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**The Emotional appeal of Hope and the Effects of Logo
in Cause-Related Marketing**

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in Cause-Related Marketing**

by

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Dedication

I dedicate my master's thesis to my parents, brother, and sister who support and believe in me.

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Abstract

The Emotional Appeal of Hope and the Effects of Logo in Cause-Related Marketing

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This research experimentally investigates the interactive effects between two different types of hope and logo existence on advertising effectiveness. In particular, this study explains distinct hope types using a regulatory focus and examines whether the interaction of hope types and the pink ribbon logo impacts consumers' positive attitude toward the advertisement and the brand, and their purchase intention. Results reveal that a promotion hope focused advertising yields positive consumer attitude toward the advertisement when the advertisement deploys the pink ribbon logo. On the contrary, consumer attitude toward the advertisement was more favorable to a prevention hope focused advertising message when it did not display the pink ribbon logo. Implications and future research suggestions are provided.

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I. INTRODUCTION

It is imperative to research the emotion of hope, especially given the prevalence of breast cancer for both females and males. In 2013, there were over 232,340 cases of female invasive breast cancer and about 64,640 cases of female in situ breast cancer in the U.S. Further, about 2,240 men were also diagnosed with breast cancer in the U.S. in the same year. Hospitals, cancer-related associations, and nonprofit organizations have strived to increase consumer awareness of organizations, causes, and donations. As part of these groups' endeavors, corporations and brands have increasingly engaged in social-purpose marketing activities such as corporate social responsibility (CSR). CSR is a corporation's obligation to create a positive impact and reduce their negative impacts on society (Pride & Ferrell, 2006).

Among CSR activities, the most common tactic in today's marketplace is cause-related marketing. Cause-related marketing is a marketing activity wherein brands promote consumer purchase of their goods or services that simultaneously support a social cause (Barone, Miyazaki, & Taylor, 2000; Varagarajan & Menon, 1988). Researchers have demonstrated cause-related marketing's key influence on consumer behavior. For instance, congruence between the sponsor (brand) and the supported social cause strengthens the favorability of the sponsor (Menon & Kahn, 2001; Pracejus & Olsen, 2004). Other cause-related marketing factors influencing consumer behavior are types of social causes (e.g., natural disaster vs. long-term ongoing disaster, medical cause), scopes of cause (e.g., local vs. international), and methods of brand contributions

to a cause. In addition, previous cause-related marketing research focuses on identifying the cause-related marketing characteristics that have effects on consumers' positive evaluations (Barone et al., 2000; Pracejus & Olsen, 2004; Strahilevitz & Myers, 1998), investigating the effectiveness of cause-related marketing for a sponsoring company, and examining consumers' responses toward the branding of products with donations. Despite the research studies about cause-related marketing, there is a lack of cause-related marketing studies related to individuals' diverse motivational factors such as emotions.

Advertising has been utilized as an effective communication mechanism to discuss social problems such as drug abuse, alcoholism, general violence, heavy smoking, gambling, drunk driving, obesity, AIDS, rape prevention, gay rights, poverty, race relations, and breast cancer (Baek, & Reid, 2013; Drumwright, 1996). Other than general advertising, cancer advertising applies a variety of emotional appeals such as "warriors in pink" for breast cancer awareness advertising and "shiny, happy" imagery of patients upon treatment completion. Psychology scholars confirm that people's affective conditions serve as useful sources of information, signals, and motivations that are the basis of individuals' helping behaviors (Schaller & Cialdini, 1988; Cialdini & Kenrick, 1976). For instance, Bless and Fiedler (2006) note that people are primarily motivated to be part of supporting a cause because helping others enhances their own positive emotions. In the context of print advertising, this current research investigates how a positive emotion, specifically hope, affects consumer behavior as a function of promotion

and prevention foci that are deployed in advertising messages with the pink ribbon logo, which is associated with hope for cancer patients and survivors.

Hope is the most frequently mentioned emotion and a ubiquitous method used in advertising (Shimanoff, 1984). People hope to cure damaged hair by using a certain product after watching an advertisement about shampoo, to look cool by wearing a certain brand's clothing, to lose weight after having seen a Gold's Gym before-and-after commercial, to win the lottery, and to eliminate a headache by taking a particular pill. As seen from these common examples, hope is definitely related to advertising because people have hopes to attain specific goals based on advertised information, brands, or services. Advertising a particular product or service as a way to reach a desirable goal encourages consumers' positive behavior rather than providing information about a product or service. In line with this notion, MacInnis and de Mello (2005) suggest that such advertisements are able to trigger consumers' feelings of hope. Hence, cause-related marketing advertisements can create hope through promoting the product because having the product (or the brand) lead to valuable outcome achievement by advocating a certain cause.

Hope is considered a powerful persuasive motivator, which makes consumers engage in positive behavior (Chadwick, 2014). Hope is a discrete and future-oriented emotion motivating a consumer's specific behavior that results from an individual's thoughts about future rewards and retributions (Chadwick, 2014). Therefore, hope is defined as a "positive emotion that varies as a function of the degree of yearning for a goal-congruent, future-oriented outcome appraised as uncertain, yet possible" (MacInnis

& Chun, 2006). In spite of hope's potential ability to influence consumer behavior, few researchers have investigated the effects of hope appeals in extant literature. Poels and Dewitte (2008) suggest that an advertising message indicating "prevention hope", which is when a negative situation can be changed to a positive situation, enhances product information recall, goal-directed actions, and consumers' attitudes. In line with the conceptual definition of hope, researchers have employed Regulatory Focus Theory (RFT) in empirical hope-related research.

RFT (Higgins, 1997) proposes the existence of two different types of regulatory goals: promotion focused and prevention focused goals. A promotion goal is a nurturance-related regulation that desires for advancement, accomplishment, and aspirations; promotion-focused individuals care about the presence or absence of positive outcomes. On the contrary, a prevention goal is a security-related regulation that is a condition contemplating protection, safety, and responsibility; prevention-focused individuals consider the absence or presence of a negative outcome (Higgins, Idson, Freitas, Spiegel, & Molden, 2003; Higgins, 1997). In academic advertising research, RFT has become one of the most widely-used theoretical frameworks in order to predict message effects on advertising persuasiveness, which is called regulatory focus framing. In other words, ad messages are framed either by promotion of desirable and positive outcomes in order to attain success or by prevention of undesirable and negative outcomes in order to avoid failure (Lee & Aaker, 2004).

The primary purpose of this study is to empirically examine the interactive effects of different types of hope in terms of regulatory focus with the logo, the pink ribbon, in

order to determine advertising persuasiveness in a cause-related marketing context. People have a feeling of hope when they desire to achieve a particular goal. Higgins (1997) asserts that people's motivation can be classified into two ways. A promotion-focused goal can be achieved by ideal goals and fulfill desirable outcomes, whereas a prevention focused goal can be fulfilled by ought goals and avoiding undesirable outcomes. In a promotion-focused perspective, hope is a desirable or a positive outcome that is possibly achieved. On the contrary, people hope undesirable or negative outcomes will be avoided in a prevention focus. Also, people usually feel hope through the pink ribbon logo. Drawing from related literature, this research argues that a promotion hope focused advertising message will be more efficient when an advertisement displays the pink ribbon logo than a prevention hope focused advertising message without the pink ribbon logo. Findings of this research will suggest a new perspective of hope and regulatory focus for both advertising researchers and managers implementing cause-related marketing activities.

II. LITERATURE REVIEW AND THEORETICAL BACKGROUND

CAUSE-RELATED MARKETING: THE PINK RIBBON

Cause-related marketing, or cause marketing, is a common form of activity “linked to customers’ engaging in revenue-producing transactions with the firm” (Varagarajan & Menon, 1988). CRM can be affiliated with corporate social responsibility (CSR), which refers to corporations’ obligations to society (Smith, 2003). CSR activities have been recognized as marketing strategies since the 1960s and are carried out by corporations through various social actions, which address consumers’ general social concerns (Yoon & Gurhan-Canli, 2006). Definitions of CSR activities have changed alongside consumers’ perceptions of the relationship between corporations and society. Firms’ support of social causes has become a popular marketing tool, and corporations have been practicing CSR through various activities such as philanthropy, CRM, volunteering, and other programs (Simmons & Becker-Olsen, 2006). Corporations practice CSR to fulfill their responsibilities as well as to enhance competitiveness and financial performance (Drumwright, 1994; Bansal & Roth, 2000).

In a CSR context, CRM refers to a marketing tactic in which a brand’s sales are used to support a charity to create or maintain positive brand image. CRM indicates a company’s promise to donate a specific amount of its sales to a certain nonprofit organization or a social cause when consumers purchase its products or services (Barone, Norman, & Miyazaki, 2007; Barone et al., 2000). Brown and Dacin (1997) assert that cause-related marketing is a persuasion tactic whereby a company promotes its products

or services by sponsoring and supporting a social cause. American Express has one of the first companies to use the phrase “cause-related marketing” in 1983 to promote its campaign to restore the Statue of Liberty. Since the inception of cause-related marketing by American Express, many companies and brands have employed the cause-related marketing tactic, including: Yoplait’s “Save Lids to Save Lives” supporting Susan G. Komen for the Cure, Ford Motor’s support for breast cancer research, Hasbro’s advocacy of the Salvation Army, Avon’s American Legacy Foundation, Avon’s Breast Cancer Crusade, and Estée Lauder’s breast cancer research support.

Extant literature indicates that cause-related marketing affects various factors such as consumers’ brand choice (Barone et al., 2000), purchase intention (Webb & Mohr, 1998), and attitudes toward cause-related marketing and the company (Barnes, 1992; Webb & Mohr, 1998). In addition, cause-related marketing effects vary depending on product type (Strahilevitz, 1999), motivation (Barone et al., 2000), brand and cause fit (Barone et al., 2007; Gupta & Pirsch, 2006; Pracejus & Olsen, 2004), and brand consciousness (Nan & Heo, 2007). The key role of cause-related marketing, congruence between the sponsor and the supported social cause, strengthens the favorability of the sponsor (Menon & Kahn, 2001; Pracejus & Olsen, 2004) and consumers’ overall interpretation of cause-brand relationships (Dean, 2003; Lafferty, Goldsmith, & Hult, 2004). Moreover, prior cause-related marketing research has focused on identifying cause-related marketing’s characteristics that affect consumers’ positive evaluations (Barone et al., 2000; Pracejus & Olsen, 2004; Strahilevitz & Myers, 1998). This research

evaluates the effectiveness of CRM for a sponsoring company, and consumers' responses toward brands with donations.

Companies benefit from implementation of CRM because consumers are more likely to choose cause-supporting brands than non-supporting brands (Barone et al., 2000; Lichtenstein, Drumwright, & Braig, 2004; Hajjat, 2003) and because CRM improves a brand's positive reputation (Lafferty et al., 2004). In other words, CRM enhances a brand's image since consumers commonly perceive these companies as being generous, altruistic, and responsible (Adkins, 2010). In addition, CRM positively influences consumers' overall attitudes and purchase behaviors (Popkowski Leszczyc & Rothkopf, 2010; Haruvy & Popkowski Leszczyc, 2009; Chang, 2008; Arora & Henderson, 2007; Nan & Heo, 2007; Precejus & Olsen, 2004; Pracejus & Brown, 2003). Consumers prefer a product that provides a simultaneous benefit to consumers and society (Kim & Johnson, 2013). About 84% of Americans are likely to switch or buy brands supporting a cause when they provide an equivalent quality of product (Cone Research, 2007).

One common type of CRM is the pink ribbon. Ribbon symbolism began with yellow ribbons in 1979, created by the wife of a hostage who had been taken in Iran (Susan G. Komen for the Cure). Subsequently a ribbon event took place with a bright red in order to represent Gulf War soldiers who were affected by AIDS in 1990. Within the breast cancer movement, Susan G. Komen for the Cure® has used the color pink since its inception in 1982. In 1991, the pink ribbons were given out to all breast cancer survivors and participants of Susan G. Komen for the Cure® events. In 1992, *Self* magazine

declared the second annual Breast Cancer Awareness Month, and its editor-in-chief gave birth to the widespread pink ribbon movement. The Vice President of Estée Lauder Evelyn Lauder distributed this pink ribbon at Estée Lauder in New York City department stores. These days any generic pink ribbon can be used for breast cancer awareness, whereas the pink “running ribbon” is only for Susan G. Komen for the Cure®. With the increase of breast cancer awareness, the pink ribbon has established a subset of American culture that thrives with its own symbols, beliefs, values, norms, and practices. Today, the pink ribbon is used as a logo to represent a corporation’s responsibility in various products’ packaging (Selleck, 2010; Harvey & Strahilevitz, 2009; Sulik, 2012).

EFFECTS OF LOGOS

Logos are a means of transmitting affect to a product or a brand. In the context of branding, researchers indicate that logos take on a role of visual representation for a brand’s image (Henderson & Cote, 1998; MacInnis et al., 1999). By drawing upon the role of a logo, a brand is able to build reputation (Van den Bosch, De Jong, & Elving, 2005; Baker & Balmer, 1997) as well as increase consumers’ positive attitudes, purchase intentions, and brand loyalty (Muller, Koehler, & Crettaz, 2011). Some brands gain an advantage depending on how the image comes across through a logo. A logo is a salient visual element of a brand, and thus enhances brand identification as well as differentiates a brand from its competitors (Park et al., 2013). Logos might consist of the brand name itself, such as Intel, Ford, or Samsung, or be a unique visual symbol, such as McDonald’s golden arches or the pink ribbon for breast cancer awareness.

Based on previous studies noting the gains of strong brand identification, a brand logo can create or enhance value for consumers. In other words, logos are able to enhance consumers' relationships with a brand. Brand logos reflect the meaning of a brand and thus provide brief information about brands' marketing efforts (Van Riel & Van den Ban, 2001). Among several benefits of logos, three documented benefits come from brand logos. First, consumers can express their self-identity through a logo. Escalas and Bettman (2005) suggest that consumers are able to demonstrate or define their actual or ideal selves through a certain brand or logo as well as differentiate themselves from others by reflecting parts of their identities, values, or lifestyles (Chaplin & Roedder John, 2005). In other words, a brand or its logo serves as a bridge between consumers and others who have similar values and beliefs (Schau et al., 2009). For instance, consumers with wearing a pink ribbon will feel familiar to others with the pink ribbon products. Moreover, since the logo is considered to be a visual representation of a brand, it can also be a tool delivering a brand's functional benefits to consumers (Loken, Joiner, & Peck, 2002). Finally, the brand logo fulfills human beings' aesthetic interests. According to Pittard, Ewing, & Jevons (2007), brand logos please consumers with their aesthetic appeal. Higher aesthetic appeal is more likely to draw, foster, and create emotional attachment and commitment to a brand, and forge strong relationships with a brand.

The powerful impacts of a logo can be implemented through either brand names (e.g., Samsung or Google) or visual symbols (e.g., Starbucks' mermaid or the pink ribbon). Visual symbols are especially able to illustrate a brand's uniqueness and lead to a sense of connection between consumers and a brand better than only a brand name

logo. This is because visual symbols are “an effective means of communicating information to people” (MacInnis et al., 1999). In addition, people consider visual symbols to be effective ways of expressing a brand image, so therefore better differentiate a brand. The pink ribbon is a useful example of using a logo with multiple brands. Due to an invigorated a pink ribbon culture, breast cancer has been associated not only with medical problems but also with popular items for public consumption (Pink Ribbon Blues, p. 17). Given its original meaning of breast cancer awareness, the pink ribbon also takes on a role as an iconic symbol that has an ideological power to bring breast cancer into a brand with a notable and recognizable logo (Pink Ribbon Blues, p. 41).

EMOTIONS

Emotions differ from affect, moods, and attitudes because they are usually short-lived, conscious, intense, and related to an external impetus. In other words, emotions have stronger intensity in the degree of felt subjective experience with immensity of physiological reactions such as fear, anger, or joy. Emotions are defined as internal mental states reflecting evaluative and valenced reactions toward events or objects that vary in intensity (Ortony, Clore, & Collins, 1988). According to Bagozzi, Gopinath, & Nyer (1999), emotions are “a mental state of readiness that arises from cognitive appraisals of events or thoughts; has a phenomenological tone; is accompanied by physiological processes; is often expressed physically (e.g., in gestures, posture, facial

features); and may result in specific actions to affirm or cope with the emotion, depending on its nature and meaning for the person having it.”

In research of advertising persuasiveness, discrete emotions, assume each distinct emotion is different from other emotions, are the most frequently used model of emotion (Chadwick, 2014) because discrete emotions arise when individuals respond to stimuli such as advertising messages. Considering the model of discrete emotions, emotions are intense, psychological, and evaluative reactions occurred by stimuli (Nabi, 2002). Therefore, discrete emotions can be behavioral motivation factors (Lazarus, 1991). Given characteristics of discrete emotions, Bagozzi et al (1991) indicates that when an individual has certain patterns of thought about the environment or situation that relate to their goals, particular states of action readiness are formed. In other words, specific descriptions of a condition help to distinguish both negative and positive emotional responses. Roseman (1991) asserts that combinations of appraisals determine which of unique emotions will be experienced at any given time.

Emotions are an important element of understanding consumer behavior (Laros & Steenkamp, 2005). In the last two decades, scholars have studied the role of marketing stimuli and brands (Holbrook & Hirschman, 1982), consumers’ emotional responses to advertising (Derbaix, 1995), and the role of emotions in consumer satisfaction (Phillips & Baumgartner, 2002). Additionally, researchers argue that emotions are an important factor in complaints (Stephens & Gwinner, 1998) as well as failure in service areas and attitudes toward a product (Zeelenberg & Pieters, 1999).

Emotions have been conceptualized in a general dimension such as positive and negative emotions. However, research on particular emotions has recently emerged in academia. Some researchers have studied a comprehensive group of certain emotions (Richins, 1997). On the contrary, some researchers have studied one or several specific emotions: surprise (Derbaix & Vanhamme, 2003); regret (Inman & Zeelenberg, 2002; Tsiros & Mittal, 2000); sympathy and empathy (Escalas and Stern, 2003), embarrassment (Verbeke and Bagozzi, 2003); and anger (Bougie et al., 2003). Further, some researchers have underlined the significance of hope in consumer behavior, marketing, and public policy (MacInnis and de Mello, 2005); in advertising (Poels & Dewitte, 2008); in health communication (Chadwick, 2014); and in CSR activities (Kim, Kang, & Mattila, 2012).

HOPE AS A POSITIVE EMOTION

Considering emotions' features and how they arise, unlike negative emotions, positive emotions (e.g., happiness, joy, and hope) are associated with individual goal attainment. Shimanoff (1984) asserts that hope is one of the most often mentioned emotions in everyday conversations. Hope is a common word used in everyday life. Yet, researchers have argued about whether hope is an emotion. Some scholars believe it is not (Watson & Tellegen, 1985; Plutchik, 1980; Russell, 1980). Conversely, others believe hope is a fundamental emotion that can be learned (Ernst Bloch, 1986), resembles other emotions (Averill, 1990), and is depicted as an emotion by most people (Bruininks & Malle, 2005).

Behind the unstructured concept of hope in general, researchers have investigated hope to build theoretical frameworks. In academic usage, people can feel hope with relation to favorable outcomes or goal congruence (Smith & Lazarus, 1993; Lazarus, 1991; Roseman, 1991). Goal congruence means that the environment and one's goals are compatible. Namely, hope arises from the desire to obtain a particular goal (Lazarus, 1991), and is characterized by specific appraisals and action tendencies (MacInnis & de Mello, 2005; Lazarus, 1991; Frijda et al., 1989) In addition, hope is future-oriented because it pays attention to actions and outcomes that have not been realized yet (Smith & Lazarus, 1993; Lazarus, 1991).

What is hope? Hope can be defined as a “positive emotion that varies as a function of the degree of yearning for a goal-congruent, future-oriented outcome appraised as uncertain, yet possible” (MacInnis and Chun, 2006). To define hope, MacInnis and Chun (2006) conceptualize four fundamental factors of hope: importance, possibility, uncertainty, and expectation. When there is a high degree of *importance* for an outcome or an event, people have a higher intensity of hope for an outcome or event (Bruininks & Malle, 2005; Averill et al., 1990; Stotland, 1969). Another core element is that hope is likely to arise when an outcome can *possibly* occur, but is *uncertain* (Smith & Lazarus, 1993; Lazarus, 1991; Roseman, 1991). Since hope is a future-oriented emotion, people do not hope for a goal-congruent outcome when it is certain that an outcome either will or will not arise. *Expectation* is a person's perception of the likelihood that an outcome will be achieved. People hope for goal congruency when they expect to reach their goal.

Considering aspects of emotions, Oatley and Johnson-Laird (1987) indicates that an individual's goals might be used to assess the events. Emotions are considered to be a function coordinating an individual's cognitive system to manage their responses toward events. In so doing, an individual's actions can be modified or maintained to desired states. Therefore, scholars believe that self-regulation of goals is an important function of emotions (Bagozzi et al., 1999, Roseman, 1991, Austin and Vancouver, 1996).

REGULATORY FOCUS THEORY

Consumer behavior and psychology researchers apply a theory and take affective, cognitive, and behavioral factors into account in order to thoroughly understand consumer behavior (Chartrand, 2005; Dijksterhuis, Smith, van Baaren, & Wigboldus, 2005). RFT renders a comprehensive view about the leverage of variables on consumer behavior (Higgins, 1998; 1997). RFT is a sophisticated theoretical framework that demonstrates people's motivations for goal achievement. RFT postulates that consumers' motivations and information processing can differ depending on distinct goals (Higgins, 1997). That is, a higher desire for goals has an important influence on consumer behavior because of self-regulatory functions (Feber & Vohs, 2004). This theory is based on a hedonic principle asserting that people are motivated to approach pleasure and avoid pain, but there is disparity in motivational consequences. Markman and Brendl (2000) broadly define goals as, "representational structures that guide the system in its pursuit of a reference or end state." Considering the meaning of a goal, different self-regulations

activate depending on two distinguished types of desired goals: promotion and prevention focus goals (Higgins, 1997).

Promotion focused individuals are more likely to focus on achieving their aspirations and ideals to fulfill their “need for growth and advancement” (Higgins, 1998; 1997). As a consequence, these individuals are eager to ensure the presence of positive outcomes and strive not to miss possible advancements of outcomes (Cesario, Higgins, & Scholer, 2008). Conversely, individuals with a prevention focus place value on their obligations and responsibilities to satisfy their “need for safety and security” (Higgins, 1998; 1997). So, these latter individuals are more likely to have a tendency to vigilant action when they approach goals. Unlike individuals with a promotion focus, they endeavor to avoid and reduce the presence of negative outcomes, which means avoiding mistakes (Cesario, Higgins, & Scholer, 2008). In sum, promotion focused individuals are motivated to gain advancements and achievements by approaching a desirable end (an approach strategy to goal attainment), whereas prevention focused individuals are motivated to attain protection and safety by avoiding an undesirable end (an avoidance strategy to goal attainment).

Researchers indicate that different factors influence an individual’s regulatory focus. Higgins (1998) suggests a chronic regulatory focus is created by individual socialization. Contextual priming using regulatory focus is a technique used in advertising research. That is, researchers can prime consumers’ regulatory focus that affects consumers’ decision making and overall behavior. Finally, regulatory goals are possibly induced by momentary experiences (Florack, Scarabis, & Gosejohann, 2005).

For example, participants showed significant fit to approach strategies when promotion focus was primed by questions about their hopes and goals, whereas avoidance strategies were activated when a prevention focus was primed by questions about duties and obligations (Higgins, 1997).

Message framing or task instructions providing benefits provoke a promotion focus; in contrast, a prevention focus is induced when frames and instructions offer losses to be avoided (Idson, Lieberman, & Higgins, 2000; Crowe, & Higgins, 1997). Aaker and Lee (2001) confirm that advertising messages have greater persuasive effectiveness when these two types of goals are matched with message frames in terms of regulatory focus orientation. Prior research demonstrates the impact of two different regulatory foci on various domains of consumer behavior: information processing, judgment, types of benefit (e.g., hedonic vs. utilitarian), decision making, and evaluation of product (Forster, Grant, Idson, & Higgins, 2001; Shah & Higgins, 2001; Higgins, 1997).

HYPOTHESES DEVELOPMENT

Hope has a significant impact on consumer behavior, marketing, and public policy (MacInnis & de Mello, 2005). In particular, hope is one of the most popular persuasion tactics in advertising. Advertising products evoke the feeling of hope by providing a means to attain desirable goals such as losing weight or gaining glamorous eyelashes. Although both regulatory focus and hope are related to consumer goals and can be used to examine consumer behavior, scanty research has studied the relationship between RFT and positive emotion. Thus, scholarship remains unclear about what type of

goals are the subject of hope and how hope has an effect on consumer behavior. In this section, I explain the relationships between RFT and hope and develop them into three hypotheses.

People can feel hope when they desire to achieve a particular goal (Lazarus, 1999; 1991). For example, people hope to win a lottery, to get accepted to desirable college, to increase their GPA, not to have cancer, to be happy, to find a great spouse, and to have healthy looking skin. In an unsatisfactory situation, hope would be created with the goal of avoiding an undesirable outcome, whereas in a satisfactory situation, hope would be associated with the goal of accomplishing a desirable outcome. Since two distinct types of hope are explained in relation to people's particular goals, scholars conceptualize hope to facilitate application to consumers with a promotion and prevention hope utilizing RFT (Kim et al., 2012; Poels & Dewitte, 2008; de Mello & MacInnis, 2005; Pham & Higgins, 2005; Higgins, 1997).

RFT is a widely-used theory that enables interpretations and predictions of consumer behavior and consumer motivation. Plenty of studies have investigated the various roles of regulatory focus. Higgins (1997) asserts that people's motivation can differ in two ways: promotion focus goals, which can be achieved by ideal goals and fulfill desirable outcomes, and a prevention focus goals, which can be fulfilled by ought goals and avoiding undesirable outcomes. In a promotion focus perspective, hope is a desirable or a positive outcome that is possibly achieved. On the contrary, hope means that undesirable or negative outcomes can be avoided with a prevention focus. In this study, two different types of hope are defined based on Poels and Dewitte's (2008)

definition: promotion hope is when people hope to achieve positive outcomes, whereas prevention hope refers to people hoping to avoid negative outcomes. Scholars confirm that hope is an emotion that can be elicited in negative and threatening situations where it possibly can be prevented or resolved (Lazarus, 1991). In line with two different types of hope and previous research, the following hypothesis is posed in this study:

H1: A promotion hope focused advertising message will lend itself to a) favorable attitude toward the advertisement, b) favorable attitude toward the brand, c) higher purchase intention than a prevention hope focused advertising message.

Brands can gain advantages using logos. Particularly, a logo serves a role of visual representation. Consumers can create a value from a brand logo and build relationships with a brand. In addition, because a brand logo mirrors consumers' identities, values, and lifestyles (Chaplin & John, 2005), it serves as a linkage between consumers and others who have similar beliefs (Schau et al., 2009). In terms of non-profit organization logos, one of the most recognizable logos in the United States is the pink ribbon, which carries symbolic meanings of strength, responsibility, empathy, permission to discuss breast cancer, and hope (Harvey & Strahilevitz, 2009). Throughout pink ribbon culture, consumers access and express their values with pink ribbon symbolism. This culture indicates that breast cancer is an important issue and operates as a brand with the pink ribbon logo (Pink ribbon blues, p.126). Deployment of the pink ribbon logo in advertising and sponsoring campaigns emboldens consumption for the cause. Moreover, affective brand recognition built by the pink ribbon logo enhances social awareness of the

cause, creates a consumer identity from a symbolic commitment, and leads to conscientious consumption (Bower & Forgas, 2001).

The pink ribbon as a logo refers not only to breast cancer awareness but also fear, strength, goodness, and hope, all characteristics that motivate consumers with emotional appeal and symbolism (Pink ribbon blues, p. 133). Notably, brands use the word “hope” or “strive to produce hope” in their advertising or campaigns to encourage potential consumers to consume the pink ribbon. For example, one pink ribbon product was named “Angel of Hope” for a limited-edition sculpture. Since its inception, the pink ribbon refers to breast cancer awareness, and brands with the pink ribbon have used awareness to create hope (Sulik, 2012); consumers who have breast cancer awareness resonate with the pink-ribbon-related brands’ advertising messages that generate hope. Thus, consumers evolve into transmitters of hope via pink ribbon consumption. That is, the pink ribbon does not solely create awareness; consumers’ use of the pink ribbon indicates hope.

To generate hope, brands use the pink ribbon logo with appropriate images and words in their advertising or campaigns. For instance, in one advertisement, Komen Race for the Cure uses the copy: “We can live without our hair. We can live without out breasts. We cannot live without our hope for a cure” (Self, 1994). The campaign for the Avon Two Day Walk for Breast Cancer, the company used images showing people hugging, holding hands, laughing, smiling, and wiping their eyes with the headline, “READY. SET. HOPE.” Its message, creating hope, is: “For two days, we walk as one.” Those positive images, solidarity, optimism, and the word “hope” in the pink-ribbon-

related advertising manifest hope for a vigorous life when breast cancer is cured (Sulik, 2012). Therefore, the pink ribbon logo successfully achieves both advocacy for breast cancer and an advertising effect for a brand using the pink ribbon symbolism.

Cultural representations of breast cancer use the pink ribbon logo both to enhance media attention and strengthen the social force of a brand as CRM effects (Pink ribbon blues, p.141). Because the pink ribbon's meaning is already well-known, the brand *Natrelle* advertises its products with the caption: "Where there's awareness, there's hope." Even though *Natrelle* does not specify "awareness of breast cancer," consumers already perceive that the pink ribbon symbolizes breast cancer awareness. This can be linked to hope across the brand in form of the pink ribbon culture. Therefore, the following hypotheses are posed in this research:

H2: The logo presence will have a more favorable influence on a) attitude toward the advertisement, b) attitude toward the brand, c) purchase intention than the logo absence.

H3: There will be an interaction effect between the types of hope advertising message and the logo existence. The different effect power between the logo presence and the logo absence will be greater in promotion hope advertising message condition than prevention hope advertising message condition in terms of a) attitude toward the advertisement, b) attitude toward the brand, c) purchase intention.

III. Method

OVERVIEW AND RESEARCH DESIGN

The proposed hypotheses were tested in a 2 (types of hope: prevention hope vs. promotion hope) x 2 (logo: presence vs. absence) between-subjects randomized experimental design. The main purpose of this experiment was to investigate how different types of hope and particular logos affect consumer behavior by a manipulated experimental condition.

STIMULUS DEVELOPMENT

The pink ribbon is one of the most recognized symbols in the U.S. as well as one of the most powerful branding symbols for corporations that are willing to implement CRM activities (Selleck, 2010). The pink ribbon appears on many products regardless of product category, such as golf balls, watches, energy drinks, clothing, shoes, food, and the list goes on. Thus, the ubiquitous pink ribbon was selected to test logo effects in a CRM context. To manipulate the condition of logo effects, similar advertisements with and without the logo were created for each regulatory focus message. Bottled water, named GAIA water, was selected as the product in this study due to its gender-neutral product category, its familiarity, and universal need.

Six versions of full-color advertising messages were created: three for a prevention hope focused message and the other half for a promotion hope focused message. In order to highlight the effects of regulatory focus, the headline and body copy

of the ads were composed of direct words representing each regulatory focus. For example, the promotion hope focused advertising used a headline, “SUCCESS REACHES ALL OF US,” and the body copy contained specific words such as achieve, success, advance, win, and promote. By contrast, the prevention hope focus advertising had the headline, “WE’RE ALL RESPONSIBLE FOR SUPPORT,” and included the following words in the body copy: stability, protect, prevent, avoid, undesired, and prevent. Portraits of a young woman, an old woman, and a man are used in the advertisements in order to eliminate biases regarding age and gender. Based on the extant hope literature using a regulatory focus (Kim et al., 2012; Poel & Dewitt, 2008), both negative and positive images of three generations are used in prevention hope focus stimuli, whereas only positive portraits are used in promotion hope focus stimuli.

PRETEST

Before the main test, a manipulation check of the regulatory focus message framing and logo were conducted through a pretest. A total of 50 participants from Mechanical Turk (MTurk) took a pretest. Recruited participants were asked how clearly the message contained its regulatory focus and the existence of the logo. To select the most effective message framing for prevention and promotion hope, the manipulation of the advertisement’s message framing was checked through one seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Participants were also asked two questions: “Overall, I think the advertisement concerned promotion,” and “overall, I think the advertisement concerned prevention” (Kwon & Sung, 2012; Lee & Aaker, 2004).

Additionally to check for another independent variable, logo manipulation, participants were asked to answer the question, “Do you see a logo in the previous advertisement?” They were given three image options (the pink ribbon, American Cancer Society, and LIVESTRONG) to select based on and choose the logo they saw.

Based on the pretest findings, two of the most significant stimuli were selected for each regulatory focus. The results show that logo manipulation was successful. Therefore, a total of four advertisements 2 (Types of hope: promotion hope focused message vs. prevention hope focused message) × 2 (Logo: present vs. absent) were used for main test. See Appendix A - D for the final advertisements used in the main test.

SAMPLE

To comprehend the real consumer perspectives about CRM, this study was delivered to MTurk users in the MTurk Web interface. A total of 134 (the mean age = 37 years, 49% female) participants were randomly assigned.

DATA COLLECTION PROCEDURE

This study was conducted with MTurk users using the MTurk Web interface. Participants voluntarily participated in the study. Participants received compensation for completing the research. Participants were randomly assigned to one of four experimental conditions. The survey was designed to allocate approximately equal participants to each advertisement. It took taken about 15 minutes to complete the survey.

MEASURES

After participants were exposed to the advertisement, they were asked about their involvement of the product category and familiarity with the product and the pink ribbon. In 7-point bipolar scale, participants answered the question “In general, bottled water is...” for product involvement measurement with six questions – “unimportant to me vs. important to me,” “of no concern to me vs. of concern to me,” “irrelevant to me vs. relevant to me,” “means nothing to me vs. means a lot to me,” “useless to me vs. useful to me,” and “insignificant to me vs. significant to me.” To check familiarity of the pink ribbon and the product, the questions “In general, how is the pink ribbon logo/the bottled water to you?” were asked to the participants with three questions – “not at all familiar vs. very familiar,” “don’t recognize it right away vs. recognize it right away,” and “don’t know it well at all vs. know it very well.”

The effectiveness of the advertisement also was measured. The main object of measuring its effectiveness was to examine the interaction between hope using RFT and the logo on consumer behavior persuasion. Particularly, this study hypothesized that a promotion hope focused message structure would be more effective when the advertisement deploys the pink ribbon logo than the prevention hope focused advertising message. Therefore, participants’ understanding of the advertisement messages and the existence of the logo should be measured before the dependent variable measurements. Hence, two questions were asked to participants with 7-point Likert scales for checking regulatory focus messages: “Overall, I think the advertisement concerned promotion,” and “overall, I think the advertisement concerned prevention.” Then, participants were

asked to answer the following question: “Do you see a logo in the previous advertisement?” The note was offered indicating “Gaia water is not a logo – Logo is a graphic mark or symbol commonly used by organization” in order to clarify confusion about a meaning of a logo. If the answer was no, participants received next question. However, if an answer is yes, participants selected the logo they saw from three logo image options; the pink ribbon, American Cancer Society, and LIVESTRONG.

Because this study investigated about effectiveness of hope, whether participants felt hope was measured with 7-point Likert scale. To measure hope, four statements were given: “When I read the message and look at the ad, I felt hope,” “Breast cancer cure and support is important to me,” “This advertisement provides me a possibility of breast cancer cure,” and “It is expected that more breast cancer will be cured by purchasing GAIA water.”

Three dependent variables, attitude toward the advertisement, attitude toward the brand, and purchase intention, were measured to evaluate the effectiveness of hope and the logo in a CRM activity: attitude toward the advertisement, attitude toward a brand (7-point scale: 1=negative, unfavorable, bad, unpleasant; 7=positive, favorable, good, pleasant; Cronbach’s $\alpha = .98$), and purchase intention (7-point scale: 1=unlikely, improbable, impossible; 7=likely, probable, possible; Cronbach’s $\alpha = .96$).

Demographic information was collected in final section of the survey. Participants answered questions on: age, gender, ethnicity, education level, and income level.

IV. RESULTS

MANIPULATION CHECKS

In order to test the efficacy of the manipulation of two independent variables (types of hope and the logo existence) and evoked hope in the advertisements, independent sample t-tests were conducted. The results show that both of independent variables and the evoked hope condition were successfully manipulated.

First, to verify regulatory focused hope appeal manipulation of the advertising messages, participants rated whether they thought the advertisement had a promotion focused or prevention focused message. A 7-point Likert scale (1=strongly disagree, 7=strongly agree) was used with two questions adopted from Kwon and Sung (2012) and Lee and Aaker (2004): “Overall, I think the advertisement concerned promotion” and “Overall, I think the advertisement concerned prevention.” As expected, subjects assigned to the prevention hope focused advertising message indicated that the advertisement concerned with prevention ($M = 3.55, p = .001$), whereas subjects who were exposed to the promotion hope focused advertising message responded that the advertisement was related to promotion ($M = 4.26, p = .001$).

The manipulation of the pink ribbon logo’s existence was also checked in order to validate that subjects recognized the existence of the logo. After a regulatory focused-hope message manipulation check, participants were asked to answer the question: “Do you see a logo in the previous advertisement?” In order to eliminate confusion about what a logo is, I gave the note indicating that “GAIA WATER is NOT a logo – Logo is a graphic mark or symbol commonly used by organization.” If subjects selected “No” as their

answer, they did not receive another manipulation check question. However, if subjects' answer was "Yes", they received next manipulation check question. 82% of the logo present condition participants answered correctly, while 80% of the logo absence condition responded adequately ($n = 200$). For second the logo manipulation check, participants, who answered "yes" in previous manipulation check question, were asked to choose one logo they saw in the advertisement from three different logo images: the pink ribbon logo, American Cancer Society logo, and LIVESTRONG logo. All participants selected the pink ribbon logo. As a result, 66 participants who failed the logo manipulation check were removed. Hence, a total of 134 participants' reports were used in the hypothesis testing.

Finally, whether all subjects felt hope from the advertisements was inspected. Because the current study focuses on the effect of hope in terms of self-regulation, different appraisals of evoked hope among the advertisements should not affect the results. Therefore, the advertisements were created to be equal in intensity of feelings of hope. To validate the intensity of hope in all conditions, four factors of hope were checked: hope, importance, possibility, and expectancy (MacInnis & Chun, 2006). As intended, intensity of hope did not significantly different between the prevention hope and promotion hope focused advertisements ($M_{\text{prohope}} = 4.34$, $M_{\text{prehope}} = 4.38$, $p = .855$, *NS*). It means that subjects felt hope from both prevention and promotion hope focused advertisements.

HYPOTHESES TESTING

To test the hypotheses, a 2 (promotion hope focus vs. prevention hope focus) x 2 (logo presence vs. logo absence), multivariate analysis of variance (MANOVA) was performed for three dependent variables: attitude toward advertisement, attitude toward brand, and purchase intention.

First, the results of the *multivariate tests* gave the *p*-values for the four different *multivariate tests*: Pillai's Trace, Wilks' Lambda, Hotelling's Trace, and Roy's Largest Root. Among these four multivariate tests, Wilks' Lambda was used to interpret the result. This test result indicates that there is a significant effect of the independent variables (hope-evoked advertising messages and logo existence) on all of the dependent variables (attitude toward advertisement, attitude toward brand, and purchase intention). Therefore, the research result can conclude that the three dependent variables were significantly dependent on types of hope in terms of regulatory focus and the pink ribbon logo ($p < .05$). Thus, there was a statistically significant difference in attitude toward the advertisement, attitude toward the brand, and purchase intention based on regulatory focused hope and the pink ribbon logo, $F(3, 128) = 4.48, p < .05$; Wilk's $\Lambda = 0.905$, partial $\eta^2 = 0.095$. See the Table 1 for the result of multivariate tests.

The second part of the result focuses on *univariate ANOVAs*. This section determines how dependent variables differ for the independent variable. This result in turn provides the effects of independent variables on each of the dependent variables. The result of this research indicated that there were no main effects of hope-evoked advertising messages and the pink ribbon logo itself on three dependent variables.

However, the research reveal that there is an interaction effect between hope-evoked advertising messages in terms of regulatory focus and the pink ribbon logo. These two independent variables had a statistically significant effect on attitude toward advertisement ($F(1, 130) = 8.50; p = .004; \text{partial } \eta^2 = .061$) and had a nearly significant effect on attitude toward brand ($F(1, 130) = 3.25; p = .07; \text{partial } \eta^2 = .024$), but not a significant effect on purchase intention ($F(1, 130) = 0.52; p = .473; \text{partial } \eta^2 = .004$). See the Table 2 for the result of the *univariate ANOVAs tests*.

Finally, pairwise comparisons were conducted in order to identify the pattern of differences and find a significant difference by assessing all of the pairs of means. In other words, this provides which particular means creates statistically significant differences rather than an overall significant difference among means. Since previous tests showed significance, pairwise comparisons were able to be examined. The results of pairwise comparisons demonstrate the significance level for differences between the types of hope in terms of regulatory focus and the pink ribbon logo in attitude toward advertisement ($p < .05$). A significant difference in attitude exists toward the advertisement between promotion hope focus advertisement ($p = .016$) and prevention hope focus advertisement ($p = .100$). However, there is no significant difference in attitude toward the brand between promotion hope focus advertisement ($p = .296$) and prevention hope focus advertisement ($p = .134$) or in purchase intention between promotion hope focus advertisement ($p = .762$) and prevention hope focus advertisement ($p = .472$). See the Table 3 for the result of the pairwise comparisons.

In sum, for subjects who were in the promotion hope focused advertising message condition, deploying the pink ribbon logo resulted in a more favorable attitude toward the advertisement than in the no logo condition in an advertisement ($M = 5.87$ vs. $M = 4.85$). On the contrary, for subjects in the prevention hope focused advertising message condition, absence of the pink ribbon logo created a more favorable attitude toward the advertisement than in the logo condition ($M = 5.59$ vs. $M = 4.93$). The result demonstrates that consumers are more likely to have a positive attitude toward an advertisement including both the promotion hope focused message and the pink ribbon logo, whereas they are more likely to have a positive attitude toward an advertisement expressing the prevention hope focused message without the pink ribbon logo. Thus, hypothesis 3 was partially supported from this result (Figure 1).

V. DISCUSSION AND IMPLICATIONS

GENERAL DISCUSSION

Although implementation of CRM activity and application of a feelings of hope have increased for marketers and advertisers, hope as an emotion is not a well-studied subject in empirical academic studies. The main purpose of the current research was to empirically study the interaction effects between different types of hope and the logo in a CRM context. The assumptions made in this research were that the presence of a logo leads to consumers' positive ad and brand attitudes and behavioral intention. In addition, the premise of this research is that a promotion hope focused advertisement has more impact on consumers than a prevention hope focused advertisement for CRM activities. Based on those assumptions, this research suggested an effective ways to utilize hope and a logo in CRM activity that enhance consumers' positive evaluation of an advertising message and purchase intention.

Hypotheses of this research were tested empirically by conducting experimental research. The main effect of advertising messages containing promotion hope and prevention hope on the consumers' attitudes and intention was not found. There was no statistically significant main effect of the pink ribbon logo on the consumers' advertising or brand attitude or purchase intention. Nevertheless, as expected, the study found the interactive effect of hope in an advertising message and a logo. Individuals who viewed the promotion hope focused advertising message displaying the pink ribbon logo condition had statistically significant more favorable attitudes toward the advertisement and nearly significant attitude toward a brand, whereas in the prevention hope focused

advertising message condition, the message was more persuasive when it did not deploy the pink ribbon logo.

The results of the current research verify a distinction of two types of hope, promotion hope and prevention hope, as a mechanism to understand consumers' responses to a CRM advertisement. Based on the conceptual framework of hope in a psychological perspective, some advertising researchers have applied RFT to hope research (Kim et al., 2012; Poels & Dewitte, 2008; de Mello & MacInnis, 2005; Pham & Higgins, 2005; Higgins, 1997). Promotion hope can be defined when people hope to accomplish positive outcomes or goals. In contrast, prevention hope refers to people hoping to avoid negative outcomes or goals (Poels & Dewitte, 2008). Research findings indicate that consumers differ in their attitudes when they are exposed to a promotion hope and a prevention hope focused advertising message. This means that two types of hope have different influences on consumers' evaluation of a product. Promotion hope focused advertising messages are more persuasive than prevention hope focused advertising message. In particular, this result found evidence for an interaction between types of hope and logo existence. Promotion hope focused advertising messages are more effective with the pink ribbon logo.

IMPLICATIONS

This research supplements some theoretical contributions. The findings from the study highlight the effectiveness of using hope in CRM advertising messages. Previous studies usually examined the main effect of CRM in attitude-and behavior-related

consequences. For example, researchers have investigated purchase intention (Folse, Niedrich, & Grau, 2010; Chang, 2008), product appeal (Dahl & Lavack, 1995), product choice (Arora & Henderson, 2007; Pracejus, Olsen, & Brwon, 2003), and consumers' willingness to pay with a donation amount (Elfenbein & McManus, 2010; Koschate-Fischer, Stefan, & Hoyer, 2012). Despite a significant amount of research on CRM, few studies have examined emotion. Therefore, the findings of this research provide an opportunity to expand the contextual discussion of CRM.

Moreover, this research yields contributions to the study of positive emotions. From a psychological perspective, conceptual frameworks of hope as an emotion have been researched, and hope has demonstrated to be a goal-related and situation-related emotion. RFT has been applied to a few studies regarding hope in order to explain hope empirically and distinguish two different types of hope: promotion hope and prevention hope (Kim et al., 2012; Poels & Dewitte, 2008; de Mello & MacInnis, 2005; Pham & Higgins, 2005; Higgins, 1997). The current research employs these two types of hope, defined from prior hope research, and confirms the distinct types of hope: promotion hope is provoked by constant positive images, whereas prevention hope expresses emotionally changing images. The result of the research is not consistent with previous literature that claims that emotionally dynamic advertisements (e.g., expressing sadness, happiness, and anger emotions in an advertisement) to be more persuasive and effective than emotionally apathetic advertisements (Poels & Dewitte, 2008; Rossiter & Thornton, 2004; Kamp & MacInnis, 1995). This might imply another angle on hope, wherein consumers have different reactions depending on given situations and on types of hope.

For marketers or advertisers of brands performing CRM tactics, especially using the pink ribbon logo, it is suggested to use a promotion hope focused advertising message - which shows stable positive images - with the logo.

This research also suggests the moderating role of a logo, particularly the pink ribbon logo. The effects of a logo on a brand, such as building reputation (Van den Bosch, De Jong, & Elving, 2005; Baker & Balmer, 1997), and enhancing consumers' positive attitudes, purchase intentions, and brand loyalty (Muller, Koehler, & Crettaz, 2011), have been examined by consumer researchers. In spite of proven logo effects, no research has investigated a logo with a positive emotion as a moderator. Research findings indicate that the pink ribbon logo is tied to a feeling of hope within the context of advertising for CRM. In addition, for managerial perspective, results provide a guideline for how to construct an advertising message to implement CRM: a promotion hope focused advertising message is more persuasive than a prevention hope focused advertising message when an advertisement deploys the pink ribbon logo. Therefore, the findings of the current study suggest that consumer behavior is related to positive emotion effectiveness and a logo effect in advertising message framing.

LIMITATIONS AND FUTURE RESEARCH

Empirical studies of hope have recently emerged in advertising and consumer behavior research. Thus, the current research has some limitations, but has wide opportunities for future research. This research concentrated on how promotion hope and

prevention hope advertising messages have different effects on consumer behavior and how they interact with the pink ribbon logo.

Future research should investigate whether promotion hope advertising messages are still more persuasive in other contexts or product categories than CRM. This study was conducted within a CRM context that produces positive emotions by helping other people. However, a result might be reversed if future research examines hope without corporations' philanthropic works. Thus, future research should be conducted using sale-oriented product categories such as cosmetics, organic food, or apparel. Further, this research has limitations related to brand familiarity and involvement because of the brand that was used for the research. This fictitious brand might confine research subjects' engagement and emotion toward a brand. Future research should study hope using an authentic brand in order to measure involvement and familiarity of a brand and examine how they affect results.

Another limitation is the use of only one logo, the pink ribbon. This current research found the interaction between types of hope in an advertising message and the logo. However, it might constrain the interactive effect to the pink ribbon logo. Even though the pink ribbon logo was selected based on popularity in CRM activities and consumers' awareness of the logo, results from the present study possibly cannot be generalized. Also, the pink ribbon might be a gender-biased logo since the logo has been used to increase breast cancer awareness and uses the pink color. Thus, future research should investigate the relationships between types of hope in advertising message with variety logos or a logo that has no perceived bias.

Moreover, future studies should use other methods to measure a regulatory focus for the sake of exploring the relationships between hope and an individual's self-construal related to self-regulatory focus. This study manipulated regulatory focus through an advertising message rather than measuring individual's chronic self-regulatory focus. Chronic self-construal has an impact on the efficiency of promotion or prevention framed advertising messages (Sung & Choi, 2011). Considering the literature, there might be an interaction between chronic self-construal regulatory focus applied to hope types in a CRM context. Individuals with an independent self-construal may be influenced by a promotion hope focused advertising message, whereas interdependent self-construal individuals may be more persuaded by a prevention hope focused advertising message. Even though this research examined different types of hope in message framing, hope as an emotion can be investigated with self-construal in future CRM research. Advertisements provoking hope might be more effective to individuals in interdependent self-construal than independent self-construal individuals.

In conclusion, although the findings of the current research contribute to the understanding of hope as a positive emotion and a logo effect in consumers' evaluation of CRM advertising messages, given the prevalence of the use of both hope and logos in cause-related marketing messages, much more research is warranted.

Table 1

MANOVA Results (Wilks' Lambda)

Effect	Value	F	Hypothesis df	Error df	Sig.	Partial η^2
Intercept	.075	524.547	3	128	.000	.925
Hope Type	.972	1.240	3	128	.298	.028
Logo	.981	.809	3	128	.491	.019
Hope Type * Logo	.905	4.483	3	128	.005*	.095

Table 2

Univariate ANOVAs Results

Source	DVs	df	F	Sig.
	Ad Attitude	1	.126	.723
Hope Type	Brand Attitude	1	.012	.911
	Purchase Intention	1	.961	.329
	Ad Attitude	1	.382	.538
Logo	Brand Attitude	1	.083	.774
	Purchase Intention	1	.079	.779
	Ad Attitude	1	8.499	.004*
Hope Type *	Brand Attitude	1	3.247	.074
Logo	Purchase Intention	1	.517	.473

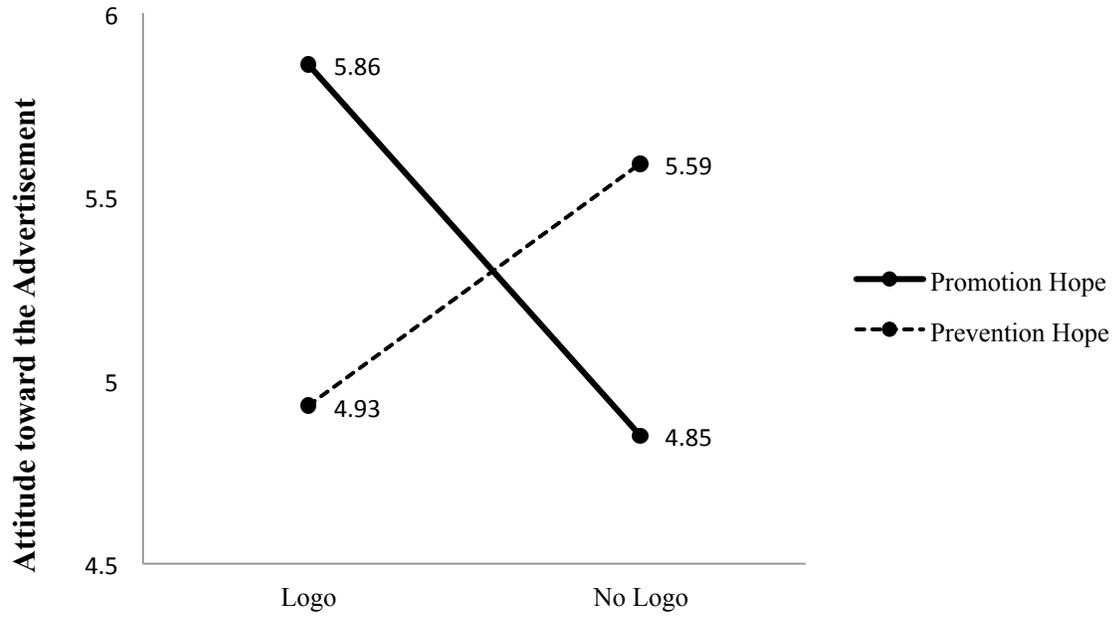
Table 3

Pairwise Comparisons for Ad Attitude

Hope Type	Logo Existence		Std. Error	Sig.
Promotion	Logo	No Logo	.412	.016*
	No Logo	Logo	.412	.016*
Prevention	Logo	No Logo	.396	.100
	No Logo	Logo	.396	.100

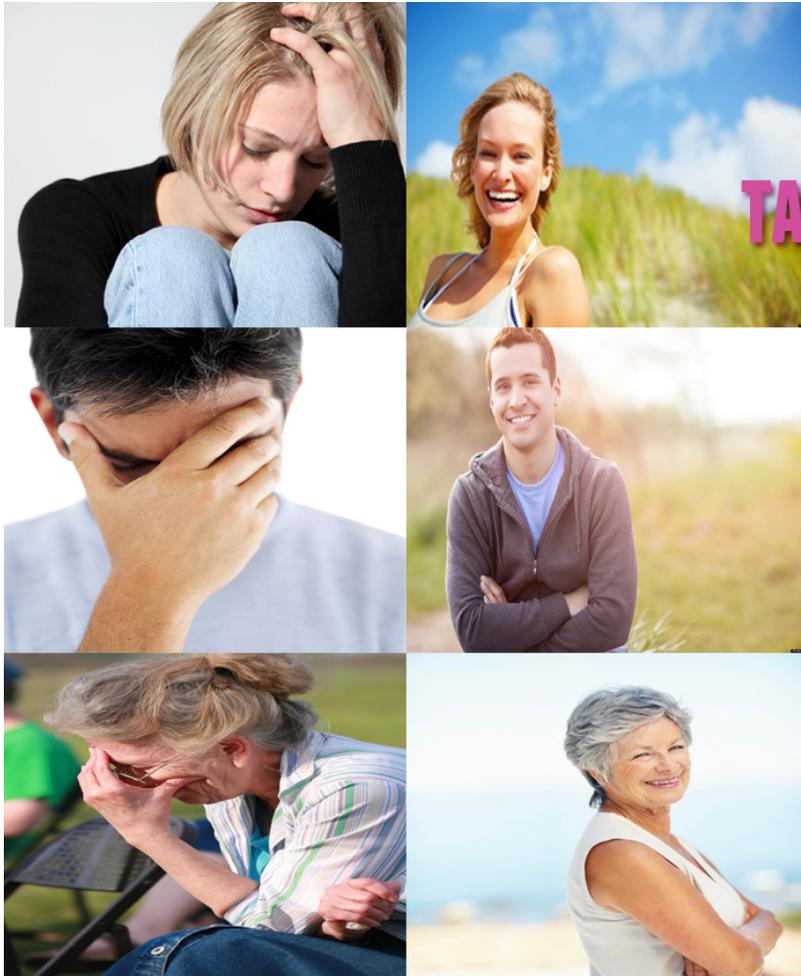
Figure 1

Interaction Between Types of Hope and Logo Existence



Appendix A

Stimuli for Main Test: Prevention Hope with No Logo Condition



PREVENTION TAKES VIGILANCE

Regular mammograms are key in **preventing** breast cancer fatalities. **Reducing the risk** of late detection is important.

That is why 10¢ of every GAIA WATER purchase is **responsibly** donated to fight and **prevent** breast cancer early.

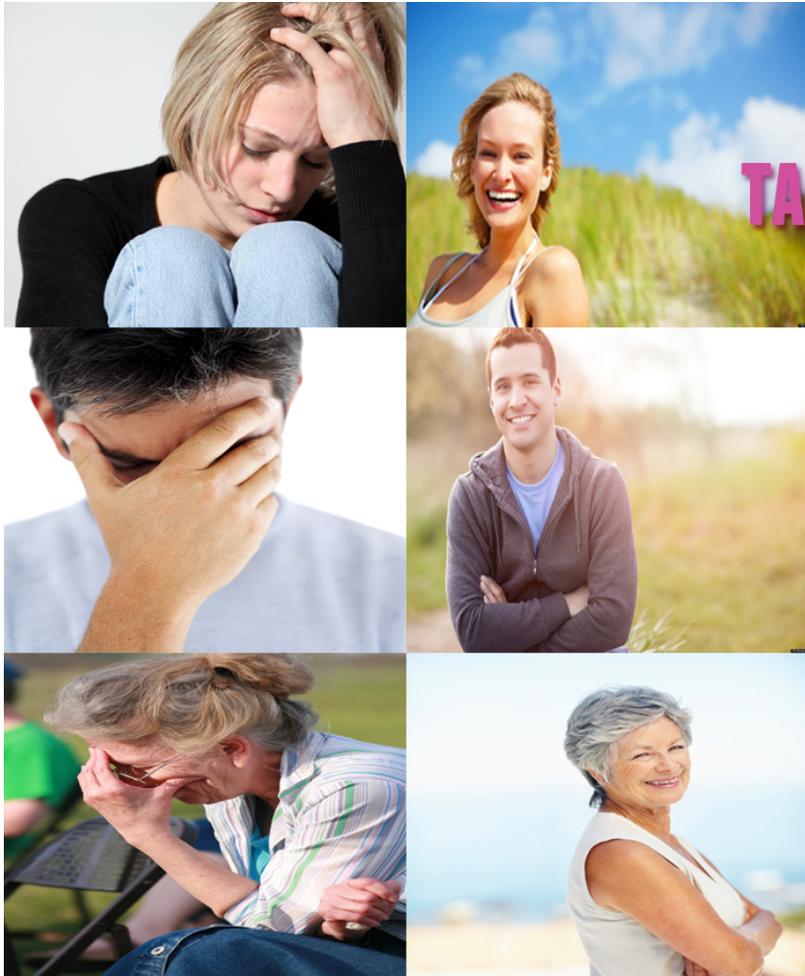
WE HOPE,
WE PREVENT ANYTHING!

GAIA
WATER



Appendix B

Stimuli for Main Test: Prevention Hope with the Logo Condition



**PREVENTION
TAKES VIGILANCE**

Regular mammograms are key in **preventing** breast cancer fatalities. **Reducing the risk** of late detection is important.

That is why 10¢ of every GAIA WATER purchase is **responsibly** donated to fight and **prevent** breast cancer early.

**WE HOPE,
WE PREVENT ANYTHING!**



GAIA
WATER

Appendix C

Stimuli for Main Test: Promotion Hope with No Logo Condition



SUCCESS REACHES ALL OF US

When detected early, breast cancer **has achieved** a 99% five-year survival rate.

We all have, had, or know someone with breast cancer. So, when someone beats it, that **success** touches all of us.

That is why 10¢ of every GAIA WATER purchase is donated to help **advance** breast cancer research and community supports. Together, we can all **win!**



WE HOPE, WE PROMOTE ANYTHING!

GAIA
WATER



Appendix D

Stimuli for Main Test: Promotion Hope with the Logo Condition



SUCCESS REACHES ALL OF US

When detected early, breast cancer **has achieved** a 99% five-year survival rate. We all have, had, or know someone with breast cancer. So, when someone beats it, that **success** touches all of us.

That is why 10¢ of every GAIA WATER purchase is donated to help **advance** breast cancer research and community supports. Together, we can all **win!**

WE HOPE, WE PROMOTE ANYTHING!



GAIA WATER

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