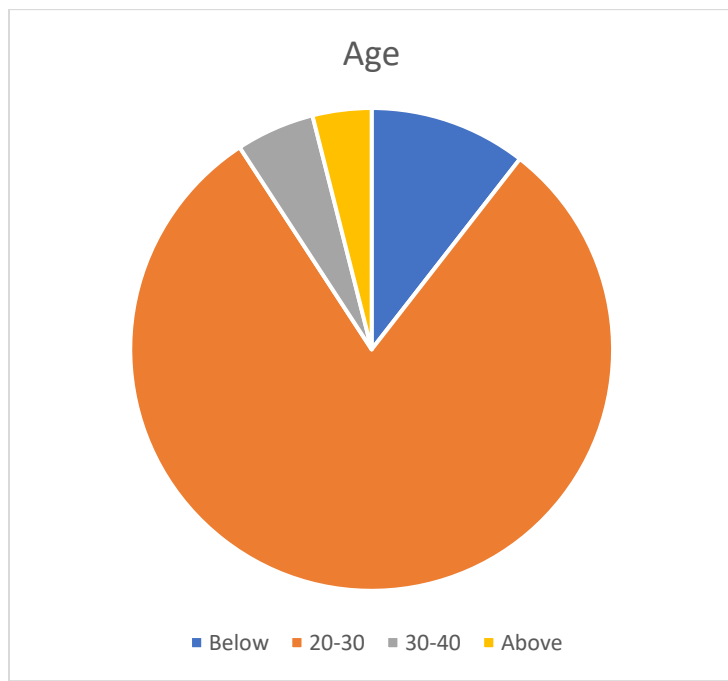
<b>Demographic Characteristics</b>		<b>Number of Respondents</b>	<b>Percentage (%)</b>
<b>Gender</b>	Male	36	53%
	Female	40	47%
Total		76	100%
<b>Age</b>	Below 20	8	11%
	20-30	61	80%
	30-40	4	5%
	Above 40	3	4%
Total		76	100%

*Table 3.1.(a) Demographic Details of Respondents*

**Interpretation:** The respondents were split between male (53%) and female (47%) participants. The majority of respondents (80%) fell within the 20-30 age range, indicating that this age group was the most represented in the survey. The age groups below 20, 30-40, and above 40 are smaller percentages of the respondents, at 11%, 5%, and 4% respectively.



*Figure 3.1 (a) Pie chart of respondents' gender*



*Figure 3.1(b) Pie chart of respondents' age*

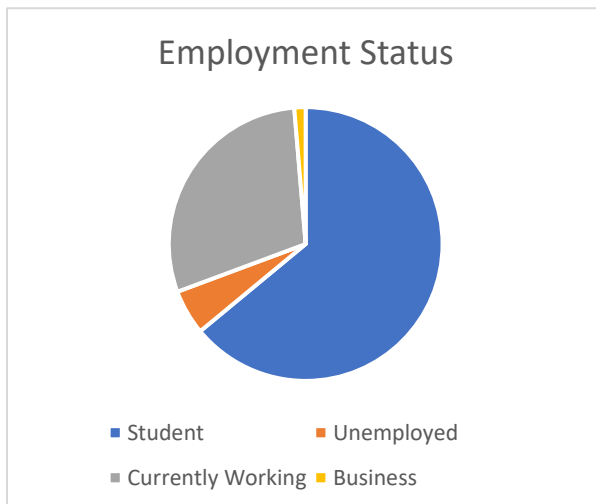
### 3.1.2 EMPLOYMENT STATUS

**Employment Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	48	62.3	64.0	64.0
	1.00	4	5.2	5.3	69.3
	2.00	22	28.6	29.3	98.7
	3.00	1	1.3	1.3	100.0
	Total	75	97.4	100.0	
Missing	System	2	2.6		
Total		77	100.0		

*Table 3.1(b) Frequency of employment status of respondents*

**Interpretation:** The employment status data indicates that 62.3% of respondents were students, while 5.2% were unemployed, and 28.6% were currently working. Additionally, 1.3% fell into business. The total number of respondents with valid employment status information was 75, with 2 respondents having missing data.



*Figure 3.1 (c) Pie chart of respondent's employment status*

## **3.2 HYPOTHESIS TESTING**

### **H1: To study if social cause ads create a sense of irritation in the consumers' mind**

The first hypothesis is to test the relationship between consumer perception of irritability of social cause ads and its impact on their decision to help the cause. To test the hypothesis, a linear bivariate linear regression was performed, and a statistical significance was found between the variables. The relationship was found to be a strongly negative one.

Below is the regression output from SPSS

#### **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.354 <sup>a</sup>	.125	.114	1.20408

a. Predictors: (Constant), IRRITATION

#### **ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.385	1	15.385	10.612	.002 <sup>b</sup>
	Residual	107.286	74	1.450		
	Total	122.671	75			

a. Dependent Variable: WTH\_S

b. Predictors: (Constant), IRRITATION

#### **Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.806	.405		11.865	.000
	IRRITATION	-.362	.111	-.354	-3.258	.002

a. Dependent Variable: WTH\_S

*Table 3.2(a) shows the relationship between irritation and willingness to help in regression*

Simple linear regression analysis was conducted to evaluate the extent to which perception of irritation could predict Consumer Willingness to Help. A significant regression was found ( $F(1, 74) = 10.61, p = .002$ ).

The  $R^2$  was .13, indicating that perception of irritation explained approximately 13% of the variance in WTH

The regression equation is

$$\text{Willingness to Help} = 4.81 - .362 (\text{Perception of Irritation})$$

That is, for one-degree increase in perception of irritation, the willingness to help decreases by approximately -.362 in degree of willingness to help

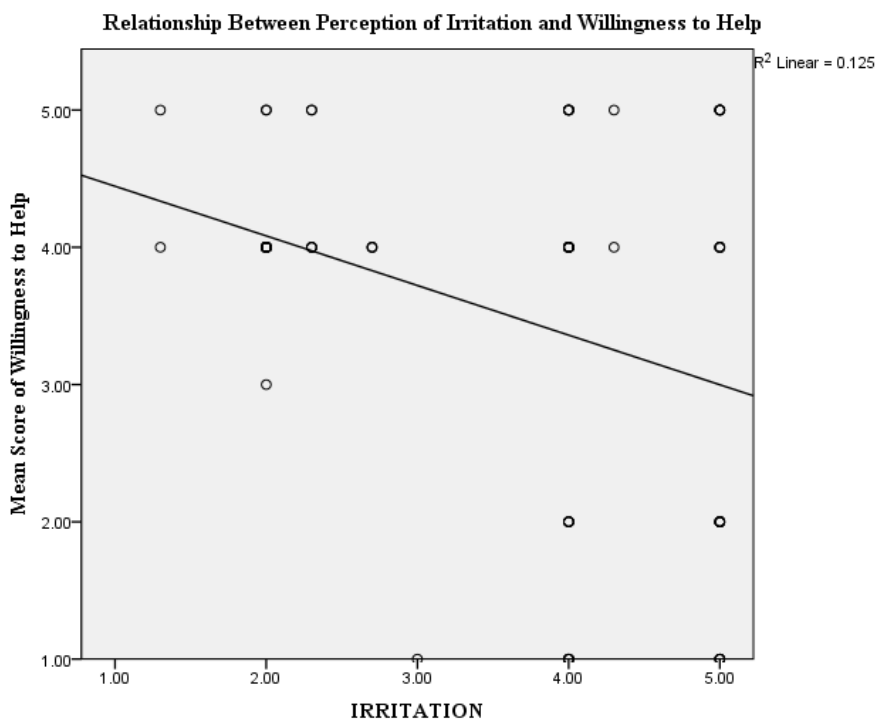


Figure 3.2(a) shows the relationship between the perception of irritation and willingness to help as a dot figure

## H2: Perception of intrusion of social cause ads influences consumer willingness to help

The second hypothesis is to test the relationship between perception of intrusion of social cause ads on consumer willingness to help. To test the hypothesis, a simple linear regression was performed, and there was not statistical significance between the variables. WHICH MEANS IN our model there was no relationship between perception of intrusion and willingness to help.

Below is the regression output from SPSS

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.109 <sup>a</sup>	.012	-.002	1.27988

a. Predictors: (Constant), INTRUSIVE

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.453	1	1.453	.887	.349 <sup>b</sup>
	Residual	121.218	74	1.638		
	Total	122.671	75			

a. Dependent Variable: WTH\_S

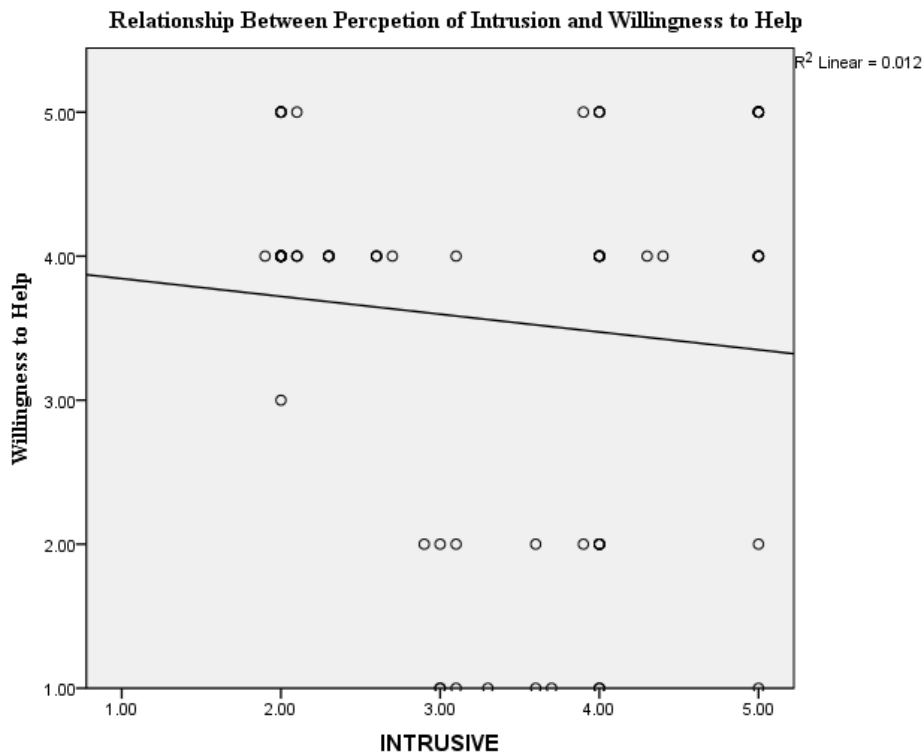
b. Predictors: (Constant), INTRUSIVE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.968	.451		8.794	.000
	INTRUSIVE	-.124	.131	-.109	-.942	.349

a. Dependent Variable: WTH\_S

Table 3.2(b) shows the relationship between intrusion and willingness to help in regression



*Figure 3.2(b) shows the relationship between intrusiveness and willingness to help as a dot figure*

Willingness to help is not substantially impacted by intrusiveness in this investigation as shown by the non-significant F-statistic is .887 with the p value of .349. Since it is greater than accepted p value of  $p=0.05$

### **H3: Personal relevance influences consumers' willingness to help**

The third hypothesis is to test the relationship between how personal relevance influences consumers' willingness to help. To test the hypothesis, a linear bivariate linear regression was performed, and a statistical significance was found between the variables. The relationship was found to be a strongly negative one.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727 <sup>a</sup>	.528	.522	.88451

a. Predictors: (Constant), REVELANT

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.776	1	64.776	82.795	.000 <sup>b</sup>
	Residual	57.895	74	.782		
	Total	122.671	75			

a. Dependent Variable: WTH\_S

b. Predictors: (Constant), REVELANT

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.025	.297		3.449	.001
	REVELANT	.714	.079	.727	9.099	.000

a. Dependent Variable: WTH\_S

*Table 3.2(c) shows the relationship between personal relevance and willingness to help in regression*

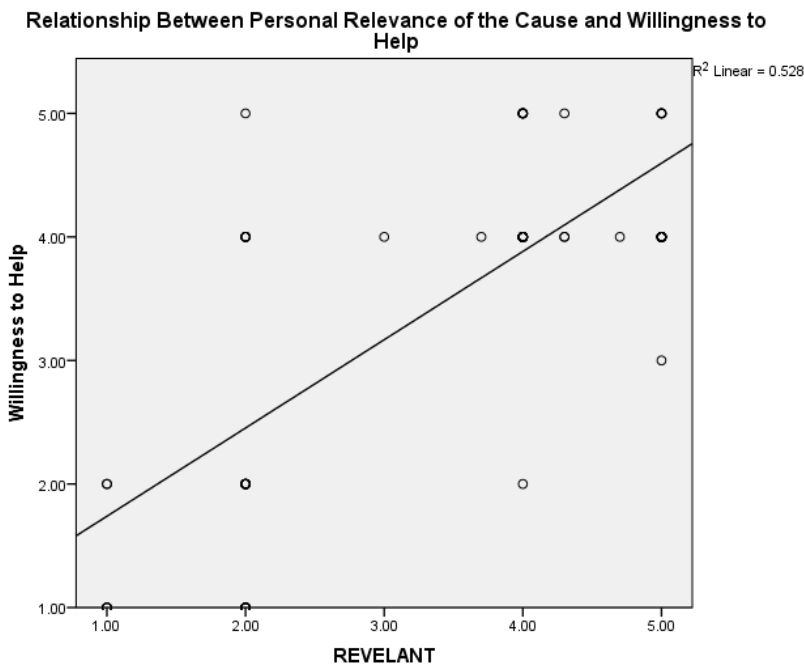
Simple linear regression analysis was conducted to evaluate the extent to which personal relevance could predict Consumer Willingness to Help. A significant regression was found ( $F(1, 74) = 82.7, p = .000$ ).

The  $R^2$  was .53, indicating that personal relevance explained approximately 53% of the variance in WTH

The regression equation is

Willingness to Help = 1.02 + .74 X Personal Relevance

That is, for one-degree increase in personal relevance, the willingness to help increase by approximately .74 times the in degree of willingness to help



*Figure 3.2(c) shows the relationship between personal relevance and willingness to help as a dot figure*

#### **H4: Personal relevance can influence consumers' willingness to help even if they find social cause ads to be intrusive and irritating**

Multiple linear regression was conducted to assess whether the perception of irritation of social cause ads and perception of intrusion predicts willingness to help and how personal relevance of the social cause impacts the relation.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633 <sup>a</sup>	.401	.376	1.01020

a. Predictors: (Constant), INTERACTION\_IRR\_REL, IRRITATION, INTRUSIVE

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.194	3	16.398	16.068	.000 <sup>b</sup>
	Residual	73.477	72	1.021		
	Total	122.671	75			

a. Dependent Variable: WTH\_S

b. Predictors: (Constant), INTERACTION\_IRR\_REL, IRRITATION, INTRUSIVE

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.734	.374		12.673	.000
	IRRITATION	-.512	.179	-.501	-2.866	.005
	INTRUSIVE	.229	.203	.202	1.126	.264
	INTERACTION_IRR_REL	.366	.080	.464	4.553	.000

a. Dependent Variable: WTH\_S

Table 3.2(d) shows how irritation and intrusion combined with personal relevance impact willingness to help

The regression was found to be significant.  $F(3, 72)=16.07, p=.000$ .

$R^2 = .40$  indicating that perception of irritation, intrusion, and personal relevance has an impact on willingness to help combined and 40% variance in WTH to explained by the three variables combined.

The regression equation is

$$WTH = 4.73 - .51 (\text{Irritation}) + .23 (\text{Intrusiveness}) + .37 (\text{Irritation} * \text{relevance})$$

**CHAPTER – 4**  
**FINDINGS, SUGGESTIONS &**  
**CONCLUSIONS**

## **4.1 LIST OF FINDINGS**

- i. Table 3.1.(a) Demographic Details of Respondents: The survey sample had a slightly higher proportion of male respondents compared to female respondents. The majority of participants were between the ages of 20 and 30
- ii. Table 3.1(b) Frequency of employment status of respondents Most were students, followed by those working, unemployed, and in business.
- iii. Figure 3.3(a) shows the relationship between the perception of irritation and willingness to help as a dot figure: There is a significant negative relationship between consumer perception of irritation caused by social cause ads and their willingness to help the cause. The perception of irritation explains approximately 13% of the variance in willingness to help.
- iv. Figure 3.3(b) shows the relationship between intrusiveness and willingness to help as a dot figure: There is no significant relationship between the intrusion of social cause ads and consumer willingness to help.
- v. Figure 3.3(c) shows the relationship between personal relevance and willingness to help as a dot figure: There was a strong positive relationship between personal relevance and WTH, with personal relevance explaining approximately 53% of the variance in WTH. This suggests that consumers are more willing to help when they perceive social cause ads as personally relevant.
- vi. Table 3.2(d) shows how irritation and intrusiveness combined with personal relevance impact willingness to help: The interaction between irritation, intrusion, and personal relevance significantly predicted WTH, explaining 40% of the variance in WTH. This implies that even if consumers find social cause ads to be intrusive and irritating, they are more likely to be willing to help if they perceive the cause as personally relevant.

## **4.2 SUGGESTIONS**

- i. Segment your target audience based on demographics such as age and gender to tailor your social cause ads more effectively. Consider creating different ad campaigns for different age groups to ensure relevance.
- ii. Personalize your social cause ads to make them more relevant to your audience. Use data-driven insights to understand your audience's preferences and interests, and tailor your messaging accordingly.
- iii. Ensure that your social cause ads are not intrusive or irritating to your audience. To ensure your social cause ads aren't annoying, use ad formats that blend naturally into the platform.
- iv. Use emotional appeal in your ads to create a strong connection with your audience. Highlight the impact of the cause you are supporting and appeal to your audience's emotions to drive engagement.
- v. Incorporate interactive elements into your social cause ads to engage your audience and make your message more memorable. Use polls, quizzes, or interactive stories to encourage participation.
- vi. Focus on building long-term engagement with your audience by creating consistent messaging and actions that align with your cause. Encourage ongoing participation and support to create enduring change.

## **4.3 CONCLUSION**

Based on the findings of this study, it is evident that social cause ads have a significant impact on consumer behavior, particularly in relation to willingness to help. The study found that while irritation from social cause ads can reduce willingness to help, personal relevance can significantly increase it. Gender and age were also found to play a role, with the majority of respondents being young adults.

These findings suggest that marketers should carefully consider the content and delivery of their social cause ads to maximize impact. Personalizing ads to make them more relevant to the target audience and avoiding overly intrusive or irritating content are key strategies for success.

Additionally, segmenting the target audience based on age and gender can help tailor ads more effectively.

Moving forward, marketers need to continue monitoring engagement metrics and gathering feedback to refine their social cause ad campaigns. Collaborating with influencers and using interactive and educational content are also recommended strategies to increase engagement and create lasting impact.

## **REFERENCES**

- i. Ahn, H. K., Kim, H. J., & Aggarwal, P. (2013, November 5). Helping Fellow Beings. *Psychological Science*, 25(1), 224–229. <https://doi.org/10.1177/0956797613496823>
- ii. Bozinoff, L., & Ghingold, M. (1983, June). Evaluating guilt arousing marketing communications. *Journal of Business Research*, 11(2), 243–255. [https://doi.org/10.1016/0148-2963\(83\)90031-0](https://doi.org/10.1016/0148-2963(83)90031-0)
- iii. Chakrabarty, S., & Yelkur, R. (2005, April 11). The Effects of Ad Irritation on Brand Attitudes. *Journal of Promotion Management*, 11(2–3), 37–48. [https://doi.org/10.1300/j057v11n02\\_04](https://doi.org/10.1300/j057v11n02_04)
- iv. Edwards, S. M., Li, H., & Lee, J. H. (2002, October). Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-Up Ads. *Journal of Advertising*, 31(3), 83–95. <https://doi.org/10.1080/00913367.2002.10673678>
- v. Geng, S., Yang, P., Gao, Y., Tan, Y., & Yang, C. (2021, September). The effects of ad social and personal relevance on consumer ad engagement on social media: The moderating role of platform trust. *Computers in Human Behavior*, 122, 106834. <https://doi.org/10.1016/j.chb.2021.106834>
- vi. Greyser, S. A., & Bauer, R. A. (1966). Americans and Advertising: Thirty Years of Public Opinion. *Public Opinion Quarterly*, 30(1), 69. <https://doi.org/10.1086/267382>
- vii. Holiday, S., Hayes, J. L., Britt, B. C., & Lyu, Y. (2020, May 22). The cause-effect: the impact of corporate social responsibility advertising on cause consumer engagement behavior after brand affiliation ceases. *International Journal of Advertising*, 40(2), 199–224. <https://doi.org/10.1080/02650487.2020.1769408>
- viii. Lee, J., Kang, I., & Stanfield, J. (2017, July 28). Coercive Tactics and Web Advertising Performance. *Sustainability*, 9(8), 1317. <https://doi.org/10.3390/su9081317>

- ix. Ham, C. D., Ryu, S., Lee, J., Chung, U. C., Buteau, E., & Sar, S. (2021, August 19). Intrusive or Relevant? Exploring How Consumers Avoid Native Facebook Ads through Decomposed Persuasion Knowledge. *Journal of Current Issues & Research in Advertising*, 43(1), 68–89. <https://doi.org/10.1080/10641734.2021.1944934>
- x. Holiday, S., Hayes, J. L., Britt, B. C., & Lyu, Y. (2020, May 22). The cause effect: the impact of corporate social responsibility advertising on cause consumer engagement behavior after brand affiliation ceases. *International Journal of Advertising*, 40(2), 199–224. <https://doi.org/10.1080/02650487.2020.1769408>
- xi. Morris, J. D., Choi, Y., & Ju, I. (2016, May 25). Are Social Marketing and Advertising Communications (SMACs) Meaningful?: A Survey of Facebook User Emotional Responses, Source Credibility, Personal Relevance, and Perceived Intrusiveness. *Journal of Current Issues & Research in Advertising*, 37(2), 165–182. <https://doi.org/10.1080/10641734.2016.1171182>
- xii. Koschate-Fischer, N., Stefan, I. V., & Hoyer, W. D. (2012, December). Willingness to Pay for Cause-Related Marketing: The Impact of Donation Amount and Moderating Effects. *Journal of Marketing Research*, 49(6), 910–927. <https://doi.org/10.1509/jmr.10.0511>
- xiii. Lin, H. C. S., Lee, N. C. A., & Lu, Y. C. (2021, September 14). The Mitigators of Ad Irritation and Avoidance of YouTube Skippable In-Stream Ads: An Empirical Study in Taiwan. *Information*, 12(9), 373. <https://doi.org/10.3390/info12090373>
- xiv. Paek, H. J., & Nelson, M. R. (2009, September). To Buy or Not to Buy: Determinants of Socially Responsible Consumer Behavior and Consumer Reactions to Cause-Related and Boycotting Ads. *Journal of Current Issues & Research in Advertising*, 31(2), 75–90. <https://doi.org/10.1080/10641734.2009.10505267>
- xv. Suter T. A., Sen A., & Rao C. P. (1995). A conceptualization of cause-related marketing: A consumer behavior perspective. *Proceedings of the 1995 Academy of Marketing Science (AMS) Annual Conference*, Orlando, Florida.
- xvi. [https://www.researchgate.net/publication/299675180\\_Online\\_Advertising\\_Intrusiveness\\_and\\_Consumers'\\_Avoidance\\_Behaviors](https://www.researchgate.net/publication/299675180_Online_Advertising_Intrusiveness_and_Consumers'_Avoidance_Behaviors)
- xvii. <https://www.mdpi.com/2071-1050/9/8/1317>

## **ANNEXURE**

1. Name
2. Age
  - Below 20
  - 20 – 30
  - 30 – 40
  - Above 40
3. Gender
  - Female
  - Male
  - Prefer not to say
4. Employment
  - Student
  - Currently Working
  - Unemployed
  - Others
5. Income per annum
  - Below One Lakh
  - One to Three Lakh
  - Four to Eight Lakh
  - More than Eight lakh
6. Have you come across ads about Social Causes?
  - Yes
  - No
7. Which type of social cause ads have you come across?
  - Charitable ads
  - Environmental awareness ads
  - Social awareness ads
  - Government initiative ads

8. Through which medium have seen social cause ads most often?

- Television
- Theater
- Social Media
- Bill Boards
- Radio

9. Do you think the social cause ads that you see relevant to you?

- Yes
- No
- Not sure

10. When I see ads about social causes, I think they are ( Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree )

- When I see ads about social causes, I think they are Distracting
- When I see ads about social causes, I think they are Disturbing
- When I see ads about social causes, I think they are Forced
- When I see ads about social causes, I think they are Interfering
- When I see ads about social causes, I think they are Intrusive
- When I see ads about social causes, I think they are Invasive

11. Do you often feel the need to contribute to social cause ads?

- Yes
- No
- Maybe

12. I feel bad if I don't contribute to social ads. ( where 1 being Strongly agree and 5 being Strongly Disagree)

- 1
- 2
- 3
- 4
- 5

13. Please read the below statements and mark your response. (Strongly agree, Agree, Neutral, Disagree, and Strongly Disagree )

- The ad on social causes has caused me to think differently about the cause
- The advertisement increased my awareness about the social cause
- The advertisement was a good way to explain the importance of the social cause

14. Please read the below statements and mark your response. (Strongly agree, Agree, Neutral, Disagree, and Strongly Disagree )

- I always intentionally ignore any social cause ads when they are played
- I intentionally do not pay attention to social cause ads
- I have a tendency to dislike any social cause ads

15. Please read the below statements and mark your response. (Strongly agree, Agree, Neutral, Disagree, and Strongly Disagree )

- I feel that social cause advertisements are usually irritating
- I feel that social cause advertisements are usually deceptive
- I feel that social cause advertisements are usually annoying

16. In general, how likely is it that you would give help to the social cause that you see? ( where 1 being definitely would not help to 5 being definitely would help

- 1
- 2
- 3
- 4
- 5

17. Do you get social cause ads that does not concern you?

- Yes
- No
- Maybe

18. What do you do when you get overwhelmed by many social cause ads?

- I make an informed decision
- I ignore it
- I decide not to contribute

19. In your opinion do social cause ads create the impact that they are meant to?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strong Disagree