**MS Research Thesis**

# MEDIA CAMPAIGNS BY CHARITY ORGANIZATIONS AND INTENTION TO DONATE: AN ANALYSIS IN ELM PERSPECTIVE



| **Researcher** | **Supervisor** |
|---|---|
| SABIA ASGHAR | Dr. NAILA RAFIQUE |

**Registration Number**

524-FSS/MSMCF22

**DEPARTMENT OF MEDIA & COMMUNICATION STUDIES**

**FACULTY OF SOCIAL SCIENCE**

**INTERNATIONAL ISLAMIC UNIVERSITY ISLAMABAD PAKISTAN**

**(2025)**

# THESIS APPROVAL CERTIFICATE

It is certified that we have read this thesis submitted byMs. Sabia Asghar, Registration No. 524-FSS/MSMC/F22.It is our judgment that this is a sufficient standard to warrant acceptance by International Islamic University, Islamabad for MS in Media and Communication Studies.

## Viva Voice Committee

Supervisor:

**Dr. Naila Rafique**

Internal Examiner:

**Dr. Aniqa Ali**
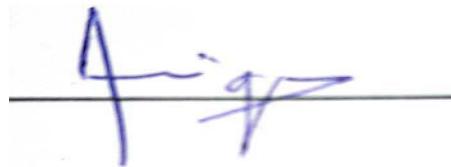
External Examiner:

**Dr. BakhtRawan**
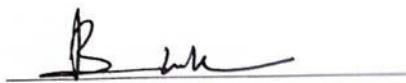
Incharge DMCS (Female Campus)

**Dr. Amrat Haq**
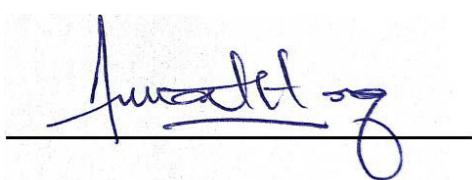
Dean Faculty of Social Sciences

**Prof. Dr. Manzoor Khan Afridi**

# THESIS APPROVAL CERTIFICATE

It is certified that we have read this thesis submitted by Tayyaba Jabeen. It is our judgment that this is a sufficient standard to warrant acceptance by International Islamic University, Islamabad for MS in Media and Communication Studies.

**Viva Voice Committee**

Supervisor:

**Dr. Ayesha Sadaf**
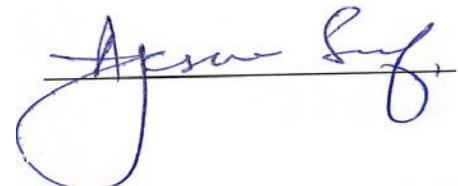
Internal Examiner:

**Dr. Sahifa Mukhtar**
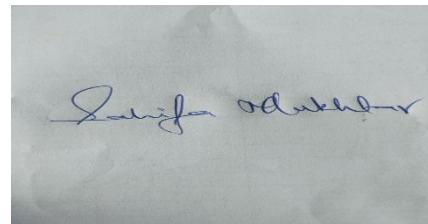
External Examiner:

**Dr. Shabbir Hussain**
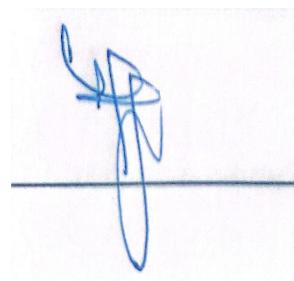
# Final Approval

It is certified that we, the committee, have read this thesis submitted by _____. We judge that this thesis is of sufficient standard to warrant its acceptance by the International Islamic University, Islamabad for MS in Media and Communication Studies.

## Viva Voice committee

Supervisor:

Dr. Qurat-ul-Ain Malik                                    _____

Internal Examiner:

 Dr.                                    _____

External Examiner:

Dr.                                    _____

Incharge Female Campus:

 Dr. Amrat Haq                                    _____

Dean FSS:

Prof. Dr.                                    _____

# Declaration

The thesis has been submitted as partial fulfillment of MS in Media and Communication Studies to the Department of Media and Communication studies. I solemnly declare that this is my original work and no material has been plagiarized and my material quoted from a secondary source has been provided with proper citations and references.

_____

Sabia Asghar

Registration Number

524-FSS/MSMCF22

Date:

# Acknowledgement

All praise and gratitude are due to Allah Almighty for bestowing upon me the strength to successfully complete my work. I want to extend my heartfelt thanks to all my teachers and my supervisor Dr. Naila Rafique who have played a very important role in shaping my educational path.

# Dedication

I wholeheartedly dedicate this work to my sweet parents, who have always stood by me throughout my journey. Their constant support, prayers, and love gave me the strength to keep going, even when things were tough. They believed in me when I doubted myself and guided me with their care and wisdom. I am also deeply thankful to my both sisters, who gave me emotional support and stood with me through every step. Their kind words, love, and encouragement helped me stay strong and focused. This achievement would not have been possible without my parents, sisters and of course my whole family and I will always be grateful to them

**TABLE OF CONTENT**

# LIST OF TABLES

# ABSTRACT

This study explores that the Elaboration Likelihood Model (ELM) serves as the primary theoretical framework which investigates how media campaigns run by charity organizations impact individual's intentions to donate. According to the ELM, there are two routes of persuasion: the central route, which emphasizes the completeness, correctness, and quality of the information, along with the peripheral route, that emphasis on social pressure, emotional appeal, and experience sharing. A well structured questionnaire based on validated scales in prior research was employed as part of a quantitative research approach. The questionnaire's clarity and reliability were tested in a pilot study with 20 participants. Purposive sampling was then used to gather data from 250 respondents in various parts of Pakistan. In order to assess the connections among campaign exposure, message processing, as well as donation behavior, data were analyzed using SPSS using descriptive statistical method, Pearson correlation, along with ANOVA. Both of these central as well as peripheral route factors significantly influenced individual's intentions to donate. The findings, revealed that while the frequency of the exposure to charity advertisements had no significant impact on perception. Credibility was increased by accurate and informative content, and empathy and a sense of personal connection were created by emotionally charged messages. The study comes to the conclusion that charitable behavior can be successfully promoted by well-planned media campaigns that blend factual information with emotional storytelling. These findings are valuable for charity organizations and aiming to improve donor engagement and communication tactics through more effective and compelling media campaigns.

# CHAPTER 1: INTRODUCTION

A campaign is a structured series of actions designed to achieve a particular purpose or target within a certain period of time. It is a calculated tactic to raise awareness of and persuade people's attitudes about a certain problem, good, or service, as well as their behavior or thoughts about it. It often consists of a number of planned activities, such as events, social media, public relations, advertising, and other marketing strategies (Michi, 2023). The intensity, length, and concentration of a campaign are frequently used to describe it. To have the desired effects, they need to be carefully planned, carried out, and evaluated (Silva, 2020). A campaign that is effective may have a big influence and bring about long-lasting change (Pasaribu & Adhani, 2024).

Therefore, media campaigns serve as a notable and significant kind of campaign in this border setting. Thus, media campaign is essentially a series of carefully planned activities carried out by groups or people with the goal of propagating ideas, concepts, messages or goods over various media platforms in order to impact public perceptions and behaviors. It is a carefully designed arrangement of strategic planning and content development that is disseminated by media like radio, television, newspapers, magazines, websites, and social media platforms with the goal of achieving a certain objective. Therefore, the purpose of media campaigns is to influence people's attitudes and behaviors and increase awareness of issues, services, or goods. They also aim to accomplish communication objectives by using various media channels to reach and convince the target audience. (Wakefield, Loken & Hornik, 2010).

Similarly, charity organizations are nonprofits with the mission of helping those in need in order to contribute to the general good. For the support of their projects and tasks, many organizations depend on donations from people and other sources (Liu, 2013). So the process by which a charitable organization raises money for the general good of society is known as donations. Annual donation major donation and planned donation are the three categories of individual donations. The foundation of the volunteer-run fundraising efforts for nonprofit organizations is annual donation campaigns. Various methods are employed to generate funds, such as direct mail, one-on-one interactions, fundraising occasions, online platforms, or the

organization's website. Massive funding from companies and people are one kind of major donation that non-profits look for. Compared to annually campaigns, these need a greater level of work in the search for a possible donor. Sales benefit events, invitation-only dinners, fashion displays, and challenge grants are a few effective methods a non-profit may use to locate significant donors. Planned donations are usually looked after by nonprofits with major cash needs since they are typically made in big quantities. Another, more respectable term for charitable contributions established at the period of the donor's passing is planned donation. Ordinary wills and life insurance are the two most basic types of planned donating arrangements (Andreasen, 2000). In times when the government offers little assistance, donations are crucial to the existence of the community. Many of these organizations are nonprofit human services organizations that hire social workers and offer individuals in need of support basic direct services like housing, food and health related concerns (Maqbool, 2019).

Few national charity organizations in developing countries, such as Pakistan, use media campaigns to communicate the stories of affected communities and individuals, attract donors, generate funds, and receive gifts using successful tactics (Ullah, Ahmed & Khan, 2012). So this research is one of the attempts to investigate how media campaigns by charitable organizations impact individual's intentions to contribute to charity. In this research, the researcher use the two routes of elaboration likelihood model, the central route factor like information correctness and accuracy, and the peripheral route factor like experience sharing and social pressure within the media campaigns, just to explore how these routes impact individuals intentions and attitude towards donation.

All charity organizations exist to provide some form of community service. "Cause" is the primary reason that organizations exist, such as Alhidmat, Shaukat Khanum, and the Edhi Foundation, which push themselves for the well-being of poor people all over the world. Currency, property, commodities, volunteers, paid staff/employees, workers, and technical equipment may be used to support the operations of community-based charity groups such as Shauqat Khanam, Eidi Foundation, and Alhidmat foundation for media campaigns. To get all or some of these resources, organizations must have a well-thought-out plan that specifies the organization's vision, goal, and objectives ahead of time and the approach for reaching out to convincing, and obtaining contributions from donors and agencies. Charitable organizations'

primary goal is to generate awareness of their objective and donations. All charitable organizations require donations in order to function and are always seeking to generate money to support their missions. During the financial crisis, many charitable organizations are unable to meet expenses. Charitable organizations must develop a cost-effective plan for raising awareness and donations in their target population. But it is possible only when media-based campaigns can be utilized for this purpose (Ullah, Ahmed & Khan, 2012).

There are various advantages of using media campaigns for charitable organizations. Initially, proceed to discuss about how charitable organizations may utilize different forms of media to boost their exposure by generating awareness and increasing their visibility. They may connect with thousands, millions, or even hundreds of millions of users who could be interested in and ready to give, so it's an effective way to spread awareness for their cause. Utilizing these platforms is essential since they provide as a significant information source for supporters (Byrne, 2008). In addition, we reach a larger audience. As was previously said, it appears that millions of people that is, potential donors use various media platforms. With these platforms charitable organizations may connect with a larger audience than they could through phone calls or emails (Miller, 2010). In addition, it's cost-effectiveness, since media platforms enable charitable organizations to raise awareness and spread their message globally for relatively little money. In the current economic climate of uncertainty and a financial crisis, charitable organizations must be able to continue operating without spending large expenditures (Tunkl, 2023). Furthermore, by increasing audience participation, media platforms provide easier communication between charities and their supporters. It is possible to provide feedback and comments quickly, which also implies that charity may reply quickly. Media campaigns provide charity a low-cost and efficient means of informal communication and collaboration beyond organizational borders. Through their campaigns, they may collect opinions and suggestions from the public, which aids them in addressing their problems (Bin-Nashwan, 2020). Lastly the most important consideration is speed. Using social networking appears to have the additional benefit of enabling charities to quickly connect with both current and new supporters via different media platforms. It provides them with the chance to communicate information and make donations in a quicker and more adaptable manner (Zamora Lopez, 2012).

Unfortunately, there hasn't been much research conducted in Pakistan on the effective media campaigns run by charitable organizations. Thus, the impact of media campaigns by

charitable organizations and intention to donate is examined by the researcher using the Elaboration Likelihood Model because there isn't a single study that looks at the impact of two routes of the model collectively.

**Flow Chart**

High Involvement                              Low Involvement

Central  Route   Persuation                    Peripheral Route Persuation

-----------------------------------------------------------------------------------------------------------

| Strong Message Quality |           | Source Attractiveness  |

| Logical Arguments, Facts |      | Celebrity Endorsement |

| Cognitive Engagement    |       | Emotional Appeal |

| Deep Thinking |                 | Social Proof |

------------------------------------       ------------------------------------

Long Lasting Attitude Change            Short Term Attitude Change

Strong and Long lasting Donations       Quick temporary  donations

                                       driven by emotions and social pressure

**Figure 1.1 Systematic and Heuristic processing in ELM**

The elaboration likelihood model, which is widely used in social psychology, marketing, and communication, essentially suggests that attitude formation develops through a dual process involving both central and peripheral routes. As a result, motivations of individuals, moods, and abilities are essentially influenced by the routes they follow when the information is processed. For instance, when individuals are highly motivated or have a strong capacity for processing a campaign, they process information through the central route, depending on their cognitive abilities and rational reasoning. People who are less detailed, on the other hand, are more likely to rely on peripheral cues such visual appeal, design cues, as well as emotions in advertising campaigns, which leads to unpredictable and temporary changing of attitude (Park, Wei & Lee, 2023).

Within the framework of charitable organizations' media campaigns, these two routes directly impact how people react to the messages they receive. The central (systematic processing) route emphasizes the correctness and accuracy of the information such as high involvement, a strong message, logical arguments, facts, cognitive engagement, and deep thinking in campaigns so it is anticipated that those who carefully consider the message in media campaigns will be influenced to have a long-lasting change in attitude and a strong, stable donation. The second peripheral (heuristic processing) route, which involves social pressure and experience sharing, such as source attractions, celebrity endorsements, emotional appeal, and social proofs in media campaigns that also motivate people to make short-term, emotional donations to charitable organizations, also aids people in making short term and temporary changes.

## 1.1 Background of the Study

Pakistan's charity organizations grew among groups and individuals after 1947 as a result of nationalistic sentiments and the heritage of Islam. Due to the subcontinent's division and the ensuing vast outflow of refugees, the government and populace were forced to take on the enormous burden of reconstructing millions of Muhajirs. By 1952, the administration was looking to the UN and other organizations for assistance in addition to the aspirations of private charity. In Karachi and Lahore, social welfare training programmes were introduced, and volunteers and officers with the necessary skills started working on community development projects.

In 1956, the federal and provincial governments formed social welfare committees to oversee community-based initiatives. Grants and social subsidies were first given to the NPSOs in 1957. A separate budget was allocated in the second five-year plan, which ran from 1960 to 1965. In addition, social service departments were founded at other universities, including Karachi University. As a result of those good measures the total amount of non-profit organization grew from just seven in 1947 to two hundred in 1955 as well as fourteen thousand in 1997. The NPSOs concentrated their efforts on the re-settlement of refugees between 1950 and 1960. Healthcare, education, housing, food, and other essentials of life. In order to take care of their sisters, the first lady of Pakistan, Begum Rana Liaquat Ali Khan, who was also the country's prime minister at the time, founded the All Pakistan Women's Association (APWA) in response to the humanitarian crisis caused by the division. Muslim women whom had never before left their homes came in large numbers to assist these migrants in hospitals, transit camps, and on the side of the road because to Begum Rana's inspiration and motivation. Among the several organisations founded and maintained by volunteers were an employment exchange, a lost and found bureau, a marriage bureau, and an abducted women's shelter.

To connect the efforts of emergency volunteer services providers Members of the All Pakistan Women's Association (APWA), an NGO accessible to all Pakistani women regardless of caste or faith, was called to order by Begum Rana. From 1949 till now, APWA has heroically fought for the rights and welfare of women. It oversees over 400 establishments that serve a variety of purposes and demands, including industrial homes, girls' schools, colleges, clinics, and hospitals, as well as vocational training facilities. But in their campaign, APWA was not alone. For the benefit of women, the National Young Christian Women Association continues to be active since 1934. With 107 NGOs as members, the Family Planning Association (FPAP), the biggest NPSO, was founded in 1953. The Ministry of Social Welfare created a commission on women's status in 1957.

Abdul Sattar Edhi along the Hamdard Foundation initiated the following initiatives in the field of health care: In 1951, Edhi opened a modest free dispensary, which has now grown into becoming one of the largest nonprofit humanitarian organizations in the world. His extensive network of medical facilities has been recognized by the official Guinness Book of World Records as having the world's biggest fleet of 500 ambulances. Currently, the Edhi Welfare Trust

employs 2000 people, 500 of them being women assigned to 300 locations around the nation. Its areas of focus include emergency medical treatment, poverty alleviation, and shelters for elderly and needy women, care for refugees, beggars, and convicts, as well as funeral services and animal asylum. It is undoubtedly a fantastic illustration of volunteerism and NPSO growth and community service initiatives.

Hakim Saeed moved to Pakistan during the worst of the Delhi riots, and the Hamdard Foundation is just another example of a selfless global leader dedicated to serving the noble cause of mankind. He was aware of the agony endured by people and the cost of achieving independence. The Hamdard Foundation was founded by the late Hakim Saheb. A very humble beginning in 1959 with a tiny bottling facility for Ruh Afza the drinking of the eastas well as a free Matab eastern medical clinic it has now grown into a sizable foundation that works in the fields of education, health, and medical research. The expansive Madinat-al-Hikmat City of Knowledge, located outside of Hamdard University and Karachi, is a live example of one person's honest efforts. In this decade, a group of nurses founded the Mary Adelaide Leprosy Centre, opening a new chapter in the NPS's efforts to combat leprosy and provide specialized healthcare.

In addition to providing healthcare and education, NPSOs stepped up to help reduce poverty. Information on this particular field of Endeavour is scarce. Although Zakat money has been given to the destitute and impoverished, it has not been done so in an official or systematic way. A Hyderabad Trust had been established in Karachi to alleviate the suffering and give financial support to the refugees leaving the region of Hyderabad Deccan. The trust gave modest business loans to those who had benefited the community and made regular monthly cash contributions to the impoverished and needy. Widows continue to get monthly financial assistance to this day (Seliuq, 2005).

## 1.2 Problem Statement

It is crucial to research how media campaigns for charity organizations impact the intentions of individuals to contribute since Pakistan is now facing a number of major challenges, including disease outbreaks, disasters, and financially unstable circumstances. Charity organizations rely on donations to help people deal with these issues. Additionally, since everything is shifting online, charity organizations must understand the way to use media to raise

donations. In today's world, charity organizations primarily use a variety of media campaigns as a key tactic to raise donations and support for their goals. These media campaigns frequently try to arouse empathy, increase public awareness about problems, and eventually encourage individuals to consider making a donation. Therefore, the current issue revolves around the requirement to carefully investigate, using an elaboration likelihood model, the impact of media campaigns conducted by charity organizations on individuals' intentions and behavior to donate. It is crucial to comprehend the way individuals interact with charity campaigns through the lens of the elaboration likelihood model. The purpose of this study is to highlight the various impacts of the central and peripheral route factors on individuals' intentions to be persuasive and informative while interacting with charity media organizations

## 1.3 Significance of the Study

Investigating the impact of charitable organizations' media campaigns on the intentions of individuals to donate through the lens of the elaboration likelihood model is important and has numerous aspects in today's society. In addition to providing useful guidance for charity organizations looking for ways to boost their fundraising campaigns, this research sheds light on the unique aspects of donor behavior. This study also benefits charity organizations by encouraging them to more successfully achieve their objectives. Through a better understanding of the process by which media campaigns impact the intentions of individuals to donate to charitable organizations, this research contributes to the development of more persuasive and captivating messages that impact the actions of individuals and promote positive social change. Initiatives based on evidence may be motivated by the results. Policy analysts, academicians, and charity organizations will find relevance in this study. It first creates a foundation for understanding how various forms of informational and persuasive communication, especially experience-based and correct communication, may affect an individual's choices about donating to charity organizations. The depth of study on the interaction between donors and charity organizations will grow as a result of this. Furthermore, policymakers and charity organizations will use the findings of our study to inform the development and improvement of media campaigns meant to raise funds in more efficient ways. As a result, the rate of donations will increase worldwide, and the campaign runners' scheduled advancement will be boosted.

## 1.4 Objectives of the study

1. To examine how media campaigns by charity organizations influence individual's perception of charity contributions.
2. To determine the degree to which central (systematic processing) and peripheral (heuristic processing) routes affect people's intentions to donate to charity organizations.
3. To investigate how the levels of central and peripheral route factors independently impact the perceived informativeness and persuasiveness of charity media campaigns.

## 1.5 Research Questions

**RQ.1** To what extent do media campaigns conducted by charity organizations influence individuals' perceptions of charity contributions?

**RQ.2** To what extent do the central and peripheral routes influence individuals' intentions to donate to charity organizations?

**RQ.3** To what extent do the levels of central and peripheral route factors independently influence the perceived informativeness and persuasiveness of charity media campaigns?

## 1.6 Delimitation(s) of study

Due to time-based constraints, the investigation will be carried out quantitatively. Furthermore, this study primarily employs the Elaboration Likelihood Model framework to investigate how media campaigns by charitable organizations influence individuals' intention and attitude to donate. The study's focus is on gathering data from individuals who live in Islamabad; the individuals chosen from this city may not accurately represent all potential donors living in Pakistan.

# CHAPTER 2: LITERATURE REVIEW

Any research project should begin with a review of relevant literature. A comprehensive review and analysis of existing information produced on the subject is called a literature overview. The literature study gives background knowledge on the issue and eliminates the potential of ideas overlapping. Most importantly, being the center of attention at work can help you to get the most out of your research work. The primary goal of this research is to explore the mechanisms by which individuals' decisions to donate by charity organizations are influenced by different information shared on media campaigns. In determining individuals' attitudes and intentions to donate charity organizations, this study also looks at peripheral route factors such as social pressure and experience sharing, as well as central route factors such as information accuracy and completeness.

## 2.1 Review of Related Literature

### 2.1.1 Trust and Recognition through Media Campaigns

The trust of the public is extremely important to charity organizations. Donors frequently are unaware of the accurate handling of their donations, the amount set away for overhead, or the ultimate goal of the money they have donated. The charity industry as a whole might be easily scandalized by sporadic media reports of poor performance and improper funds distribution, which makes this lack of transparency dangerous. Thus Fundraisers are becoming more conscious of the need of trust from the public for the charity sector in light of the growing number of crises. Charity organizations can enhance the public's trust by demonstrating trustworthiness. Donors who are aware of the recognition process contribute more money to charity causes and have greater faith in charities than those who are not. Because public trust is also based on a broad societal acceptance of institutions and fellow people, charity organizations have only a limited amount of control over that trust. Moreover, broad sense of social trust positively influences charity giving, and this effect becomes stronger when individuals are aware of the recognition programmed. However, public knowledge of the recognizing system is an essential requirement for the system's success. Media campaigns are crucial and playing a major role in raising awareness about it which also help to increase donations (Bekkers, 2023).

### 2.1.2 Accurate Information for Charity Donations

Convincing the public that the charity objective is valid, urgent, and crucial enough in comparison to other issues that the public finds important is a particularly difficult challenge for charity organizations, especially in light of the constantly increasing number of charities. The addition of evidence is one tactic for changing the perceived importance of a certain issue. Statistical data, factual statements, historical reports, and correct and accurate evidence are only a handful of instances of the various ways message proof can be provided. Undoubtedly, the addition of complete and accurate evidence improves the persuasiveness of communications in part because it may increase the knowledge of potential contributors. Additionally, including images to strengthen the evidence's vividness increased persuasion, demonstrating the beneficial effects of vividness. It has been shown so far that accurate and complete message evidence and framing may raise the perceived value of a charity purpose and, as a result, have a favorable impact on persuasion. To increase the possibility of making a charity donation, it may be vital yet insufficient to communicate the importance of a charity aim. Specifically, persuasive fundraising messaging must highlight the possibility that the charity objective may be achieved in order to inspire the public to contribute money (Das, Kerkhof & Kuiper, 2008).

### 2.1.3 Information Asymmetry

To stay functioning, nonprofit organizations must raise more money from donations. However, a major barrier to effective fundraising is the knowledge imbalance that exists between contributors and organizations. This happens in situations where one side, such in a "principal-agent" relationship, has an informational edge over the other. Donors find it challenging to keep an eye on how their money is being spent since nonprofits have the advantage of knowing exactly when and where gifts are used. In order to stay in line with regulatory requirements, pressure from peers, nonprofit monitors, the public media, and stakeholders, nonprofits frequently release specific sorts of information. Such information's accessibility helps reduce the information imbalance that exists between contributors and NGOs. But mismatched donor and nonprofit communication cannot address issues with knowledge asymmetry. For purely altruistic contributors, information about finances and performance is more useful, while information about missions is less useful or useless. Ineffective communication is the outcome of mismatched communication, and it is unlikely to increase charitable donations. Since

organizational information is communicated through a variety of channels that contributors do not always use equitably, the knowledge asymmetry problem in charities is a serious challenge.

A lack of social media expertise and high information prices may prevent some contributors from receiving the economic and performance-related information they need from social media. Weak routes of information lead to miscommunication. Additionally, surveys asking individuals to estimate the total amount of government funding received by organizations they support reveal that donors frequently are ignorant of and reluctant to seek out certain sorts of information. 82% of those who responded said they would not alter their contribution amount in response to a question about whether they would adjust it in light of a boost in government support. Nonprofits must provide specific data with targeted donors via appropriate communication channels in order to completely address the information asymmetry issue and boost donations (Li, 2017).

### 2.1.4 Sophisticated Technology Tools

Modern technological tools facilitate effective communication between NGO members and sponsors. Their nonprofit organization uses these techniques extensively for fundraising. In this day of scientific advancement, the internet is the most useful resource for companies looking to raise money. Major technological tools for fundraising include blogs, email, internet, radio, television, and electronic media. The best technique for communicating fundraising messages to contributors or the target audience, according to fundraising campaigners' analysis of surveys and interviews, is funding text. Funding SMS messages are having an impact on nonprofit organization funds (Neale, 2011).

### 2.1.5 Impact of Social Media on Charity Campaigns

More than 2 billion individuals use social media every day as a result of increased access to the Internet around the globe (Kemp, 2015). Because social media is increasingly popular, businesses have great chances to tell a broad audience about their Corporate Social Responsibility policies and practices. Research indicates that communications from and about socially conscious businesses that are posted on social media rapidly and extensively spread (Lee, Oh & Kim, 2013). Social media users that implement effective Corporate Social Responsibility techniques may also increase their followers' participation and engagement, and foster a sense of trust among customers. Non-profit organizations have started using social media

as a platform for their philanthropic fundraising efforts. In terms of the results of Corporate Social Responsibility efforts, charitable organizations stand to gain from a corporate-non-profit marketing campaign by means of solitary contributions from the company's clientele (Saxton & Wang, 2014). Social media appears to be a helpful Corporate Social Responsibility communication platform for promoting charitable giving campaigns in addition to enhancing business Corporate Social Responsibility image. Thus, it is important to look at ways to make contribution campaign content more compelling when shared on social media (Lichtenstein, Drumwright, & Braig, 2004). Customers' responses to social media messages are therefore crucial in the context of campaigns encouraging charitable donations since they have the ability to both encourage charity donations and the dissemination of helpful donation information.

## 2.1.6 Social influence in Charity Donation Dynamics

Globally, charities support those in need, build stronger communities, and improve society as a whole. Charities, however, rely on both individual and organizational support. Individuals give to charity for a variety of reasons, such as societal acceptance, personal fulfillment, and kindness. Donations might be motivated differently in different contexts and cultures, or it can be motivated by the positive message itself. Offering to charity may also be viewed as a social duty and a spreading behavior. In other words, people could be inspired to donate if they witness others doing so, particularly if they know or are connected to the individual or group making the request. Social norms offer direction for appropriate conduct, and people are more likely to agree with requests for donations when they notice other people experiencing them.

The marketing message intended to create long-lasting connections with current and future supporters. Millions of dollars are spent year on nonprofit marketing by organizations trying to attract new and existing supporters to their campaigns for donation. The majority of this money is used for direct mail, email marketing, radio, television, and website development. Furthermore, communications that inspire guilt or are emotionally charged might also enhance the desire to donate. Additionally, nostalgic appeals may provoke stronger feelings and a desire to donate, particularly when they recall happy memories. Despite the fact that research has shown that these communication campaigns boost donations (Siemens et al., 2020).

**2.1.7 Donor's Motivations**

To successfully convey information to and inspire contributors, nonprofits must comprehend their reasons for giving. Eight distinct processes were identified by Wiepking and Bekkers (2010) as motivators for donation: efficacy, values, reputation, costs and benefits, knowledge of need, advertisement, charitable behavior, and psychological advantages. They discovered three key findings: donations from pure charitable individuals are crowded out by other financial resources; donors' knowledge of the need for help has a positive relationship with the likelihood of making charitable contributions; and more frequent appeals are linked to greater donation levels. Charitable giving is typically increased by public acknowledgment; further favorable effects on individual gifts include psychological advantages, support for pro-social principles, and organizational efficacy. The related influence and combined effects of these eight processes, however, vary with time, location, organizations, and donors.

They also frequently do not operate independently. Given that the impacts of numerous mechanisms on contributions are unbreakable, it is possible that multiple processes contribute to the same donor motive. People are capable of having several detailed giving reasons at once. Charitable donors are primarily motivated by their own inherent drive, whereas donors seeking financial advantages are motivated by external advantages such as tax deductions. Donors are motivated by image to build a positive reputation. Based on their self-centeredness or kindness, as well as their cause-driven or outcome-driven character, this study divides donors into two categories: self-centered, Type I donors who are motivated by causes and altruistic, Type II donors who are driven by outcomes. Unlike individual donor approaches, this charity management strategy uses communication to link knowledge with motivation. Some contributors place importance on both their own charitable deed and the advantages the organization offers.

**2.1.8 Faith Base Organizations**

The majority of studies demonstrate that an organization's fundraising efforts are impacted by faith. People who donate more money or charitable donations to religion-based organizations do so because they are inspired by their faith. Religion foundations form the majority of faith-based organizations. FBOs push at society connection and minimize social isolation. Faith-based organizations aid the underprivileged members of society and offer support during emergencies. The contributors have faith in all of the listed religious-based organizations,

thus they freely donate to them as charities. One of the main responsibilities of nonprofit organizations and NGOs is fundraising. A fundraiser's method of collecting donations from religious communities is based on the utilization of religious texts to produce funds. Within the religious framework, the following the two religious groups under discussion are Christian faith-based organizations and Muslim faith-based organizations, or Islamic relief organizations, respectively. Muslims faith-based organizations help the destitute and in need; they find donors who wish to provide zakat to the underprivileged and raise funds via this means. In the Muslim economy, there is a charity system. Christians in the community donate money to churches and Christian faith-based organizations so that Jesus might be worshipped. Certain churches provide donations for initiatives at the global level (Maqbool et al., 2019).

### 2.1.9 Relationship with Donor

Psychological elements are being used by fundraisers more and more to augment their efforts. According to research, fundraising appeals offer financial, emotional, and social benefits to potential contributors. According to several experts, the majority of donors give money because they or someone close to them has experienced financial difficulties and seeks to ease these issues for those in need. Fundraisers employ techniques and plans, such setting aside money from their earnings for expensive purchases like a new home purchase, to accomplish effective fundraising. Donors are more motivated to give more to non-profit organizations when they receive gifts and advantages from these organizations. This strategy aids in the relief of persons in need of financial support and helps generate money for nonprofit organizations Another way to increase the wealth of these non-governmental organizations is through agreements that international donors have with nonprofit organizations. The organization that received the greatest help from all throughout the nation was highlighted in the media with a focus on local support, NGO growth, and customized fundraising. Encourages contributions from all throughout the nation while remaining appealing to potential contributors from outside who are aware of their intention to help the project. As such, the idea of receiving donations from the nation in order to gain funds or supplies is not ignored (Brand, 2010).

### 2.1.10 Events for Donation

Events include concerts, sporting events, banquets, galas, and tragic incidents all contribute to the growth of fundraising. According to Waters (2010), a charity organization uses

concert events as one of its fundraising tactics. Using various forms of advertising, fundraisers publicize these events. Nonprofit researchers and administrators examine previous special event fundraising strategies and make decisions for future fundraising. Fundraising for donor appreciation is impossible without their acknowledgement. The subsequent methods are more essential for raising money. Annual gatherings, opportunities are identified electronically, yearly reports are produced, media attention is raised, and events are sponsored. In order to better their fundraising for future discoveries, fundraisers are analyzing the donors' likes and dislikes. This activity involves inviting donors to special events where presents are handed to them in charity organizations. The number of social welfare and charitable groups that work varies in response to major events like earthquakes, disasters, and the 9/11 attacks. Following the events of 9/11, Islamic non-profit organizations have seen increased difficulties due to allegations that these groups are supporting terrorism. As a result, international financing for these organizations has decreased.

## 2.2 Theoretical Framework

Basically a theoretical framework is a conceptual model of how a theory makes sense of relationship among several elements that have been identified the importance for the problem. The present research involves the implementation of Elaboration Likelihood Model.

### 2.2.1 Elaboration Likelihood Model

One "dual process" approach to persuasion is the elaboration likelihood model of persuasion, which was created by Richard Petty, John Cacioppo, and their coworkers. According to the Elaboration Likelihood Model, significant differences in the characteristics of persuasion are dependent on the chances that respondents would elaborate that is, consider information relevant to the persuasive problem. Two different persuasion strategies, one using systematic thought and the other employing cognitive shortcuts can be used, depending on the level of elaboration. Depending on whatever process is engaged, several aspects affect persuasive results (O'Keefe, 2013).

"Central route" and "peripheral route" are the names given to these two methods of persuasion. The persuasive mechanisms that occur when elaboration is quite high are represented by the fundamental pathway. When persuasion can be achieved by the central route, it usually results from a thorough analysis of the relevant issues, which includes a detailed evaluation of

the message's disagreements, a careful review of its contents, a consideration of other relevant issues, and so on. Put quickly, the receiver's careful analysis of factors relevant to the situation is what leads to persuasion via the fundamental channel (O'Keefe, 2013).

The persuasive mechanisms engaged when elaboration is minimal are represented by the periphery pathway. When persuasion is achieved through indirect means, it usually occurs because the person receiving the message uses a heuristic principle a basic decision rule to assess the perspective that is being pushed. For instance, receivers' decisions may be influenced by the communicator's likeability or credibility. That is, instead of focusing significant thought to an issue at hand, receivers may depend on a variety of peripheral indications such communicator credibility as proof of attitude and belief as a Information Processing (O'Keefe, 2013).
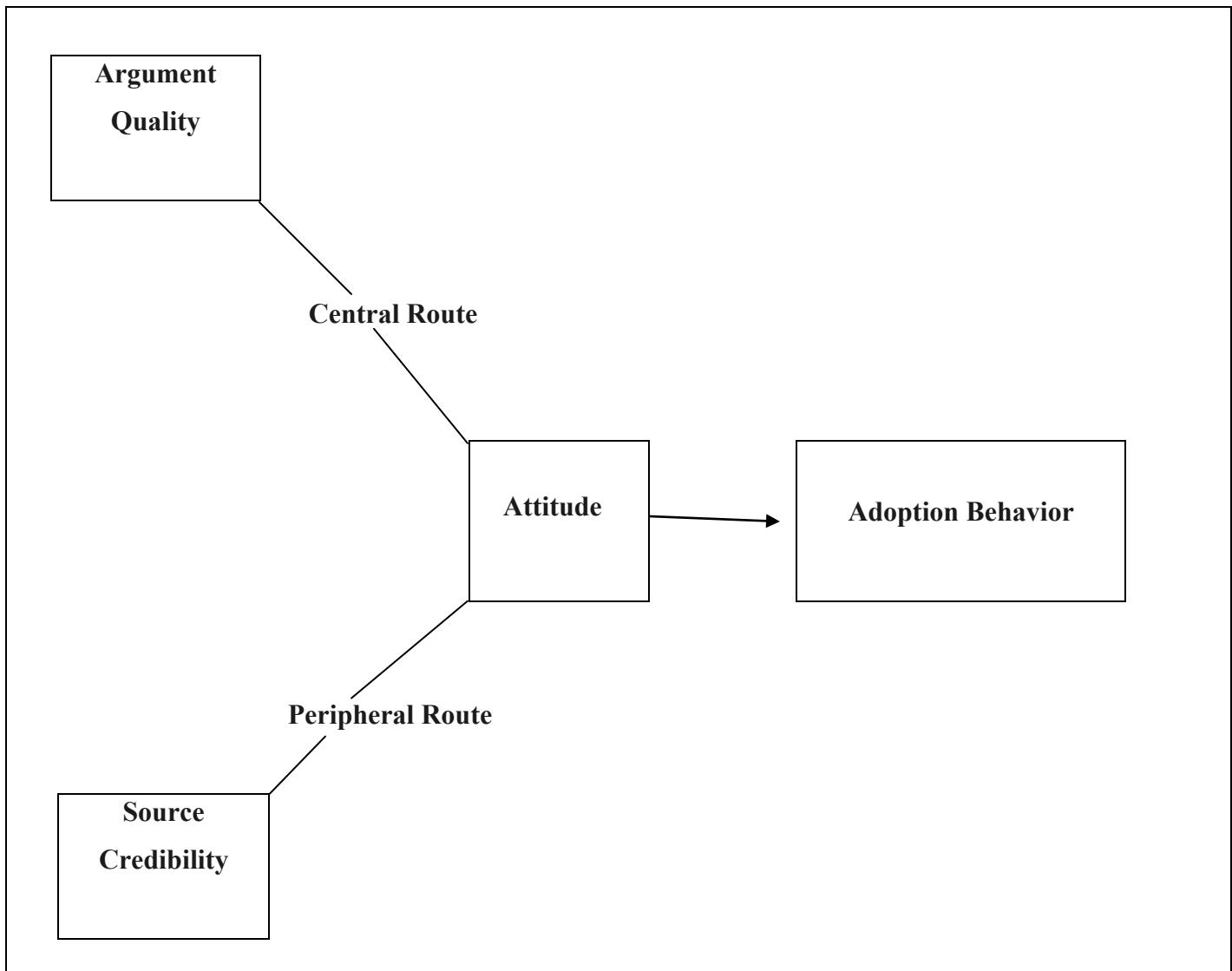


**Figure 1.2 ELM Frameworks**

Numerous studies from a range of fields have used the elaboration likelihood model to explain how individuals make decisions. However, despite a lot of empirical reports, there has been little study on media campaigns and the charitable organization's intention of helping employing the two routers of elaboration likelihood model. As previously said, this is a unique and noteworthy event since the study will address the challenge of developing a communication strategy that will increase public awareness of and trust in charitable organizations' contribution systems. The elaboration likelihood model serves as the foundation for this study. But before doing so, we must discuss how the common persuasive communication seen in media campaigns that involve charitable donations may be categorized and incorporated into the dual processing paradigm of the elaboration likelihood model.

### 2.2.1.1 Central Route Factors

Argument quality is a crucial component of persuasive communication because it can elicit comparatively rudimentary emotional states that are linked to attitude objects (Allison et al., 2017). Possessing a strong argument demonstrates high information dependability and persuasive power, both of which are necessary components of the primary route (Chang, Lu & Lin, 2020). When discussing persuasive strength in the context of media campaign for charity donation, data from media platforms is referred to (Bhattacherjee & Sanford, 2006). According to some academics, comprehension of the material is a crucial factor to consider when evaluating persuasive communication in the context of the information presented (Porumbescu et al., 2020). However, the quality of information, which can be divided into two categories: correctness and completeness, determines a person's capacity to understand it (Zhou, 2012). Both of these components were used as key route considerations in this investigation. When there is enough depth and breadth of information in communication, it is referred to as information completeness (Chang, Lu & Lin, 2020). This instance involves a media 10 campaigns for charity donations network utilizing the communication principle. The degree to which information about charity donations is presented in relation to its real status as viewed by the general population is known as information completeness (Rzymski et al., 2021). Since the goal of the media campaigns for charity is essential, understanding the aim of donations and its process is crucial. Therefore, we contend in this study that information effectiveness and purpose play a critical role in determining the completeness of the information.

Furthermore, the previous study suggests that visuals might be helpful in communicating information (Chang, Lu & Lin, 2020). Information accuracy is just as crucial as fullness when it comes to information. According to an empirical study, having precise and correct information is essential for individual decision making since it enables one to distinguish between real and false signals (Filieri & McLeay, 2014). The degree to which information is accurate, precise, and clear is the definition of information accuracy for the purpose of this research (Lee et al., 2002). A reliable source of information must demonstrate the correlation and coherence between the facts it provides and actuality (Thoroddsen et al., 2013). Information correctness in the context of media campaigns for charity organizations on intention to donate necessitates the consistency and veracity of all discussed information. Academics contend that focus should be placed on the communication source in order to improve the efficacy and accuracy of information, particularly when it comes to media campaigns and donations for charity organizations.

**2.2.1.2 Peripheral Route Factors**

The probability model's elaboration states that, in addition to argument quality, which represents the primary pathway affecting attitude, additional "cues" that influence an individual's attitude without going through the argument processing process are the best explanation for the peripheral pathway. The cue, according to scholars, is active when a person is "unmotivated by the subject matter or has no capacity to engage with the issue-relevant arguments," which are prevalent in the central pathway (Allison et al., 2017). As a result, the person searches for more straightforward indications, such popularity, attractiveness, and source reliability (Chang, Lu & Lin, 2020). Experience Experience-based communication is one of the newer forms of communication that is being used to get past obstacles and restrictions in patient-physician conversations. In the framework of health communication, experience-based communication refers to the function of experience as a key component of informational storytelling techniques based communication. According to academics, storytelling is becoming a more significant way to communicate, particularly in the media age ( Sabaretnam, Bothra&warsi, 2019). The capacity of the storytellers to build an emotional bond that facilitates information exchange and has therapeutic and emotional benefits is the foundation of storytelling's effectiveness as a tool for donation promotion (Briant et al., 2016).

This is consistent with the peripheral approach, as some researchers contend that an individual's decision-making process is mostly influenced by their emotions rather than the quality of the argument (Manca et al., 2020). As a result, in the framework of this project, information media campaigns for donation to charity organizations will be posted on different media using a narrative and experience-sharing approach. It will give readers the impression that the piece shares a lot of experience.

## 2.2.1.3 Social Pressure

According to Petty and Cacioppo ( 2017) one of the key components of a peripheral cue which influences and affects personal decision-making is the social aspect. Moreover, social elements are a crucial construct that may function as a mediator as well as moderator in interactions with other constructs, according to researchers who examined social phenomena throughout the media campaigns for charity (Savadori & Lauriola, 2021). Social norms, for example, adversely attenuate the mediation connection between accurate news focus and charity donation behavior (Jiang et al., 2021), suggesting that social variables impact individual behavior. This conclusion is strengthened by a number of studies that indicate social pressure may be employed by the state as a means of enforcing individual compliance with charity donation measures (Legate & Weinstein, 2022). Consequently, media campaigns might carry a message about societal pressure. In order to encourage for donations, it must be presented in terms of social pressure and relational value (Palm, Bolsen &Kingsland, 2021). Moreover, it has been shown that trustworthiness is a crucial component of media campaigns. Media postings with a large number of followers and likes, together with authentic aspects like a verified profile, have been found in several studies to garner attention and perhaps raise readers' awareness (Wang, Bin Liu& Zhang, 2021). This eventually generates societal pressure and may have an impact on individuals' donation-related decision-making. As a result, this study believed that media campaigns containing strong social pressure had both credibility and relationship value.

## 2.2.1.3 Perceived Informativeness

In our earlier discussion, we looked at the research on ELM and the distinctions between core and peripheral route factors when it comes to persuasive communication within the framework of media campaigns for charity donations. Nonetheless, it's critical to understand the method by which the person's cognitive capacity will be impacted by both persuasive

communications. As a result, the process will be able to explain how media campaigns communication affects attitude and behavioral intention, which is crucial for understanding how individuals donating money for needy causes behavioral change. When someone can supply the necessary knowledge using the information that is offered, that person is said to be perceived as informed. As a result, if the media campaigns have all the information readers needed to know about donations, they will find it appropriate. Other researchers involved in the donation trial also agree with this idea Rzymski et al., (2021), illustrate that information is a crucial part in building communication plan and getting the public fully informed about the donations Moreover, comparable circumstances have also been documented in other media domains. According to Chang et al. (2020), the capacity of a media campaigns to give consumers enough information has to be taken into consideration while evaluating it. Since information correctness and completeness are the two main route factors of the ELM in the setting of this study, both can give the readers the information they need.

Additionally, the researcher pointed out that even while the communication is intended for the general population, it is still important to stress information veracity. It contains details on media campaigns by charity organizations on intention to donate (Shulman & Bullock, 2020). Readers will thus believe that they are well-informed on the donations when a media campaigns has a high level of accuracy and information. On the other side, readers would think they are not well informed if there is a lack of precision and thoroughness.

# CHAPTER 3: METHODOLOGY

A research methodology is a description of how a certain piece of research is conducted. It describes the methods or procedures used to collect and analyze data on a certain research topic. Moreover, if we are talking about the concept of research then research is an organized strategy in which an investigator digs up secrets in a procedure that entails more or less methodically which information he didn't know before (Pandey & Pandey, 2021). Exploring the influence of media campaigns by charity organizations on intention to donate, the researcher used a practical strategy for quantitative method to the Elaboration Likelihood Model to understand how individuals' attitudes and intentions to donate to charity organizations are influenced among the individuals in Islamabad city.

## 3.1 Research Design

A strategy for conducting research is known as research design. In many other terms, it is a full 'bundle' that contains all of the necessary information for conducting research. In study design, researchers attempt to establish correlations between variables (Walliman,2011). To investigate the influence of media campaigns by charity organization on the intention to donate within the context of the elaboration likelihood model, the researcher used a quantitative method. Because quantitative methods are highly geared to uncovering the genuine meaning of actions performed and their after-effects, the purpose of this study is to evaluate how media campaigns change individuals' intention, attitudes, and desire to donate to charity organizations

## 3.2 Population

The entire group about whom you want to draw conclusions is referred to as a population (Bhandari et al., 2023). Therefore, the research population for this study consisted of individuals across Pakistan, aged from below 25years to 55 years and above.

## 3.3 Sampling

Sampling is a strategy for choosing specific individuals or a subset of the population in order to draw conclusions from them statistically and estimate the characteristics of the entire population (Giri, 2024). In this research, sampling was comprised of individuals from various regions of Pakistan, such as parents, teachers, and students, employing the purposive method. The study's requirements were to gather information exclusively from individuals living throughout Pakistan. They were ranged in age from below 25years to 55years and above.

## 3.4 Operational Definitions

### 3.4.1 Influence

The Oxford Dictionary defines influence as the capacity to alter someone's behaviour or thinking. Therefore, "influence" in this research study was simply defined as the degree to which media campaigns for charitable causes may change individual's opinions about giving to charities. This research study essentially looked at how much individuals thought they were informed and convinced after seeing these campaigns.

### 3.4.2 Media Campaigns

A media campaign, as defined by the Cambridge English Dictionary, is a coordinated set of messages distributed across several media in order to spread certain information or influence public opinion. Therefore, the term "media campaigns" in this research study essentially refers to organized activities by charitable organizations that use a variety of communication channels, including print, social media, television, and online platforms, to disseminate information and messages intended to increase public awareness of issues, ask for support, and encourage donations for charitable causes.

### 3.4.3 Charity Organizations

The English Dictionary of Learners defines charity organisations as non-profit organisations that assist those in need and strive to better society. According to this research study, "charity organisations" like Alhidmat, Shaukat Khanum, and Edhi Foundation have been operationalised as groups that used a variety of media campaign tactics to impact the views of individuals and change their intentions regarding contributions to charities like donations or support.

### 3.4.4 Donations

The Collins English Dictionary defines a donation as the selfless giving of cash, products, services, or one's time to a nonprofit organization or cause without anticipating anything in return. Thus, the term "donation" is opreationalized in this research study as the act of an individual contributing money to charitable organizations; this is a behavior that is essentially

supported or encouraged by the influence exerted by media campaigns organized by charitable organizations.

### 3.4.5 Elaboration Likelihood Model

The Cambridge English Dictionary states that ELM has two possibilities for persuasion: central and peripheral. The central path results in long-term attitude changes, while the peripheral route results in short-term attitude changes. Therefore, the "Elaboration Likelihood Model" was used in this study as a paradigm that essentially implies that, depending on an individual's desire and capacity for information processing, they can be persuaded via both a central and a peripheral path. The Elaboration Likelihood Model was used in this study as a fundamental conceptual lens to comprehend how both route parts inside media campaigns impact individual's attitudes and intentions about charitable donations. Peripheral route variables can be including indications like experience sharing and social pressure, whereas central route variables include the development of message content.

### 3.5 Instruments

The instruments utilized in this research study are essentially made to use an organized questionnaire for surveys that focused on media campaigns by charitable organizations and evaluated the ability of individuals to give. It has several parts that concentrate on crucial aspects of media campaigns concerning the participation of individuals on both routes. In this research study, the survey essentially began with a few demographic questions before moving on to questions on individual's perceptions of donating to charities. In order to assess how these charitable media efforts influenced their understanding and awareness of charitable contributions, the researcher employed a Likert scale. Furthermore, this research study's tools explore the central and peripheral processing pathways in the elaboration likelihood model. . This section essentially investigated the degree to which people used heuristic and systematic processing when they were exposed to media campaigns from charitable organizations.

Additionally, it examined the ways in which the central route factor, such as accuracy and correctness, as well as the peripheral route factor, such as experience sharing and social pressure impacted the intentions of individuals to contribute. The perceived persuasiveness and in formativeness of charity organizations' media attempts were also investigated in this study about

their desire to give. This comprehended tool essentially designed to gather quantitative data in order to analyze the impact of charity organizations' media campaigns on attitudes and intentions about donations. The findings shed light on the function to persuasive communication in media campaigns along with the possibility of improving them to promote greater contribution rates.

Moreover the instruments included items that are adapted from pre-tested Likert scale in prior research. 5 items were adapted from the article Examining Consumer Participation on Brand Microblogs in China: Perspectives from Elaboration Likelihood Model, Commitment–Trust Theory, and Social Presence by Zehshi Bao and Dongdong Wang (2020), which originally included 24 items. In addition 14 items were also adapted from another article The Development and Validation of the Motives to Donate Scale by Sara Konrath and Femida Handy (2017), their original instruments consisted 60 total items. All the selected items were aligned according to the present research.

The researcher used 20 participants in a pilot study to make sure the questionnaire items were accurate and clear. Before moving forward with full-scale data collection, the necessary modifications were made in light of the feedback and findings from this pilot study. The final set of data was then obtained from 250 people in different parts of Pakistan.

**3.6 Procedure (Data Collection)**

The researcher employed the non probability sampling approach to collect survey data. A total of 250 individuals were chosen from different parts of Pakistan. They were, accordingly, in the age range of below 25 years to 55 years and above. To gather information, the researcher distributed questionnaires by using purposive sampling in it.

**3.7 Data Analysis**

Data were analyzed by using SPSS.

**3.8 Ethical Consideration**

Data were gathered by the researcher from individuals across Pakistan in an anonymous manner.

# CHAPTER 4: FINDINGS AND ANALYSIS

This chapter demonstrates the results of the data collected to look at how media campaigns by charity organizations impact the intention of individuals to make donations, using the Elaboration Likelihood models (ELM). The aim of this chapter is to analyze and explain the responses that were collected through a structured the quantitative questionnaire, by employing statistics that are both descriptive and inferential. The analysis concentrates on how central route factors, like how informative and consistent the message is, and peripheral route factors, like how emotional and relatable the message is, impact how effective individuals think charity campaigns are and how likely they are to donate.

A convenient method of sampling was used to gather data from a wide range of individuals across Pakistan. We asked the respondents who took part in the study if they had seen media campaigns by widely recognized charities like the Alkhidmat Foundation, the Shaukat Khanum Memorial Trust, along with the Edhi Foundation. The results are grouped into four primary constructs: perception of charity organizations, perceived persuasiveness (peripheral route), perceived informativeness (central route), and intention to donate We use tables with frequencies, bar charts, alongside statistical tests like one way ANOVA as well as Pearson correlation to show the results and give us more information about how media campaigns affect people's willingness to donate.

## 4.1 Descriptive Statistics

**Table 4.1 depicts how often individual seen charity advertisement.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | to a small extent | 77 | 30.8 | 30.8 | 30.8 |
|  | to some extent | 92 | 36.8 | 36.8 | 67.6 |
|  | to a great extent | 60 | 24.0 | 24.0 | 91.6 |
|  | to a very great extent | 21 | 8.4 | 8.4 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
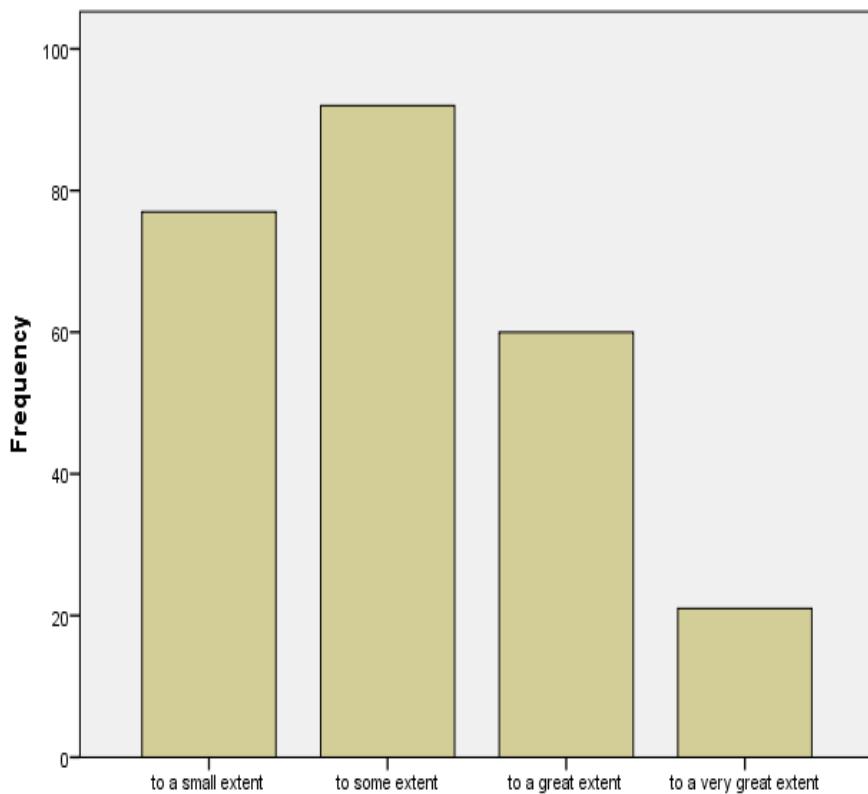


**Figure 4.1 Frequency of viewing Charity Ads**

According to the graph, 30.8% of respondents reported that they saw charity ads "to a small extent," while 36.8% reported they saw them "to some extent." Approximately 24% of participants reported they saw advertisements "to a great extent," and 8.4% reported they saw them "to a very great extent." According to these results, participants' exposure to charity ads is typically moderate, but only 8.4% reported high exposure levels, which may have an impact on how involved they are or how motivated they are to donate.

**Table 4.2 depicts the responses of which charity organization's ads were seen most often by individuals.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | edhi foundation | 73 | 29.2 | 29.2 | 29.2 |
| | alkhidmat foundation | 81 | 32.4 | 32.4 | 61.6 |
| | shaukat khanum memorial cancer hospital | 74 | 29.6 | 29.6 | 91.2 |
| Valid | akhuwat foundation | 5 | 2.0 | 2.0 | 93.2 |
| | chhipa welfare association | 5 | 2.0 | 2.0 | 95.2 |
| | Other | 12 | 4.8 | 4.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
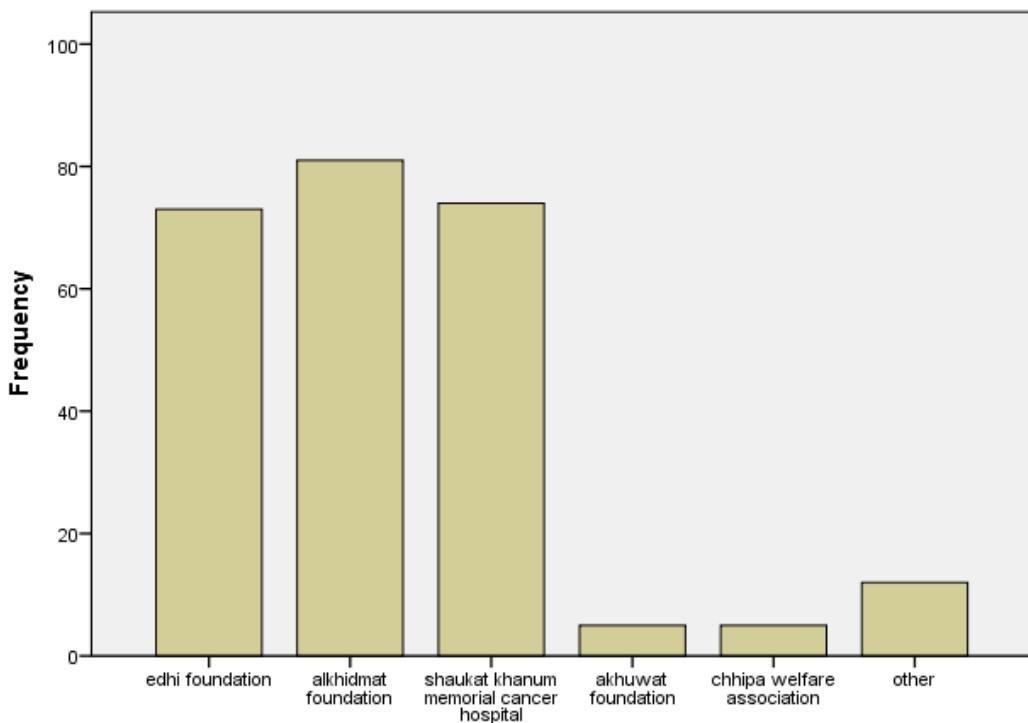
**Figure 4.2 Most Seen Charity Organization Ads**

Based on the answers of the individuals who took the survey, the following graph shows how visible different charities are. The Alkhidmat Foundation was the most often seen group (32.4%), followed very closely by the Shaukat Khanum (29.6%) and the Edhi Foundation (29.2%). Only 2% among respondents said Akhuwat and Chhipa Foundation, and 4.8% said "other." These results show that only a few organisations are very visible in the media, which means they are more well-known and recognised by the public.

**Table 4.3 depicts the responses of how often individuals donated to charity organization.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Never | 19 | 7.6 | 7.6 | 7.6 |
|  | Seldom | 41 | 16.4 | 16.4 | 24.0 |
|  | Occasionally | 86 | 34.4 | 34.4 | 58.4 |
|  | Frequently | 82 | 32.8 | 32.8 | 91.2 |
|  | very frequently | 22 | 8.8 | 8.8 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
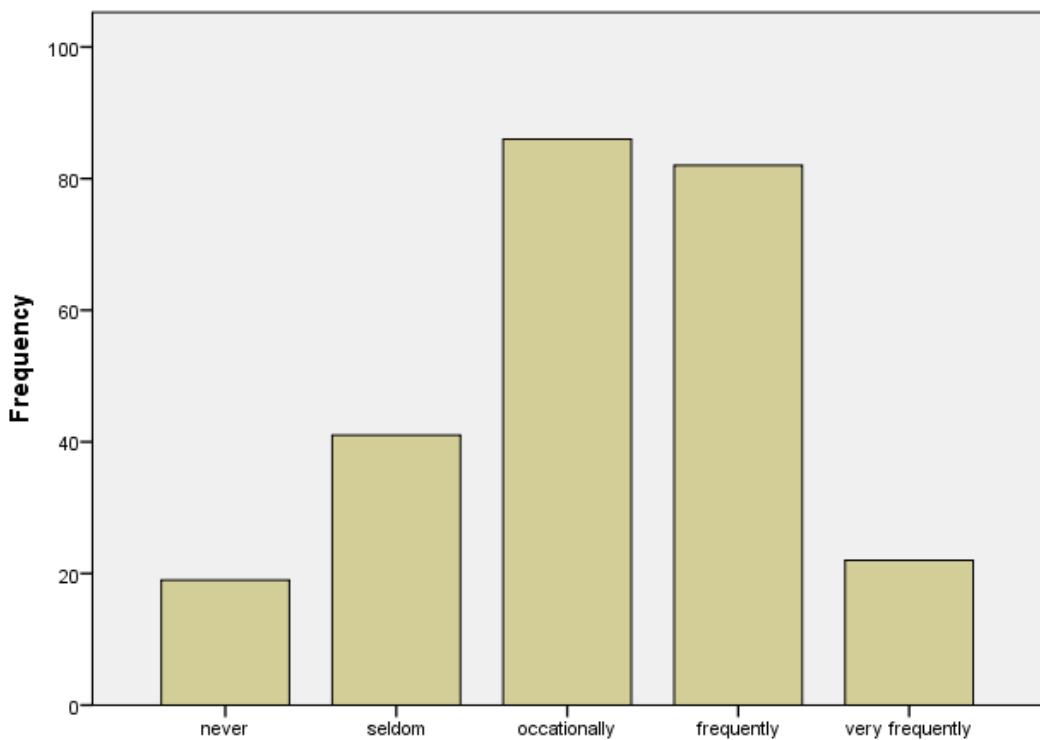
**Figure 4.3 Frequency of Donating to Charities**

According to the graph, 34.4% of respondents said they donate "sometimes," while 32.8% said they donate "often." On the other hand, 16.4% said that they "seldom" donate, and only 8.8% said that they donate "very often." It's fascinating that 7.6% of people said they have "never" donated. These results suggest that the majority of individuals donate to charity at least once, but only a small number of people donate regularly or a lot.

**Table 4.4 depicts the results of how charity organizations do good things for society**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 19 | 7.6 | 7.6 | 7.6 |
| | Disagree | 2 | .8 | .8 | 8.4 |
| | Neutral | 38 | 15.2 | 15.2 | 23.6 |
| | Agree | 171 | 68.4 | 68.4 | 92.0 |
| | strongly agree | 20 | 8.0 | 8.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
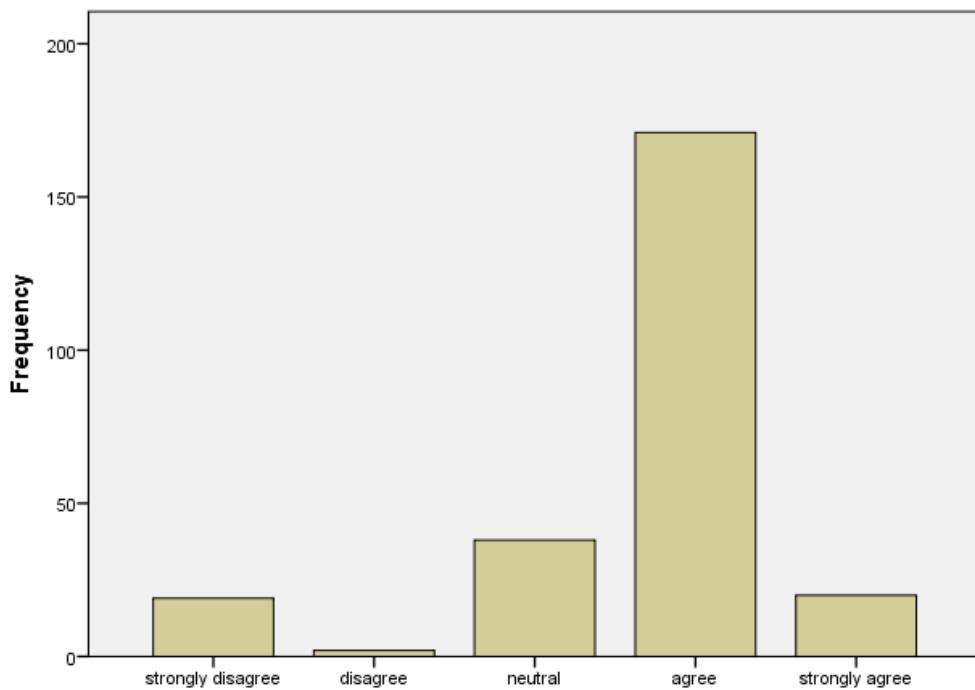
**Figure 4.4 Charities Benefit Community**

The graph indicates that the majority of individuals who responded to had positive things to say: 68.4% agreed along with 8% strongly agreed with the idea that charity organizations do good things for the community. Also, 15.2% didn't have an opinion, 0.8% disagreed, as well as 7.6% strongly disagreed. These results show that individuals generally think that charity organizations have a positive effect on the community and are valuable, as shown by media campaigns.

**Table 4.5 depicts the responses about the statement of charity organizations do not perform a useful function for society**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 89 | 35.6 | 35.6 | 35.6 |
| | Disagree | 124 | 49.6 | 49.6 | 85.2 |
| | Neutral | 29 | 11.6 | 11.6 | 96.8 |
| | Agree | 7 | 2.8 | 2.8 | 99.6 |
| | strongly agree | 1 | .4 | .4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
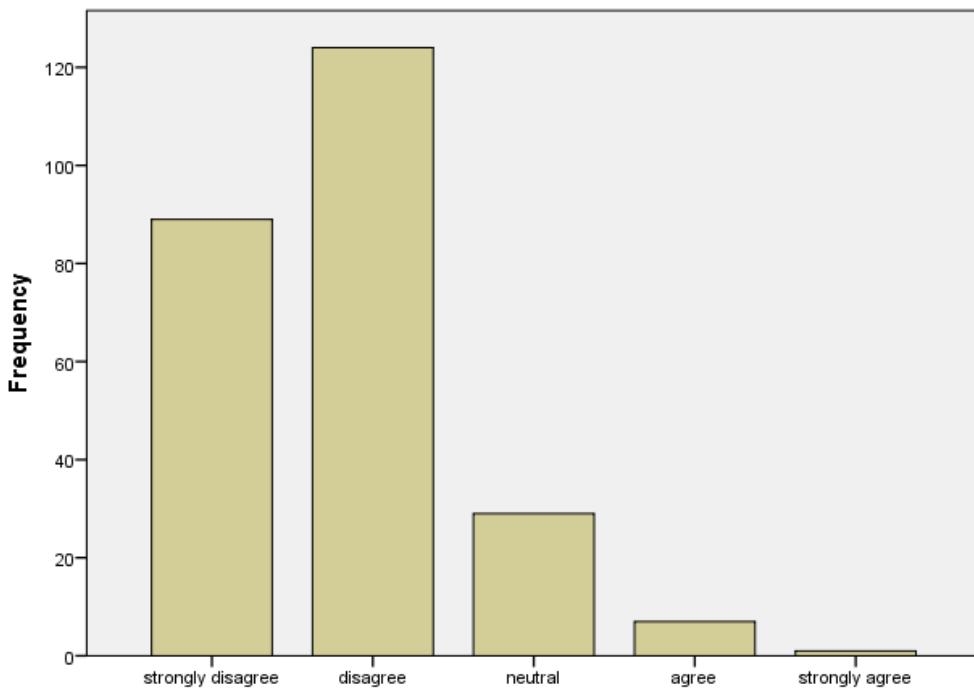


**Figure 4.5 Charities Not Useful**

When asked if charity organisations don't do any good, 49.6% disagreed along with 35.6% strongly disagreed. While 11.6% stayed neutral, only 2.8% agreed alongside 0.4% strongly agreed. This shows that most of the individuals who took part did not agree with the claim and thought that charity groups do not play an important role in society.

**Table 4.6 depicts the responses about the statement of charity money is used for good causes**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Disagree | 6 | 2.4 | 2.4 | 2.4 |
|  | Neutral | 40 | 16.0 | 16.0 | 18.4 |
|  | Agree | 164 | 65.6 | 65.6 | 84.0 |
|  | strongly agree | 40 | 16.0 | 16.0 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
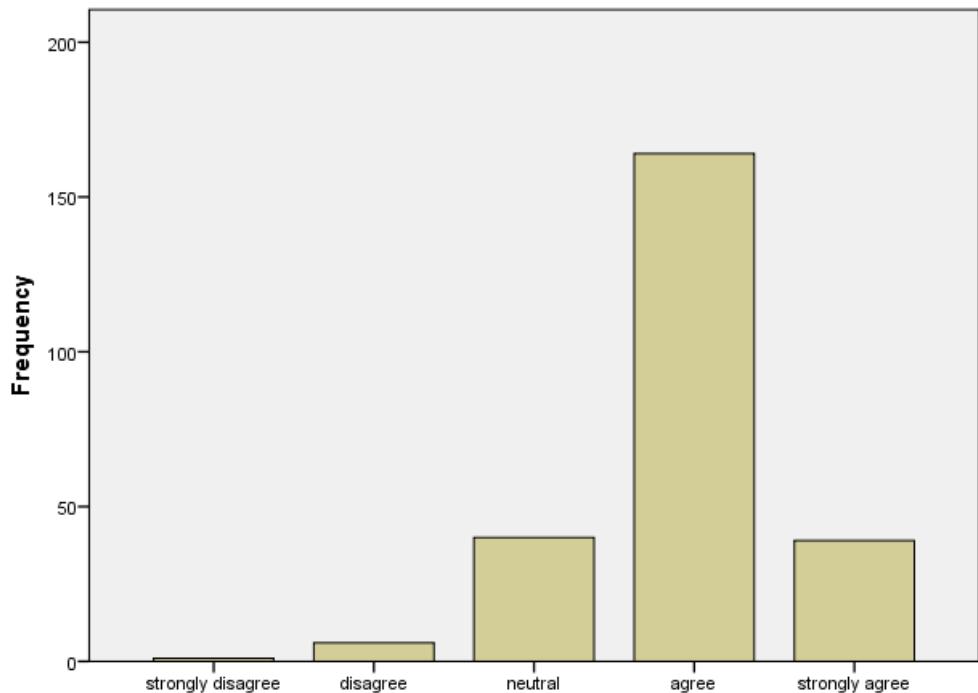


**Figure 4.6 Charity Funds Used Well**

The above bar graph shows that 65.6% of the individuals who answered agreed along with 16% strongly agreed the fact that donations to charities are used to benefit good causes. At the same time, 16% stayed neutral, and only 2.4% disagreed. And only one who answered strongly disagreed. These results show that most of the individuals who took part trust charities to use donations in a fair and open way.

**Table 4.7 depicts the results about charity organizations help the needy successfully**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 6 | 2.4 | 2.4 | 2.8 |
| | Neutral | 42 | 16.8 | 16.8 | 19.6 |
| | Agree | 155 | 62.0 | 62.0 | 81.6 |
| | strongly agree | 46 | 18.4 | 18.4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
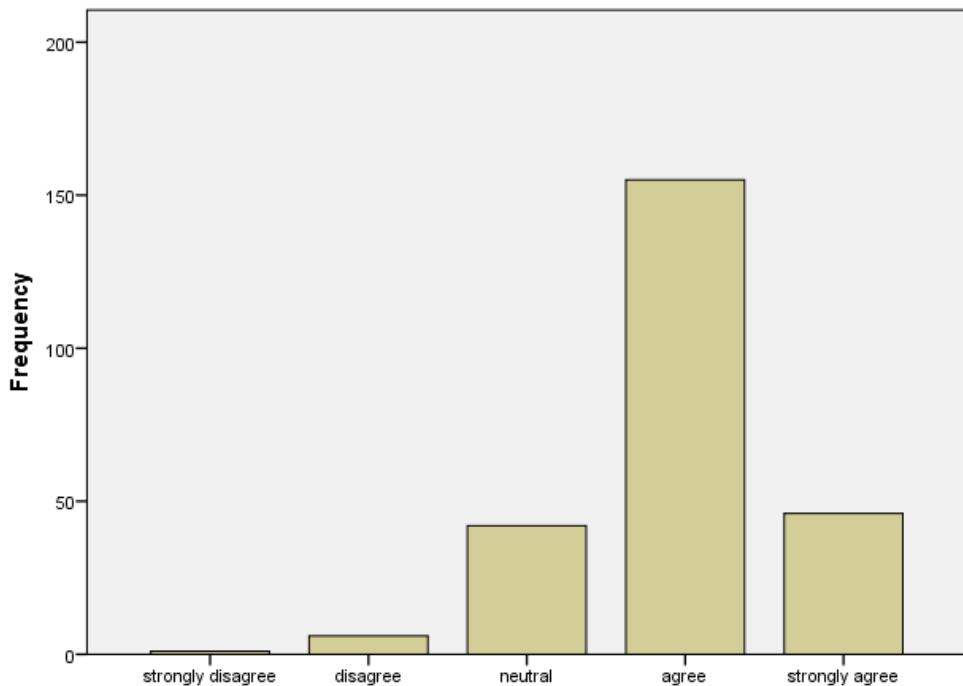


**Figure 4.7 Charities Help the Needy**

The data indicates that 62% respondents agreed alongside 18.4% strongly agreed the fact that charities have done a good job of helping those in need. Only 2.4% disagreed along with

0.4% strongly disagreed. The rest, 16.8%, were neutral. These results suggest that majority of individuals know that charitable organizations make a real difference and do good work.

**Pearson Correlation Analysis**

The Pearson correlation was conducted to examine the relationship between frequency of viewing charity advertisements and perception about charity. The results are presented in the following table:

| Variable | M | SD | 1 | 2 |
|---|---|---|---|---|
| 1. Frequency of Viewing Charity Ads | 3.10 | 0.94 | — | -.03 |
| 2. Perception About Charity | 13.44 | 1.70 | -.03 | — |
| Note. N = 250. Pearson correlation = -.027, p = .666 (2-tailed). | | | | |

The Pearson correlation between the frequency of viewing charity advertisements and perception about charity is r = -.027, p = .666. This is a very weak and statistically non-significant negative correlation. The p-value is well above the conventional alpha level of .05, indicating no significant association between the two variables. Thus, increased exposure to charity advertisements does not appear to influence individuals' perception about charity.

**ANOVA Analysis**

A one-way ANOVA was conducted to determine whether perception about charity significantly differs based on the frequency of viewing charity ads (grouped into 6 categories). The results are summarized below:

| Source | SS | Df | MS | F | P |
|---|---|---|---|---|---|
| Between Groups | 9.32 | 5 | 1.87 | 0.64 | .672 |
| Within Groups | 714.15 | 244 | 2.93 | | |
| Total | 723.48 | 249 | | | |

The one-way ANOVA result shows $F(5, 244) = 0.64$, $p = .672$. Since the p-value is much higher than .05, the analysis indicates no statistically significant difference in perception about charity among the different frequency groups. Therefore, frequency of viewing charity ads does not significantly affect how individuals perceive charity in this sample.

**Table 4.8 depicts the responses about the statement of Information in campaigns is helpful**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 3 | 1.2 | 1.2 | 1.6 |
| | Neutral | 46 | 18.4 | 18.4 | 20.0 |
| | Agree | 133 | 53.2 | 53.2 | 73.2 |
| | strongly agree | 67 | 26.8 | 26.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
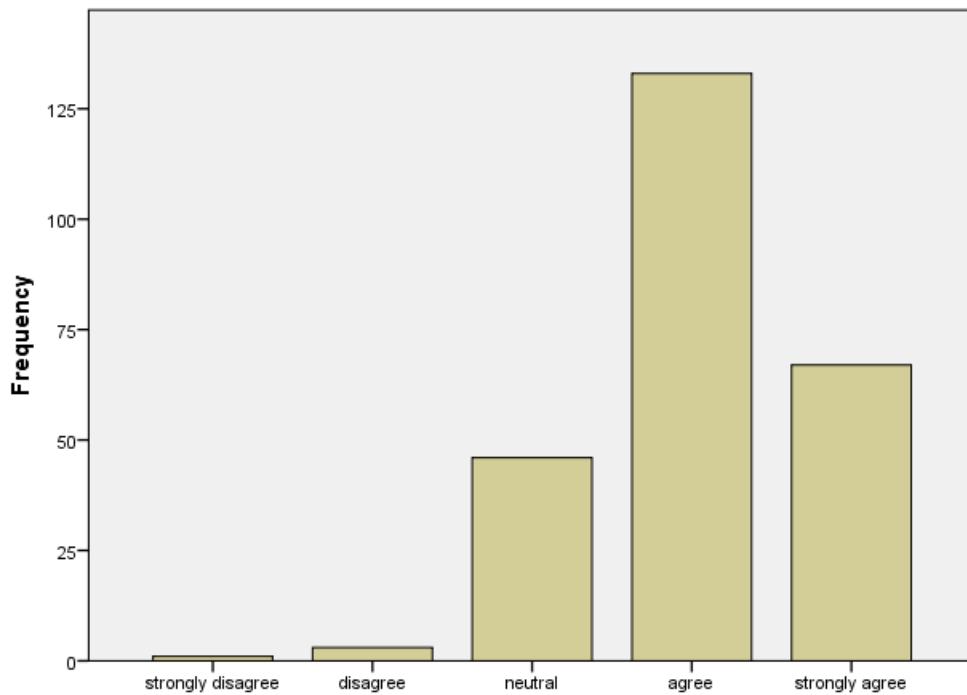
**Figure 4.8 campaign Info is helpful**

The data presented here shows that 53.2% of people who answered agreed the fact that the data provided in charity campaigns seems helpful, and 26.8% strongly agreed. At the same time, 18.4% stayed a neutral value, 1.2% disagreed, and the remaining 0.4% strongly disagreed. Most people who responded to said that they think the content shared in charity ads is useful.

**Table 4.9 depicts that the information in campaigns is valuable.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 2 | .8 | .8 | 1.2 |
|  | Neutral | 46 | 18.4 | 18.4 | 19.6 |
|  | Agree | 121 | 48.4 | 48.4 | 68.0 |
|  | strongly agree | 80 | 32.0 | 32.0 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |

38
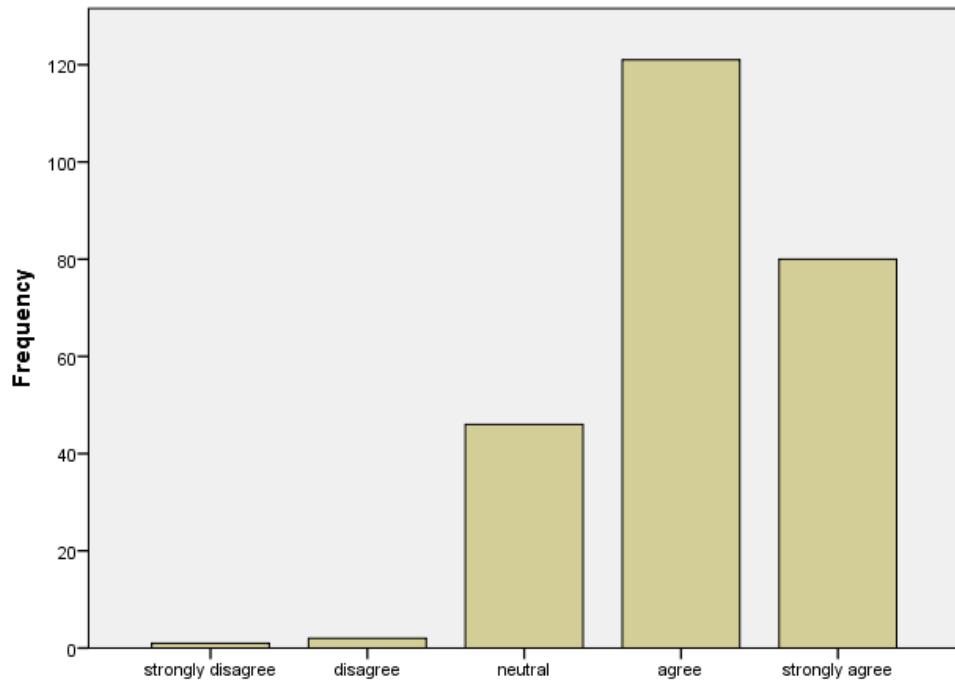
**Figure 4.9 Campaign Info is Valuable**

According to the graph 48.4% of the individuals who responded to said they agreed the fact that the data provided in charity campaigns seems useful, and 32% said they strongly agreed. Also, 18.4% stayed neutral, 0.8% disagreed, along with 0.4% strongly disagreed. Most of the people who answered said that the information that charity organizations give out is useful and important.

**Table 4.10 depicts that the campaigns fulfill informational needs of individuals**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 12 | 4.8 | 4.8 | 5.2 |
|  | Neutral | 53 | 21.2 | 21.3 | 26.5 |
|  | Agree | 109 | 43.6 | 43.8 | 70.3 |
|  | strongly agree | 74 | 29.6 | 29.7 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
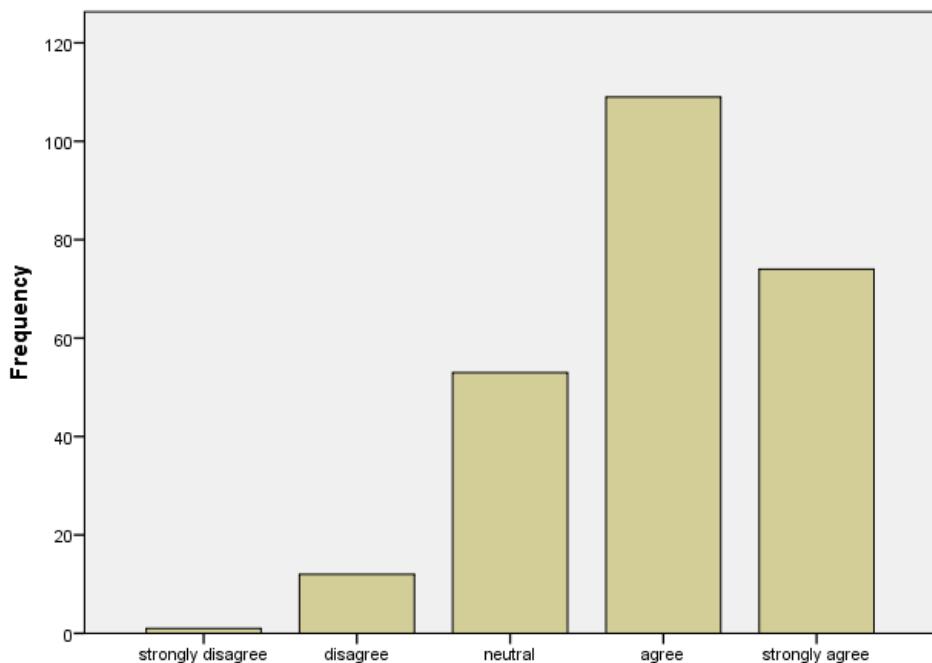


**Figure 4.10 Campaign Meets Info Needs**

The data displayed that 43.6% of survey respondents agreed alongside 29.6% strongly agreed with the fact that charitable media campaigns meet the needs of donors for information. There were 21.2% of the respondents who didn't have an opinion and stayed neutral, 4.8% who disagreed, and 0.4% who strongly disagreed. The results show that most people who answered think that the media campaigns are helpful and meet their needs.

**Table 4.11 depicts the responses about the statement that the campaigns are consistent in quality and content.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 8 | 3.2 | 3.2 | 3.6 |
| | Neutral | 62 | 24.8 | 24.8 | 28.4 |
| | Agree | 109 | 43.6 | 43.6 | 72.0 |
| | strongly agree | 70 | 28.0 | 28.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
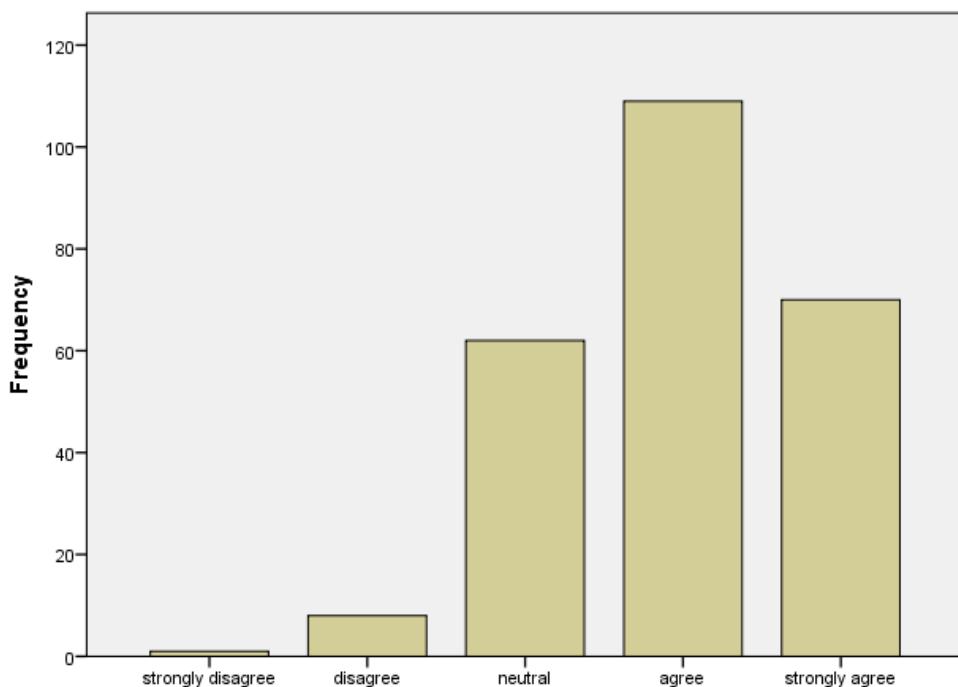


**Figure 4.11 campaign consistency**

The graph indicates that 28% strongly agreed and 43.6% agreed that the quality and content of charity campaigns are consistent. Approximately 0.4% strongly disagreed, 3.2% disagreed, and 24.8% were neutral. According to these findings, most respondents believe that media campaigns are trustworthy and well-organised.

**Table 4.12 depicts that the information provided in campaigns is persuasive.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 7 | 2.8 | 2.8 | 3.2 |
|  | Neutral | 38 | 15.2 | 15.2 | 18.4 |
|  | Agree | 119 | 47.6 | 47.6 | 66.0 |
|  | strongly agree | 85 | 34.0 | 34.0 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
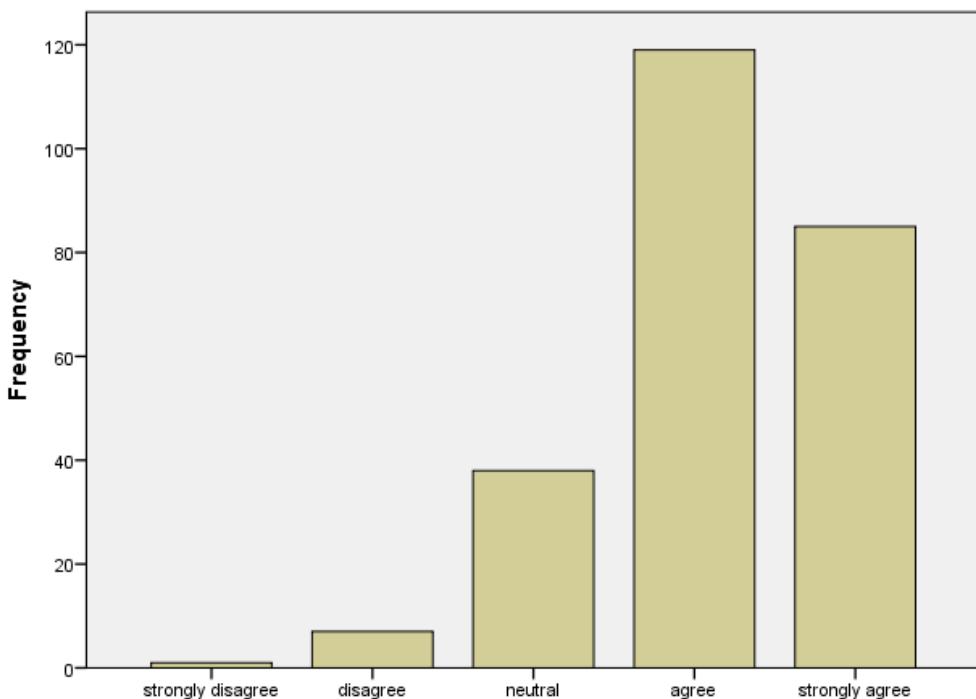


**Figure 4.12 campaign is persuasive**

The graph indicates that 47.6% of the individuals who responded that they agreed the fact that the campaign's information was persuasive, and 34% said they strongly agreed. Also, 15.2% seemed a neutral value, 2.8% disagreed, along with 0.4% strongly disagreed. This shows that media campaigns can change minds of individuals and make them more likely to donate.

**Table 4.13 depicts the clear responses of donate due to empathy in campaigns**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 5 | 2.0 | 2.0 | 2.4 |
| | Neutral | 38 | 15.2 | 15.2 | 17.6 |
| | Agree | 129 | 51.6 | 51.6 | 69.2 |
| | strongly agree | 77 | 30.8 | 30.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
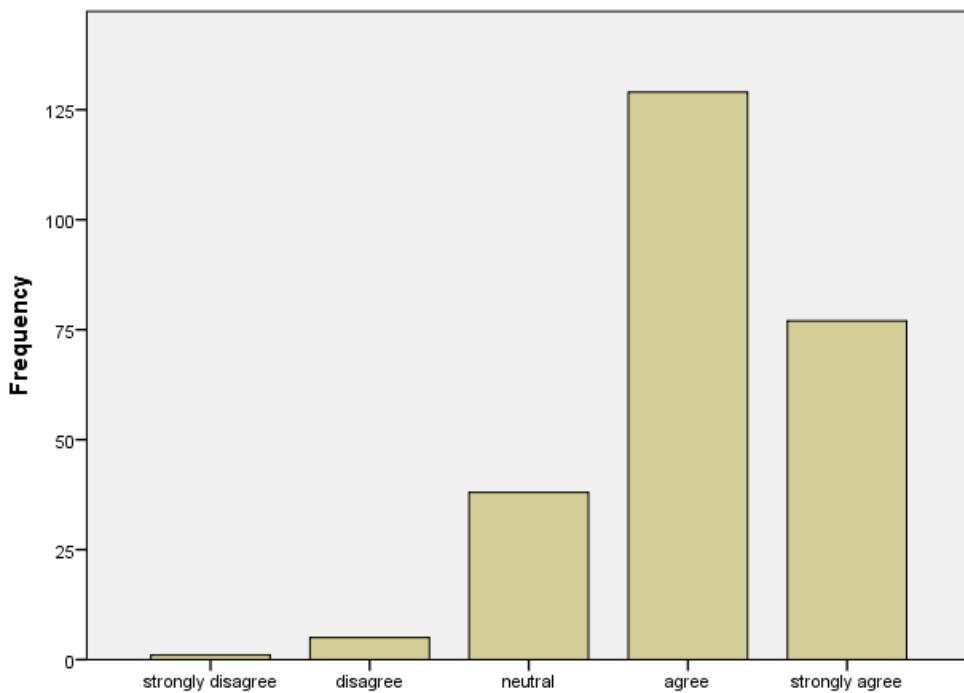


**Figure 4.13 empathy-induced donations**

The graph shows that 47.6% of the individuals who said they agreed the fact that the campaign's information is persuasive, and 34% said they strongly agreed. Also, 15.2% seemed in neutral position 2.8% disagreed, along with 0.4% strongly disagreed. This shows that media campaigns can change minds of individuals and make them more likely to make donations.

**Table 4.14 depicts that the Visuals/messages motivate donation among individuals**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 4 | 1.6 | 1.6 | 2.0 |
| | Neutral | 35 | 14.0 | 14.1 | 16.1 |
| | Agree | 117 | 46.8 | 47.0 | 63.1 |
| | strongly agree | 92 | 36.8 | 36.9 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
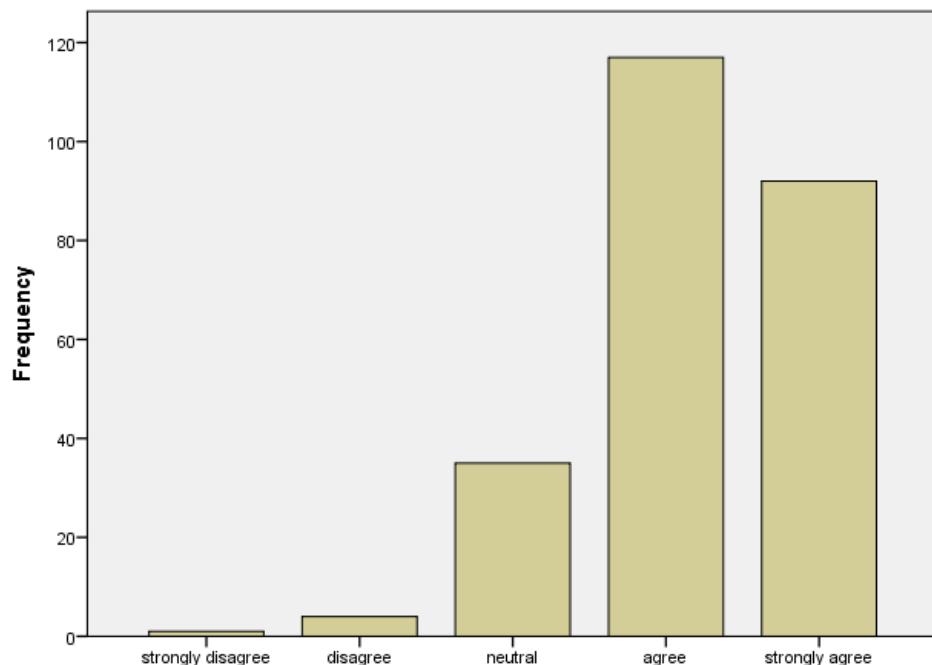


**Figure 4.14 visuals motivate help**

44

According to the graph, 46.8% of the respondents agreed alongside 36.8% strongly agreed the fact that both words and images make them want to help others. Also, 14% were neutral in nature, 1.6% disagreed, as well as 0.4% strongly disagreed. These results show that visual narrative and messaging are very effective ways to get people to support charitable causes.

**Table 4.15 depicts that seeing people in need inspires support.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 5 | 2.0 | 2.0 | 2.4 |
|  | Neutral | 45 | 18.0 | 18.1 | 20.5 |
|  | Agree | 129 | 51.6 | 51.8 | 72.3 |
|  | strongly agree | 69 | 27.6 | 27.7 | 100.0 |
|  | Total | 02 | 100.0 | 100.0 |  |
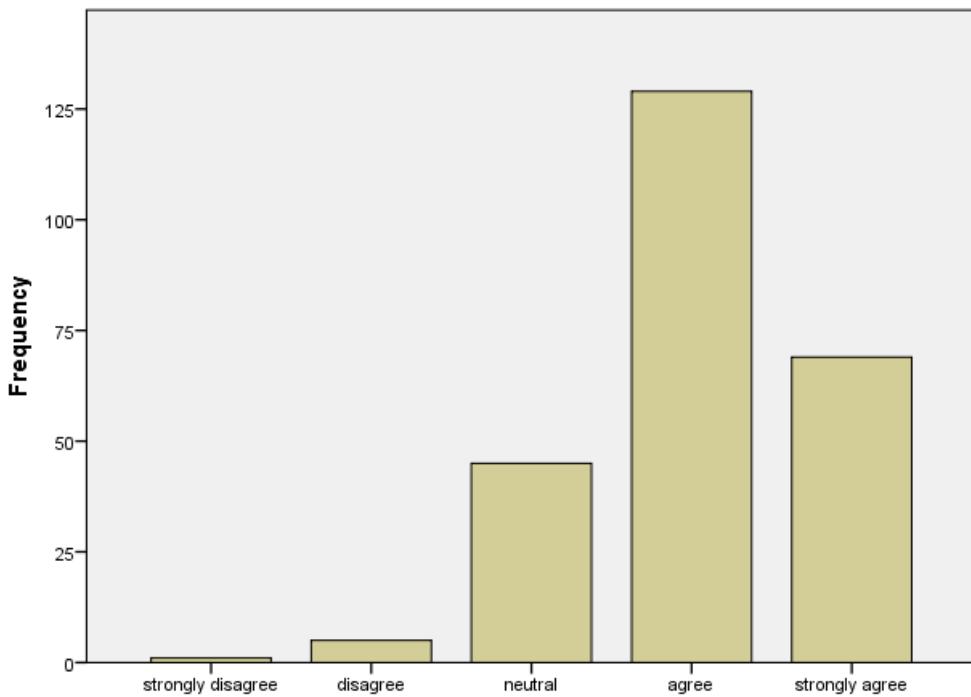
**Figure 4.15 inspired by needy in campaigns**

According to the findings, 51.6% agreed alongside 27.6% strongly agreed the fact that observing individuals in need in campaigns made them want to contribute. On the other hand, 18% were a neutral value, 2% disagreed, as well as 0.4% strongly disagreed. This means that campaigns that show real-life suffering can connect individuals on an emotional level and make them want to do something.

**Table 4.16 depicts the responses about campaigns feel personal and relatable**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 12 | 4.8 | 4.8 | 5.2 |
|  | Neutral | 50 | 20.0 | 20.0 | 25.2 |
|  | Agree | 119 | 47.6 | 47.6 | 72.8 |
|  | strongly agree | 68 | 27.2 | 27.2 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
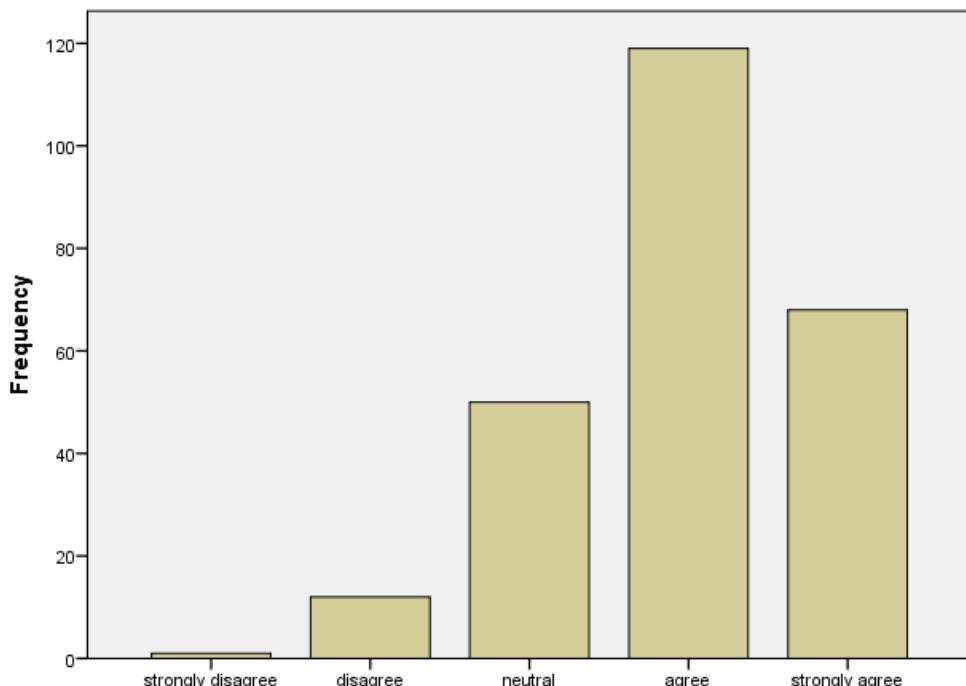


**Figure 4.16 campaigns feel personal**

This graph shows that 47.6% agreed along with 27.2% strongly agreed the fact that campaigns were feeling personal and relatable. At the same time, 20% were neutral in nature, 4.8% disagreed, as well as 0.4% strongly disagreed. These results show that messaging that is relatable and focused on people increases emotional engagement with the audience.

**Table 4.17 depicts that the campaigns convey warmth and care for people.**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 5 | 2.0 | 2.0 | 2.4 |
| | Neutral | 39 | 15.6 | 15.6 | 18.0 |
| | Agree | 129 | 51.6 | 51.6 | 69.6 |
| | strongly agree | 76 | 30.4 | 30.4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
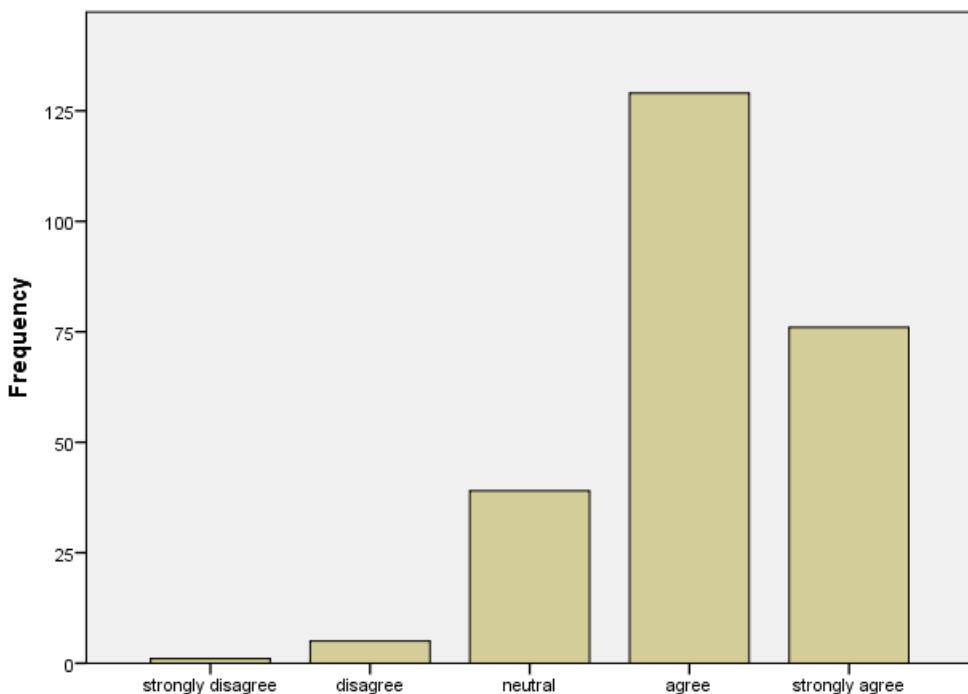


**Figure 4.17 campaigns show warmth**

The data indicated that 30.4% strongly agreed and 51.6% agreed that campaigns offer warmth and care. 0.4% strongly disagreed, 2% disagreed, and 15.6% were neutral. This emphasizes how crucial content with a compassion focus is to building public trust and support.

**Table 4.18 depicts the responses about people donate because campaigns align with my values.**

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 4 | 1.6 | 1.6 | 2.0 |
|  | Neutral | 27 | 10.8 | 10.8 | 12.8 |
|  | Agree | 139 | 55.6 | 55.6 | 68.4 |
|  | strongly agree | 79 | 31.6 | 31.6 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
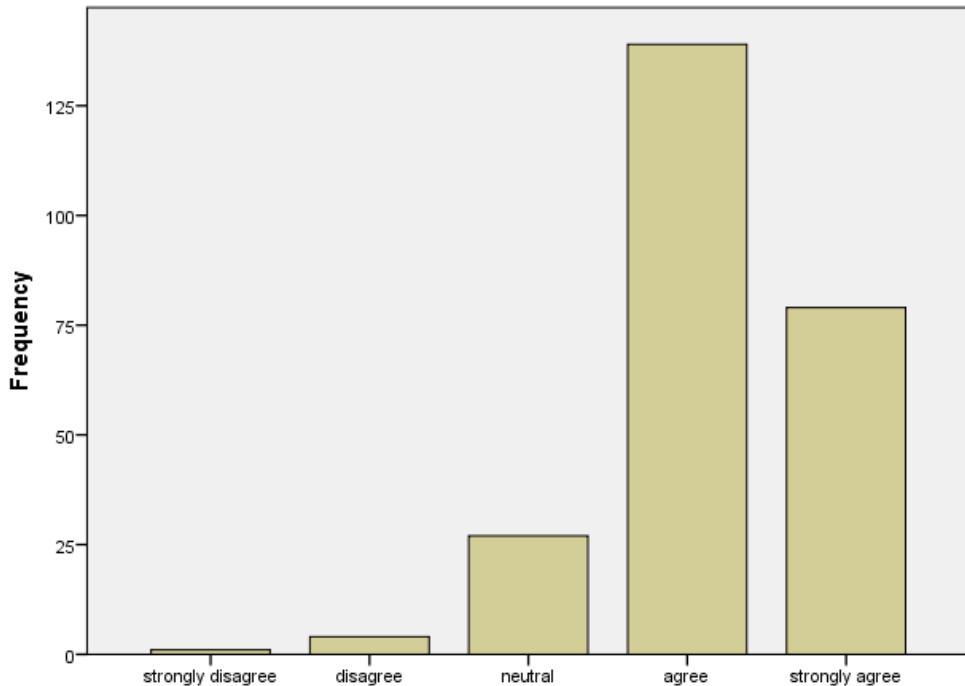


**Figure 4.18 donation aligns with causes**

In all, 55.6% of respondents agreed and 31.6% strongly agreed with the fact that their donation supports the causes that are highlighted in charitable campaigns. Furthermore, 1.6% disagreed, 0.4% strongly disagreed, and 10.8% were neutral. This suggests that one of the main drivers of charitable contributions is alignment with one's own values.

.Table 4.19 depicts the responses about the statement of believe that donation makes a difference in someone's life

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 4 | 1.6 | 1.6 | 2.0 |
| | Neutral | 20 | 8.0 | 8.0 | 10.0 |
| | Agree | 126 | 50.4 | 50.6 | 60.6 |
| | strongly agree | 98 | 39.2 | 39.4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
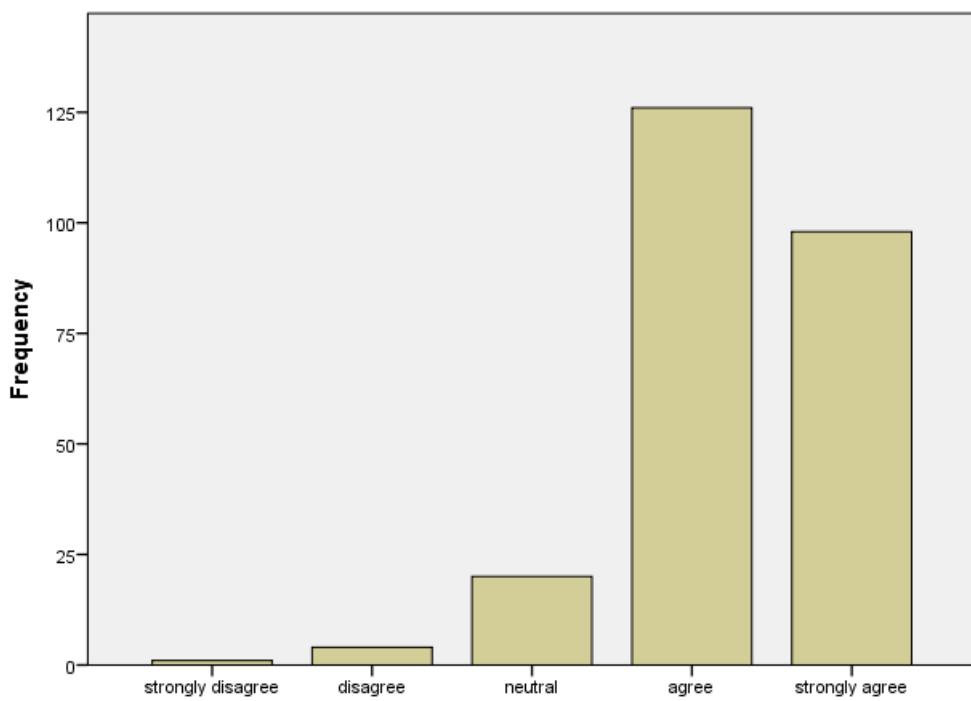


**Figure 4.19 donation makes difference**

The chart demonstrates that 50.4% of the individuals who responded to agreed alongside 39.2% strongly agreed the fact that their donations create a real difference within the life of someone. 8% seemed neutral in nature, and 1.6% disagreed as well as 0.4% disagreed strongly. The findings show that people have a strong belief in the influence and effectiveness of giving to charity.

**Table 4.20 depicts that individuals feel self-fulfillment when donating to charities**.

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
|  | Disagree | 2 | .8 | .8 | 1.2 |
|  | Neutral | 26 | 10.4 | 10.4 | 11.6 |
|  | Agree | 137 | 54.8 | 54.8 | 66.4 |
|  | strongly agree | 84 | 33.6 | 33.6 | 100.0 |
|  | Total | 250 | 100.0 | 100.0 |  |
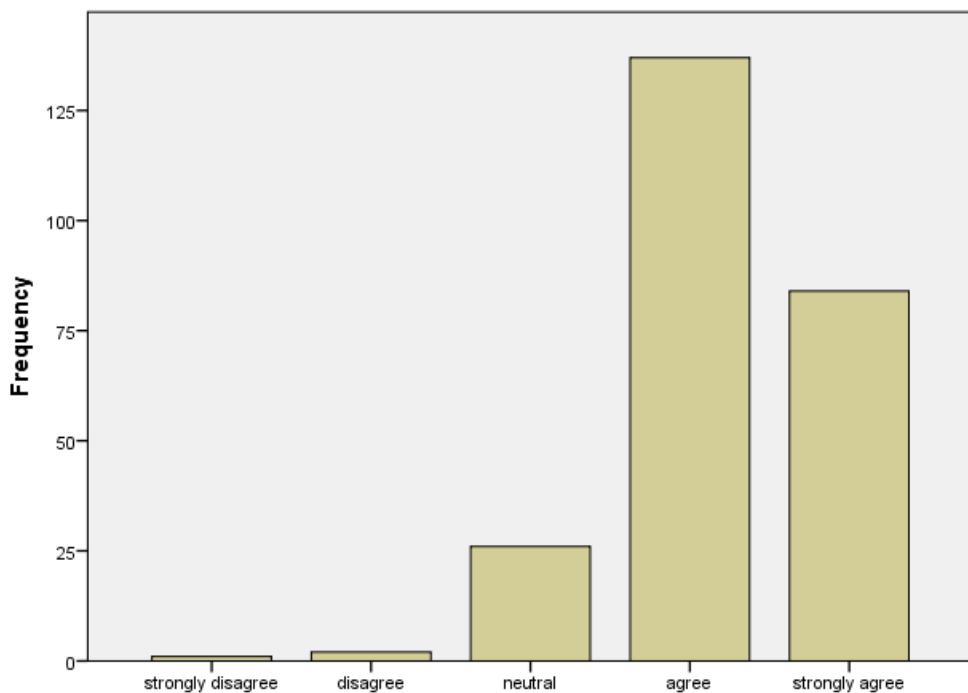


**Figure 4.20 Donation Brings Fulfillment**

The data visualization shows that 54.8% agreed alongside 33.6% strongly agreed the fact that donating makes them feel good about themselves. About 10.4% didn't have an opinion and stayed neutral, 0.8% disagreed, as well as 0.4% strongly disagreed. This shows how helping others can make you feel good about yourself.

**Table 4.21 depicts that the campaigns influence individual's donation intention**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 10 | 4.0 | 4.0 | 4.4 |
| | Neutral | 29 | 11.6 | 11.6 | 16.0 |
| | Agree | 125 | 50.0 | 50.0 | 66.0 |
| | strongly agree | 85 | 34.0 | 34.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
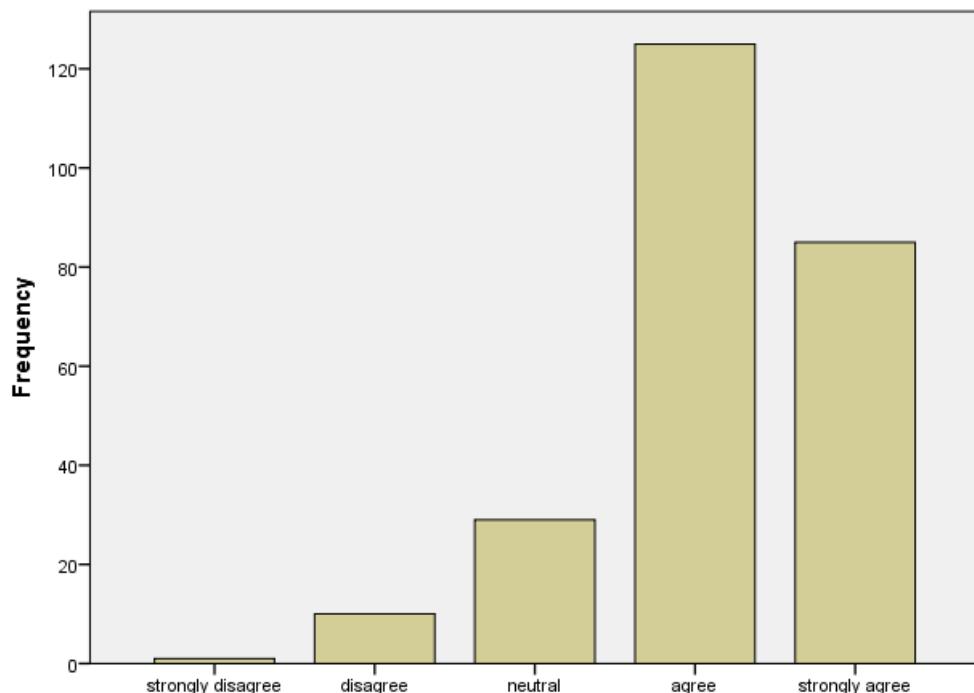


**Figure 4.21 campaigns influence intention**

Media campaigns have an impact on participants' intention to donate, according to half of them 50% agreed and 34% of them strongly agreed. 0.4% strongly disagreed, 4% disagreed, and a smaller percentage 11.6% was neutral. This demonstrates the powerful influence that media campaigns have in influencing people's intentions to donate.

**Table 4.22 depicts that donation is important to help others**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | strongly disagree | 1 | .4 | .4 | .4 |
| | Disagree | 3 | 1.2 | 1.2 | 1.6 |
| | Neutral | 35 | 14.0 | 14.0 | 15.6 |
| | Agree | 111 | 44.4 | 44.4 | 60.0 |
| | strongly agree | 100 | 40.0 | 40.0 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |
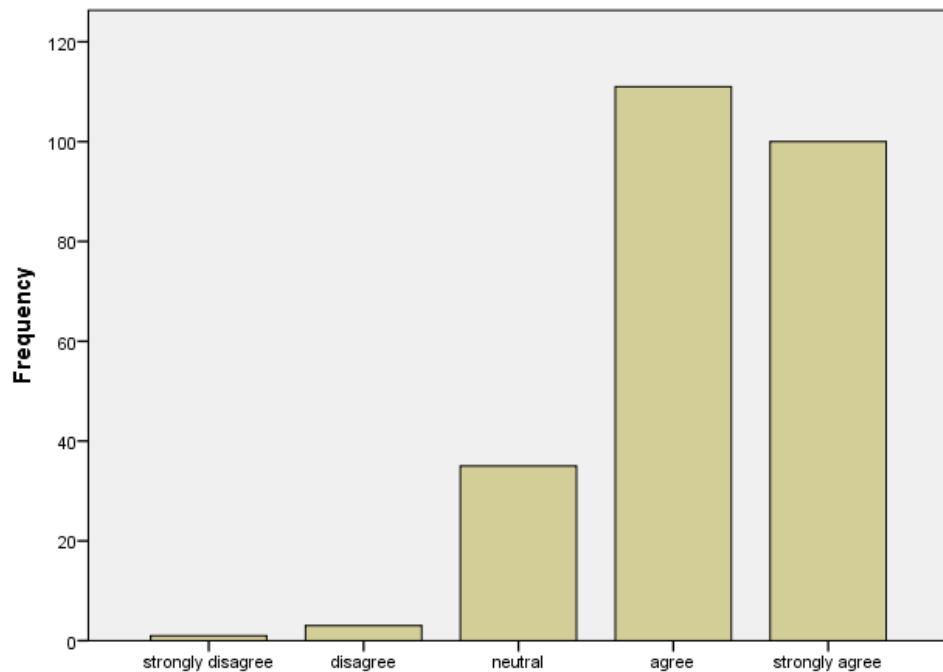


**Figure 4.22 importance of donation via campaigns**

53

According to the final graph, charity campaigns indicate that 44.4% of respondents agreed along with 40% strongly agreed the fact that donations are important. Furthermore, 0.4% strongly disagreed, 1.2% disagreed, and 14% were neutral. This suggests that media campaigns effectively promote the importance of donating to charity.

**4.2 Research Questions**

**Research Question 1**

**To what extent do media campaigns conducted by charity organizations influence individuals' perceptions of charity contributions?**

**Answer:**

According to a descriptive analysis of respondents' opinions (Tables 4.4 to 4.7), there is wide agreement that charitable organizations helps those in need, manage funds wisely, and contribute significantly to society. The fact that most participants had a favorable opinion of these organizations suggests that public awareness of their importance was successfully spread by media campaigns.

However, there was no statistically significant correlation among the frequency of watching charity advertising along with the perception of charitable organizations, according to the ANOVA test (F = 0.64, p =.672) and Pearson correlation (r = –.027, p =.666). This implies that although the perception is largely positive, the frequency of exposure to these campaigns does not substantially influence it. Rather than exposure frequency, perception might be more influenced by the quality of the message and individual beliefs.

**Research Question 2**

**To what extent do the central and peripheral routes influence individuals' intentions to donate to charity organizations?**

**Answer:**

It is evident from the data in the tables 4.8 to 4.12 (central route) along with 4.13 to 4.17 (peripheral route) that donation intentions are significantly influenced by the two factors informativeness and emotional appeal. The majority of those who participated agreed or strongly agreed the fact that the information presented in campaigns was useful, consistent, persuasive, and helpful (central route), and that they were influenced to support charitable causes by empathy ,visuals, , as well as emotional connection (peripheral cues).

Additionally, Tables 4.18 through 4.22 showed that individuals who felt the campaigns resembled their values, improved the lives of others, and provided self-fulfillment had a strong intention to donate. These results support the theoretical framework employed in this study by showing that both of the Elaboration Likelihood Model's routes have an impact.

**Research Question 3:**

**To what extent do the levels of central and peripheral route factors independently influence the perceived informativeness and persuasiveness of charity media campaigns?**

**Answer:**

The findings completely demonstrate that central as well as peripheral route variables independently affect perceived persuasiveness and informativeness. Respondents recognized that persuasiveness was significantly influenced by peripheral route factors such as empathy, warmth, and reliability, while informativeness was strongly influenced by central route factors such as accuracy, consistency, and helpfulness of information.

The dual-pathway concept in ELM is further demonstrated by the descriptive results (Tables 4.8 to 4.17), which clearly differentiate the responses of respondents to logical and emotional content. Strong scores for agreement across the two domains imply that each route significantly influences how campaigns are perceived and understood, even though inferential statistics such as correlation or the regression were not directly applied to those constructs in this dataset.

# CHAPTER 5: DISCUSSION AND CONCLUSION

In this study, the Elaboration Likelihood Model (ELM), which takes into consideration both of central route factor such as information quality, accuracy as well as peripheral route factor such as emotional appeal, social pressure processing, was used to analyze how media campaigns by charitable organizations have an impact people's intentions to donate.

## 5.1 Discussion

### 5.1.1 Media Campaigns and Perception of Charity Contributions

According to the results, the majority of individuals have a positive opinion of charitable organizations; nearly every participant agreed that these organizations help people in need, use funds wisely, and make a significant contribution to society. However, inferential statistics such as ANOVA alongside Pearson correlation analysis showed that the frequency of viewing charity ads had no noticeable impact on respondents' perceptions.

This implies that individual's perceptions of charitable organizations cannot be influenced by exposure alone. More deeply cognitive engagement and personal alignment with the message, on the other hand, undoubtedly play a more important role  This suggests that content quality in central route alongside alignment with individuals personal values could possibly be more persuasive than repeated exposure alone.

### 5.1.2 Influence of Central and Peripheral Routes on Intention to Donate

The results of the study support the importance of both central as well as peripheral paths in influencing donations to charities. Tables 4.8 to 4.12 demonstrated that several important route factors, including content are persuasiveness, accuracy, consistency, and informativeness, greatly influence individual's intentions to donate. Long-term attitude shifts and a greater desire to participate were the outcomes of campaigns that were perceived as trustworthy and efficient.

In contrast, short-term donations and an immediate emotional response were significantly influenced by peripheral route factors like emotional appeal , visual storytelling, empathy as well

as social pressure  are shown in Tables 4.13 to 4.17. It was discovered that campaigns with real-life visuals, personal stories of pain and suffering, along with messages that reflected the viewers' own values were very inspiring. This supports the idea that, even in situations where cognitive processing fails, peripheral cues can cause prompt behavioral reactions.

### 5.1.3 Independent influence of Central and Peripheral Factors on Campaigns Effectiveness

Whether central and peripheral route factors independently impact how persuasive and informative campaigns are perceived was one of the main research questions. This was clearly demonstrated by the data.

• The perception of the campaigns' informativeness was closely linked to central route elements such as message completeness, consistency, and clarity.

• The campaigns' persuasive power was obviously impacted by peripheral cues like relatability, warmth, and emotional tone.

Collectively, these pathways influenced motivation and awareness. Crucially, individuals were notably more likely to share their intention to donate if they felt that campaigns reflected their values or brought them personal fulfillment that clearly shown in Tables 4.18 to 4.22. These findings support the ELM framework and demonstrate how addressing logical along with emotional appeals may enhance campaigns.

### 5.1.4 The Role of Visual and Emotional Content

The influence of visual narratives and stories that make people feel empathy was a very interesting finding. People strongly agreed with statements such as "viewing individuals in need inspires me to help" and "the campaign felt personal." This shows that in a world where media and technology are everywhere, emotionally powerful content can quickly get individuals interested and get them to act.

### 5.1.5 Implications of Charity Organizations in Pakistan

In Pakistan, where donating to charity is often seen as a religious duty and a way to support the community, media campaigns that mix accurate, as well as logical appeals with powerful emotional as well as cultural relevance are actually most likely to work. The data also shows that faith in the organisation and how effectively the message fits into one's identity and values are important factors in deciding whether or not to make a donation. The organisations that got the most media attention, like Alkhidmat, Edhi Foundation, and Shaukat Khanum, also got the most support and recognition. This shows how important it is for a brand to be seen and trusted.

### 5.2 Conclusion

The goal of this study was to employ the Elaboration Likelihood Model (ELM) for looking at how well media campaigns run by charities can change the way individuals think about donating. The evaluation of the data led to the conclusion that even though charity ads are seen by a lot of individual and are generally thought of positively, the frequency that they are seen does not determine how much they affect people's decision to make donations. The level of detail like quality, nature, along with campaign's content have an even greater impact on the way individuals think and feel about the message.

The ELM framework says that the central route to persuasion describes carefully thinking about the message's content, whereas the peripheral route relies on the surface cues like emotional appeal alongside visual stimulation. There was a lot of support for both routes in this study. Many people agreed the fact that the information in charity campaigns had been helpful, valuable, and consistent. This showed that logical processing (the central route) led to positive attitudes. A lot of people also said that emotional along with visual elements, like empathy, relatability, as well portrayals of need, strongly motivated individuals to support charitable causes. This supports the peripheral route.

Even so, inferential statistical tests like ANOVA and Pearson correlation showed that there was no significant link between how often people saw the media and their perceptions or intention of donating. This means that just repeating or showing campaigns isn't enough to change behaviour; the message's ability to persuade and touch individuals emotionally is what

matters most. So, charity groups need to do more than just raise awareness; they also need to make content that is both emotionally engaging as well as intellectually sound.

A media strategy that impacts a good balance between providing factual information and making people feel something is likely to be much more effective at getting people to have positive attitudes and keep giving funds. In the end, the study confirms that the ELM is useful for understanding how to communicate with donors and gives useful tips for creating more effective media campaigns in the field of field of charity organisations.

## 5.3 Limitations of the Study

Despite offering insightful information, this study has a number of limitations that should be noted. The main limitation was the study's limited use of inferential analysis; although descriptive statistics were frequently used, advanced statistical methods like regression analysis and structural equation modeling were not used to assess the type and strength of connections among central as well as peripheral route factors or their influence on individual intentions to donate. Furthermore, the study's cross-sectional design only collected data once, making it difficult to evaluate the long-term effects of media campaigns on donation behavior. Lack of control over campaign content variation was another limitation; the study did not examine or distinguish between the quality of media campaigns that respondents watched, including differences in video length of sentence, tone, emotional appeal, and platform (e.g., social media vs. television). Lastly, although helpful, the study's sole focus on the Elaboration Likelihood Model (ELM) may have limited its ability to examine other significant psychological and sociocultural factors that influence donation behavior, such as socioeconomic background, religious motivation, or altruism.

## 5.4 Suggestions  and Future Approach

To better capture the different attitudes and behaviors surrounding charitable donations across Pakistan, future research should try to broaden the geographic scope by involving participants from numerous provinces, which includes rural and underserved areas. Additionally, to improve the accuracy and generality of the results, researchers are urged to employ probability sampling techniques like stratified or random sampling. Future studies should think about using a

longitudinal design, which tracks the same people over time to observe the long-term impacts of media campaign exposure, in order to more effectively comprehend lasting shifts in attitudes and behaviors. Furthermore, researchers would be able to investigate more complex relationships and make stronger connections between campaign elements and donor intentions by using advanced statistical methods like regression analysis, factor analysis, as well as structural equation modeling (SEM).

It is also advised that qualitative techniques like focus groups and in-depth interviews be used in future research in order to obtain deeper, more complex understandings of the psychological and emotional aspects that influence donor behavior. Last but not least, in order to develop a more thorough theoretical framework, future scholars could contrast the Elaboration Likelihood Model (ELM) with additional communication theories such as the Theory of Planned Behavior along with Social Cognitive Theory, offering a more thorough comprehension of decision-making and persuasion in the context of donations to charities.

### 5.4.1 For Charitable Organization and Campaign Designers

By making their media campaigns both educational and emotionally compelling, charitable organizations should aim to strike a balance between central and peripheral cues. They can successfully reach both highly engaged audiences who are looking for logical and sensible content and people who are more open to emotional appeal thanks to this dual strategy. Organizations should employ visual storytelling as well as real-life testimonies, combining compelling imagery alongside narratives that connect with viewers, to strengthen emotional connections and increase short-term donations. In order to build trust and promote long-term donor commitment, it is equally critical to enhance message accuracy and clarity by offering clear, consistent, and accurate information regarding how donations are used.

In order to reach a wider and younger audience, businesses must make effective use of social media, particularly visual as well as interactive networks like Instagram, YouTube, and Facebook, as the adoption of digital platforms grows. Additionally, since messages that are consistent with cultural and personal values like religion or national identity are typically more powerful and persuasive, campaigns should be designed to reflect these values. Last but not least, in order to evaluate efficacy, improve future donations results, and evaluate campaign impact, organizations must implement consistently feedback and evaluation mechanisms.

# REFERENCES

Allison, T. H., Davis, B. C., Webb, J. W., & Short, J. C. (2017). Persuasion in crowdfunding: An elaboration likelihood model of crowdfunding performance. *Journal of Business Venturing*, 32(6), 707–725.

Andreasen, A. R., & Kotler, P. (2000). Strategic marketing for nonprofit organization. *Marketing Theory: A Student Text*, 264–279.

Bekkers, R., & Wiepking, P. (2011). A literature review of empirical studies of philanthropy: Eight mechanisms that drive charitable giving. *Nonprofit and Voluntary Sector Quarterly*, 40(5), 924–973.

Bhandari, G., Bhandari, S., Byanju, R., Pradhan, S., Sah, R. K., Kandel, R. P., ... & Keenan, J. D. (2023). Relationship between intraocular pressure and age: a population-based study in Nepal. *Journal of Glaucoma*, 32(11), 983–988.

Bhattacherjee, A., & Sanford, C. (2006). Influence processes for information technology acceptance: An elaboration likelihood model. *MIS Quarterly*, 805–825.

Bin-Nashwan, S. A., & Al-Daihani, M. (2021). Fundraising campaigns via social media platforms for mitigating the impacts of the COVID-19 epidemic. *Journal of Islamic Marketing*, 12(3), 576–597.

Brand, T. M. (2010). The joy of giving: An investigation of positive fundraising techniques (Doctoral dissertation, Rutgers University-Camden Graduate School).

Briant, K. J., Halter, A., Marchello, N., Escareño, M., & Thompson, B. (2016). The power of digital storytelling as a culturally relevant health promotion tool. *Health Promotion Practice*, 17(6), 793–801.

Chang, H. H., Lu, Y. Y., & Lin, S. C. (2020). An elaboration likelihood model of consumer respond action to Facebook second-hand marketplace: Impulsiveness as a moderator. *Information & Management*, 57(2), 103171.

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of Travel Research*, 53(1), 44–57.

Giri, O. P. (2024). Choosing sampling techniques and calculating sample size. *Indonesian Journal of Teaching in Science*, 4(2), 165–176.

Jiang, X., Hwang, J., Shah, D. V., Ghosh, S., & Brauer, M. (2022). News attention and social-distancing behavior amid COVID-19: How media trust and social norms moderate a mediated relationship. *Health Communication*, 37(6), 768–777.

Kemp, S. (2015). Digital, social & mobile. *We Are Social*.

Lee, K., Oh, W. Y., & Kim, N. (2013). Social media for socially responsible firms: Analysis of Fortune 500's Twitter profiles and their CSR/CSIR ratings. *Journal of Business Ethics*, 118, 791–806.

Lee, Y. W., Strong, D. M., Kahn, B. K., & Wang, R. Y. (2002). AIMQ: A methodology for information quality assessment. *Information & Management*, 40(2), 133–146.

Legate, N., & Weinstein, N. (2022). Can we communicate autonomy support and a mandate? How motivating messages relate to motivation for staying at home across time during the COVID-19 pandemic. *Health Communication*, 37(14), 1842–1849.

Li, H. (2017). Information and donations: A study of nonprofit online communication (Doctoral dissertation, Rutgers University-Graduate School-Newark).

Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68(4), 16–32.

Liu, X. (2013). The effects of social information, recommended contribution levels, gift impact, and nonprofit organizations' transparency on college students' online charitable giving (Doctoral dissertation, University of Florida).

Manca, S., Altoè, G., Schultz, P. W., & Fornara, F. (2020). The persuasive route to sustainable mobility: Elaboration likelihood model and emotions predict implicit attitudes. *Environment and Behavior*, 52(8), 830–860.

Maqbool, N., Razzaq, S., Ul Hameed, W., Nawaz, M. A., & Niaz, S. A. (2019). Advance fundraising techniques: An evidence from non-profit organizations. *Pakistan Journal of Humanities and Social Sciences*, 7(1), 147–157.

Michi, C., Martinez, E., Cantaluppi, A., Bartolacci, C., Falsini, M., & Lischetti, S. (2023). Plant health campaign strategy. *EFSA Supporting Publications*, 20(5), E210501E.

Miller, D. (2010). Nonprofit organizations and the emerging potential of social media and internet resources. *SPNHA Review*, 6(1), 4.

Neale, S. (2011). Fundraising by Friends of the Library Groups: Profitability trends and effectiveness of recent initiatives.

O'Keefe, D. J. (2013). The elaboration likelihood model. In *The SAGE Handbook of Persuasion: Developments in Theory and Practice*, 137–149.

Palm, R., Bolsen, T., & Kingsland, J. T. (2021). The effect of frames on COVID-19 vaccine resistance. *Frontiers in Political Science*, 3, 661257.

Pandey, P., & Pandey, M. M. (2021). *Research methodology: Tools and techniques*. Bridge Center.

Park, S., Wei, X., & Lee, H. (2024). Revisiting the elaboration likelihood model in the context of a virtual influencer: A comparison between high- and low- involvement products. *Journal of Consumer Behaviour*, 23(4), 1638–1652.

Pasaribu, H. R., & Adhani, A. (2024). Political communication strategy of the National Democratic Party in facing the 2024 elections in Tapanuli Tengah. *Journal Elections and Political Parties*, 1(1), 37–46.

Porumbescu, G., Cucciniello, M., Pin, P., & Melegaro, A. (2020). Building comprehension to enhance vaccination intentions: Evidence from the United States and Italy. *medRxiv*, 2020–06.

Rzymski, P., Borkowski, L., Drąg, M., Flisiak, R., Jemielity, J., Krajewski, J., ... & Fal, A. (2021). The strategies to support the COVID-19 vaccination with evidence-based communication and tackling misinformation. *Vaccines*, 9(2), 109.

Sabaretnam, M., & Bothra, S. (2019). The technique of story-telling in thyroid diseases including surgery; useful or not. *Annals of Medicine and Surgery*, 41, 43–46.

Saxton, G. D., & Wang, L. (2014). The social network effect: The determinants of giving through social media. *Nonprofit and Voluntary Sector Quarterly*, 43(5), 850–868.

Savadori, L., & Lauriola, M. (2021). Risk perception and protective behaviors during the rise of the COVID-19 outbreak in Italy. *Frontiers in Psychology*, 3822.

Sekścińska, K., Trzcińska, A., & Maison, D. (2023). Charity campaigns with promotion-framed goals are more effective than those with prevention-framed goals. *PLOS ONE*, 18(8), e0286028.

Shulman, H. C., & Bullock, O. M. (2020). Don't dumb it down: The effects of jargon in COVID-19 crisis communication. *PLOS ONE*, 15(10), e0239524.

Silva, M. N., Godinho, C., Salavisa, M., Owen, K., Santos, R., Silva, C. S., ... & Bauman, A. (2020). "Follow the Whistle: Physical activity is calling you": Evaluation of implementation and impact of a Portuguese nationwide mass media campaign to promote physical activity. *International Journal of Environmental Research and Public Health*, 17(21), 8062.

Thoroddsen, A., Sigurjónsdóttir, G., Ehnfors, M., & Ehrenberg, A. (2013). Accuracy, completeness and comprehensiveness of information on pressure ulcers recorded in the patient record. *Scandinavian Journal of Caring Sciences*, 27(1), 84–91.

Tunkl, C., Paudel, R., Thapa, L., Tunkl, P., Jalan, P., Chandra, A., ... & Gumbinger, C. (2023). Are digital social media campaigns the key to raise stroke awareness in low-and middle-income countries? A study of feasibility and cost-effectiveness in Nepal. *PLOS ONE*, 18(9), e0291392.

Ullah, S., Ahmad, A., & Khan, T. F. (2012). Fundraising for sustainable community development and role of social media: Case of Pakistan. *Marketing*, 1009, 4Cs.

Wakefield, M. A., Loken, B., & Hornik, R. C. (2010). Use of mass media campaigns to change health behaviour. *The Lancet*, 376(9748), 1261–1271.

Walliman, N. (2021). *Research methods: The basics*. Routledge.

Wang, B., Liu, B., & Zhang, Q. (2021). An empirical study on Twitter's use and crisis retweeting dynamics amid COVID-19. *Natural Hazards*, 107(3), 2319–2336.

Waters, R. D. (2010). The value of relationship and communication management in fundraising: Comparing donors' and practitioners' views of stewardship.

Zamora Lopez, F. (2012). The use of social networking as a means of fundraising: Analysis of UNICEF's internet-based donation tool.

Zhou, T. (2012). Understanding users' initial trust in mobile banking: An elaboration likelihood perspective. *Computers in Human Behavior*, 28(4), 1518–1525.

# APPENDIX

**DEMOGRAPHICS**

**Age**

☐ Under 25 /25-34 /35–44 /45–54 /55 and above

**Gender**

☐ Male /Female /Gender diverse

**Marital Status**

☐ Single/ Married /Other

**Education**

☐ High school or below/ Intermediate /Graduate/ Post Graduate

**Employment Status**

☐ Employed full-time /Employed part-time /Student

**Native Province**

☐ Punjab / Sindh /Khyber pakhtunkhwa /Balochistan /Azad Jammu and Kashmir / Gilgit-Baltistan

**How often have you seen ads promoting charity donations?**

☐ Not at all / To a small extent / To some exten t/ To a great exten t/ To a very great extent

**Which charity organization's ads do you see most often?**

**(You can choose more than one options)**

☐ Edhi Foundation/ Alkhidmat Foundation/ Shaukat Khanum Memorial Cancer Hospital/ Akhuwat Foundation/ Chhipa Welfare Association/ Other

**How often have you donated to charity organizations?**

☐ Never/ Seldom/ Occasionally/ Frequently/ Very Frequently

| Sr. No | Items | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|---|---|---|---|---|---|
| 1. | Charity organizations like Alkhidmat, Shaukat Khanum, and Edhi Foundation do good things for the community, as highlighted in their campaigns. | | | | | |
| 2. | Charity organizations do not perform a useful function for society. | | | | | |
| 3. | The money given to charities is used for good causes. | | | | | |
| 4. | Charitable organizations have been successful in helping the needy. | | | | | |
| 5. | The information provided by the charity organizations' media campaigns is helpful. | | | | | |
| 6. | The information provided by the charity organization's media campaigns is valuable. | | | | | |
| 7. | The charity organization's media campaigns are keen on fulfilling donors' informational needs. | | | | | |
| 8. | The charity organization's media campaigns are consistent in quality and content. | | | | | |
| 9. | The information provided by the charity organization's media campaigns is persuasive | | | | | |
| 10. | I donate because I feel empathy toward people in need as highlighted in the media campaigns of charity organizations like Alkhidmat, Shaukat Khanum, and Edhi Foundation. | | | | | |
| 11. | The visuals and messages in charity advertisements motivate me to help those less fortunate than myself. | | | | | |
| 12. | Media campaigns showing people in need inspire me to support charitable causes. | | | | | |
| 13. | The charity organization's media campaigns feel personal and relatable. | | | | | |
| 14. | The campaigns convey warmth and care for people. | | | | | |
| 15. | I donate money to charities like Alkhidmat, Shaukat Khanum and Edhi foundation because their campaigns | | | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| | align with causes I care about. | | | | | |
| **16.** | I donate because I believe my contribution can make a difference in someone's life. | | | | | |
| **17.** | I feel a sense of self-fulfillment when donating to causes promoted by charity campaigns. | | | | | |
| **18.** | The media campaigns of organizations like Edhi Foundation and Shaukat Khanum and Alkhidmat foundation influence my intention to donate. | | | | | |
| **19.** | It is important to donate money to charities to help others as shown in their media campaigns | | | | | |