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Message Strategy and the Perception of Self-Efficacy in Behavioral Intentions resulting from Advocacy Advertising

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To the Graduate Council:

I am submitting herewith a thesis written by Yoon-Joo Lee entitled "Message Strategy and the Perception of Self-Efficacy in Behavioral Intentions resulting from Advocacy Advertising." I have examined the final electronic copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communication.

Eric Haley, Major Professor

We have read this thesis and recommend its acceptance:

S. McMillan, R. Taylor

Accepted for the Council:

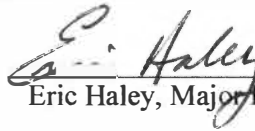
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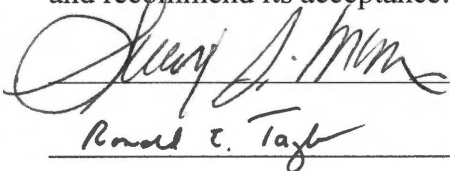
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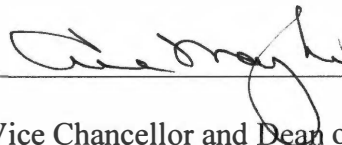


Eric Haley, Major Professor

We have read this thesis
and recommend its acceptance:



Accepted for the Council:



Vice Chancellor and Dean of Graduate Studies

MESSAGE STRATEGY AND THE PERCEPTION OF SELF-EFFICACY IN
BEHAVIORAL INTENTIONS RESULTING FROM ADVOCACY ADVERTISING

A Thesis
Presented for the
Master of Science
Degree
The University of Tennessee, Knoxville

Yoon-Joo Lee
August 2004

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ABSTRACT

This thesis uses the Haley (1996) study as a conceptual framework for the study of advocacy advertising. The purpose of this thesis was to explore the role of message strategy in increasing the consumers' perception of self-efficacy, perceived consumer effectiveness (PCE) in behavioral intentions resulting from advocacy advertising. Additionally, the thesis explored the correlations and causal relationships between self-efficacy/PCE, and behavioral intention and behavioral intention and the consumers' evaluation of the organization as good.

A quasi-experimental design was used. A questionnaire along with one of the two experimental stimuli (a print advertisement with the transformational-ego or the informational-ration message strategy) was presented to college students. The results are based on 154 completed questionnaires.

The results showed that a transformational message strategy enhanced receivers' perception of self-efficacy more than an informational strategy but did not enhance PCE. Secondly, higher perceived self-efficacy or PCE completed with higher behavior intention toward the action recommended in the advocacy ads. The transformational-ego message strategy resulted in higher results of behavioral intention. Thirdly, the higher behavioral intentions led to higher evaluations of the sponsoring

organization. However, the behavioral intentions did not explain the positive evaluations of the sponsoring organization. Behavioral intentions and evaluations of the organization had positive correlations but not a causal relationship. Six items other than behavioral intention items were identified as predictors of a positive evaluation of the organization

TABLE OF CONTENTS

CHAPTER	PAGE
I. Introduction	1
II. Advocacy Advertising	3
Definition of Advocacy Advertising	3
Importance of Advocacy Advertising	5
Blurred Line Between PSAs and Advocacy Advertising	5
III. Literature Review	9
Consumers' Evaluation of Advocacy Advertising: Haley (1996)'s Study	9
Literature about Advocacy Advertising	13
Literatures in Public Service Announcements	19
IV. Self-Efficacy and Outcome Expectancy/PCE	22
Definition of Self-Efficacy	22
Definition of Outcome Expectancy	23
Definition of Perceived Consumer Effectiveness (PCE)	24
The Study Areas Examined	25
Behavioral Change	26
Application of "Efficacy" to Advertising	27
Self-Efficacy and Outcome Expectancy/PCE in Social Science Theory	29
V. The Ways of Information Processing	33
Informational and Transformational Advertising	33
Self-Efficacy and Outcome Expectancy/PCE and Message Strategy	34
Self-Efficacy and Outcome Expectancy Message Strategy In Advocacy Advertising Context	36

VI. Methodology	40
Independent Variables	40
Dependent Variables	42
Experimental Procedure	43
Participants and Recruiting Procedures	45
Analysis	47
VII. Results	48
VIII. Discussions	60
Summary of the Results	60
Why Might Message Strategies Produce Different Results?	62
Expansion of Finding from the Haley (1996) Study	62
Increased Self-Efficacy through Advertisements	64
The Message Strategy: Efficacy/PCE and Behavioral Intention	64
Implications for Corporations	65
Limitations and Future Research	66
Bibliography	70
Appendices	76
Appendix A	77
Appendix B	84
Vita	89

LIST OF TABLES

TABLE	PAGE
1. Variables Used in the Study	44
2. Sample Characteristics	48
3. Self-Efficacy by Message Strategy	50
4. Perceived Consumer Effectiveness (PCE) by Message Strategy	51
5. Correlations between Self-Efficacy and Behavioral Intention	52
6. Causal Relationship between Self-Efficacy and Behavioral Intention	53
7. Correlations between PCE and Behavioral Intention	54
8. Causal Relationship between PCE and Behavioral Intention	56
9. Correlations between Behavioral Intention and the Evaluation of the Organization as Good	57
10. The Variables explaining, “the Ad’s sponsoring organization is a good organization” by all respondents and by respondents from each message strategy.	59

I. Introduction

Advocacy advertising plays an important role for corporations. The blurred line between Public Service Announcements (PSAs) and advocacy ads also makes advocacy ads an even more important subject to study.

This study advances the literature resulting from studies of both PSAs and advocacy advertising. Using the Haley (1996) study as a conceptual framework for the study of advocacy advertising, this study proposes that self-efficacy and perceived consumer effectiveness (PCE) are important factors in advocacy advertising effectiveness. The study also explores the role of message strategy in advocacy advertising effectiveness using the Taylor (1999) creative strategy wheel as the basis for conceptualizing message strategy.

Specifically, the study employed an experimental design to examine the hypothesis that transformational-ego advocacy advertisements are more likely to enhance consumers' self-efficacy, perceived consumer effectiveness and behavioral intention than informational-rational advocacy advertisements. Additionally, the causal relationship between self-efficacy/PCE and behavioral intention is examined. The correlations between self-efficacy/PCE and consumer evaluations of the organization are also examined.

Finally, all items explaining the three dimensions (Organization and Consumer, Organization and Issue, and Issue and Consumer) derived from the Haley (1996) conceptualization and other literature are used to explore the causal relationship with the evaluation of the organization as "good." Also, the items explaining the evaluation of the

organization across the transformational-ego and the informational-rational message strategies are explored in the study.

This thesis begins with a review of relevant literature from studies of corporate advertising, advocacy advertising and public service announcements. The hypotheses for this study, which are based in the literature review, are then stated. The report proceeds with a detailed description of the research methodology. Results are presented and the Thesis concludes with a discussion that relates the results to the previous literature, suggests industry applications of the results, acknowledges the limitations of the study that affect generalizability, and suggests areas for future research.

II. Advocacy Advertising

Definition of Advocacy Advertising

Advocacy advertising helps marketers and organizations by creating a favorable environment for their position among consumers. Whether or not the issues are presented as being controversial, and whether or not the opponent's views are mentioned, "issue" and "advocacy" have become interchangeable descriptors for advertising that addresses and attempts to influence public opinion on issues of concern to the sponsor. Furthermore, because corporate advertisers expect audiences to think positively about companies that take a stand on key issues, advocacy advertising cannot be entirely separated from institutional/image advertising (Fox, 1986).

Shumann, et al. (1991) also addressed a similar point. The goal of corporate advertising could be defined as establishing, and then either altering or maintaining, the corporation's identity. The primary objective of corporate advertising was showing goodwill and portraying a positive image. However, as political and economic changes influenced American business and industry, corporate advertising extended itself to issue/advocacy presentation. The pressure from consumer groups and politicians has also increased. As a result, business attempts to respond with corporate advertising, which is expected to promote images of environmentally responsible corporate citizens. Therefore, advocacy advertising can be understood in the stream of corporate advertising, or it can be said that some corporate advertising has developed into the form of advocacy advertising. Haley (1996) and Sethi (1979) identify the various reasons for a corporation

to use advocacy advertising. They proposed the following reasons, and the current examples of each reason are presented.

Socially Responsible Organization

To promote the idea among consumers that organizations are socially responsible or to satisfy a genuine interest of advertisers in social welfare, some companies are trying to inform consumers of health issues. For example, by sponsoring the Susan G. Komen Race for the Cure, General Motors Corp., Ford Motor Co. and General Mills' Yoplait have made a move to raise their image among women (Cardona and Halliday, 2000).

From Skepticism and Hostility to Trust and Acceptance

In the effort to change the public perception of a corporation's actions and performance from skepticism and hostility to trust and acceptance, companies are using advocacy advertising. For example, beer companies such as Anheuser-Busch increasingly use ads to promote "responsible" drinking. Also, recent commercials by Philip Morris, which owns cigarette brands, have "centered on the plight of battered women and the company's contribution to that and other social causes" (Berger, 2002).

Defend Own Position

To defend themselves and activities from criticism and possible regulation, companies are using advertising to directly defend their position. For instance, in March 2003, computer manufacturer Gateway Inc.'s commercial encouraged consumers to buy Gateway computers to receive a bundle of free songs. It closes with the address of a Web site "that shows consumers how to copy music legally and calls on them to lobby Congress against anti-piracy mandates" (Bray, 2003).

Relating to the legal issue of piracy, Jack Valenti, President and CEO of the Motion Picture Association of America, Inc. (MPAA), announced the launch of a series of public service announcements produced by 20th Century Fox on behalf of the motion picture industry. In order to convey an anti-piracy message, the five 65-second theatrical PSAs feature a single person who makes a living creating movies in order to convey an anti-piracy message. Each network is donating 30 seconds in the first primetime break to air the messages on more than 35 network and cable outlets (Boliiek, 2003).

Importance of Advocacy Advertising

Advocacy advertising is a part of the genre of advertising known as corporate image or institutional advertising (Sethi, 1979). Corporate advertising is at an all-time high and continues to rise, according to a survey by the Association of National Advertisers Budgets. In a poll of 101 ANA member companies, corporate ad budgets rose almost 37% from 1992 and 13.1% from 1994 to an average of \$16.7 million in 1997 (Cardona, 1998). In addition to the increase in corporate advertising, the line between traditional PSAs and advocacy advertising is blurring.

Blurred Line Between PSAs and Advocacy Advertising

Consumers may not notice the difference between PSAs and advocacy advertisings. Traditionally, public service announcements (PSAs) are non-paid messages about socially relevant issues from non-profit organizations or the government. Advocacy advertisements also deal with societal issues but they are paid advertisements sponsored mostly by businesses. In recent years, however, government and non-profit organizations have also used paid Public Service Advertising, which is advocacy

advertising. In advocacy advertising, the societal issues addressed are in some way beneficial to the advertisers. Therefore, advocacy advertisements have some of the characteristics of similar characteristics to paid-Public Service Advertising characteristics.

The Classifications of Advocacy Advertisings

Sethi (1979) proposed a new schema to classify paid-public service advertising (“institutional-image advertising,” in his terms). Mainly, image-goodwill advertising is tax deductible, while advocacy advertising and grassroots lobbying are nondeductible. It is new schema that does not include advertising for products and services, which is clearly commercial speech and tax deductible. The new schema applies to advertisements containing “information of a general nature on economic, financial and social issues” (p.72). Advertisements with an institutional/image message conveying goodwill, name identification, and activity identification belong to tax-deductible expenditure. Idea/issue advertising conveying indirect, direct, and disguised advocacy messages are nondeductible.

The Current Situation of Advocacy Advertising and PSAs

While classifications for advocacy advertising or paid public service advertising have been discussed, the lines between non-paid public service announcements and paid public service advertising are not clear.

Haley and Wilkinson (1994) noted that as more and more corporate advertisers adopt advocacy ads as a competitive business strategy, the line between public service announcements and paid advocacy advertising has been blurred. Additionally, both the government and non-profit organizations have explored the use of corporate sponsors for public service messages and they have also looked into other forms of paid message

placement, given the problems associated with the placement of PSAs in time and space relevant to the messages' target audiences.

For example, Berger (2002) said that today, more groups than ever are competing for a limited amount of airtime for their public service messages. There have been ongoing debates about whether broadcasters donate enough time to PSAs. However, before discussing that issue, the simplest question does not have a clear answer: what is a PSA? Berger (2002) raised the question "Is a PSA still a PSA if it promotes a broadcaster's programming or a corporation's interest? Is it a PSA if it has been paid for?" He pointed out that the traditional public service model, which has long relied on donated airtime from broadcasters seeking to fulfill their public service obligations, is no longer working. The tremendous amount of spending by the government on the anti-drug advertising would be one example. The White House's Office of National Drug Control Policy (ONDCP) decided to pay \$1 billion for five years worth of anti-drug ads. Then-chair of the Federal Communications Commission, Reed Hundt, said that the fact that the government is willing to pay this much for airtime could mean they are simply not willing to demand that the networks donate time.

Also, the FCC does not impose certain public service regulations and rules; rather, they rely on an unwritten agreement by broadcasters to run PSAs. Furthermore, it is clear that paid Public Service Advertising and promo-style Public Service Announcements, in which a network receives visibility by featuring its own stars as part of a message addressing a social issue, are a significant part of the current landscape (Berger, 2002).

The Media Placements of Advocacy Advertising and PSAs

Additionally, there are concerns that paid-Public Service Advertisements will dominate the broadcast time that would have been donated for PSAs. In reality, forty-three percent of the time donated for PSAs is between the hours of midnight and 6 AM. Only nine percent of donated airtime is in prime time. Groups buying time for their PSAs get considerably better placement than those depending on donated time. For example, only 18% of paid Public Service Advertisements were run between midnight and 6 AM (Rideout and Hoff, 2002). Lancaster and Lancaster (2002) also discussed that despite the seemingly large amount of airtime and media dollars donated to PSAs by television stations, the advertisements are reaching a very limited number of people. They also noted if PSAs rely on donated-media schedules, it is hard for advertisers to control the time and the place of PSAs. Furthermore, advertisers who rely on donated time cannot control the content of their PSAs when content is changed to fit the policies of the television stations. Therefore, even though some studies have shown that there are few differences between paid-media campaigns and donated-media campaigns in effectiveness, Lancaster and Lancaster (2002) argued that in reality, it is unlikely that donated-media campaigns are equally effective.

Clearly, advocacy advertising is increasingly important in the industry. Now that today's use of advocacy advertising has been examined, the discussion will turn to examine how the academic literature may enlighten our understanding of advocacy advertising.

III. Literature Review

Insights into advocacy advertising can be found in the academic literature through studies of advocacy advertising, corporate advertising, corporate sponsorship and public service announcements. In this chapter, such studies will be reviewed in order to build a rationale for this Thesis.

Consumers' Evaluation of Advocacy Advertising: Haley (1996)'s Study

Within the academic literature, one study has identified a conceptual framework for how consumers understand advocacy advertising. The Haley (1996) study identified dimensions of consumers' understandings of organizational sponsorship of advocacy messages by interviewing consumers. The research question of the study was "how do consumers understand the organizational sponsorship of advocacy issues?" In other words, the Haley (1996) study explored the consumers' evaluation of advocacy advertising. The results showed the dimension of consumers' perceptions toward advocacy advertising as well as aspects of organizational credibility. Also, the study showed that consumers did not limit the definition of an organization providing advocacy advertising to corporations. In his study, respondents discussed non-profit organization such as MADD as well as corporations such as GM or Chrysler. The study had three anchors: consumers' perception of organization, of self, and of issues. In this paper, the focus will be on consumers' perception of self and consumers' perception of issues <Figure 1 (1)>.

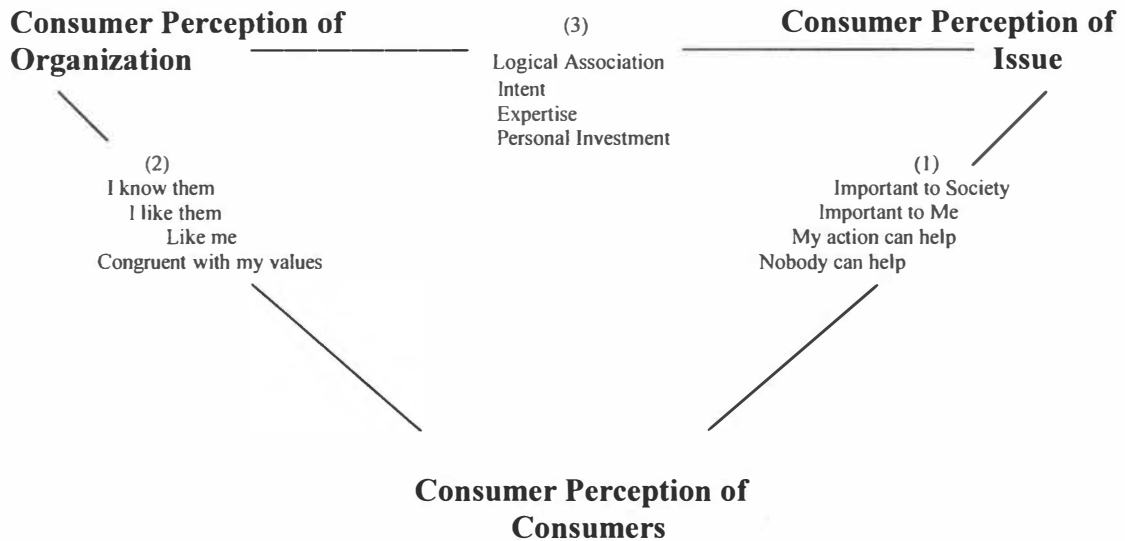


Figure 1
Consumers' Understandings of Advocacy Messages

Consumer Perception of Self and Consumer Perception of Issue

The relationship between Issue and Self was examined for the first time in this research <Figure 1, (1)> (Haley, 1996). Whether the issue is important to consumers or to society was linked to message attention and understanding of advocacy advertising. Also, consumers' evaluation of whether their action could help to solve issues affected their understanding of advocacy advertising.

Two dimensions, "My Action Can Help" and "Nobody Can Help," can be explained by the notion of efficacy such as self-efficacy or outcome expectancy/perceived consumer effectiveness (PCE), which explains consumers' perception that their actions could contribute to solving the issues. Self-efficacy relates to people's belief in their ability to act to solve the problem, and outcome expectancy concerns that belief in actions can solve the problem. PCE is a similar concept to outcome expectancy. These

notions will be discussed more in detail in the section on Self-Efficacy and Outcome Expectancy/ PCE. When people had high outcome expectancy, their perception of organizational credibility was likely to increase. In contrast, if people had little outcome expectancy, they became pessimistic and perceived organizations as less credible.

Findings from the studies of “Importance of Issue to Self” and “Importance of Issue to Society” showed that an issue should be perceived as important enough for consumers to consider. They show that audiences understand advocacy advertising by evaluating whether issues are important to themselves or to society.

Consumer Perception of Organization and Consumer Perception of Self

Interactions between organization and self showed that audiences search for similarities between those two concepts when they obtain information <Figure 1, (2)>. Three dimensions were found in the relationship between the organization and consumers’ perception of self. The first dimension was “I know it”: when consumers could recognize the products, they perceived an organization as credible and good. The second dimension was “I like it”: when organizations have to be a good role model with good reputation and a good history of community service. This dimension suggests that an organization’s action to follow its words. Also, when consumers liked the products or services, organizations were more likely to be effective sponsors of advocacy messages. The third dimension was “Like me”: how much an organization is relevant to consumers. For example, how well organization knows the audience and how much the organization’s values are congruent with consumers’ values were the determinants of a credible organization. Therefore, the results showed that congruency of values could be possible predictors.

Consumer Perception of Organization and Consumer Perception of Issue

In the relationship between organization and issue <figure 1, (3)>, audiences looked for whether the organization contributed to society and possibly to them. Consumers' perception of how much the organization had personal investment in the issues and the organization's intention affected the organization 's credibility consumers ascribed to the advocacy effect. In other words, when personal investment outweighed corporate profit, then a self-serving attitude did not erode consumers' credibility perception.

However, when consumers perceived that an organization gained more profit than they contributed to society, its credibility was eroded. Therefore, the study showed the importance of balance between profit and personal investment. Also, whether or not an organization is considered an expert on the issue was a dimension of understanding advocacy advertising. In other words, when an organization had a logical association with the issue, it was perceived to be an expert. This finding implies that consumers expect an organization to show actual results: what its advocacy advertising accomplished and what the organization could contribute to society and themselves. The results should be positive to increase their organizational image.

Based on the three dimensions Haley (1996) identified as those consumers use to understand advocacy advertising, this paper will examine the previous literature to look at which dimensions have been explored well and which dimensions need more attention. Furthermore, literature about public service announcements, which share similar characteristics with advocacy advertising, will also be discussed to complement the limited advocacy advertising studies.

Literature about Advocacy Advertising

Discussions of advocacy advertising are found in corporate advertising studies. Because advocacy advertising is likely to have two meanings, to improve their corporate image and to defend their stand on social issues, advocacy advertising was examined in both corporate advertising and sponsorship literatures.

Relationship between Advocacy Advertising and Organizations

In the advocacy advertising literature, two research streams address corporate image development: event sponsorship and advocacy advertising. Event sponsorship literature has examined first how sports sponsorship contributes to differentiating a brand from its competitors and to adding financial value to the brand (Cornwell et al, 2001). It also examined arts sponsorship effectiveness, which resulted that it is directly related to the degree to which the sponsors are willing to leverage their investment with additional advertising and promotional activities and expenditure (Quester and Thompson, 2001), and an international sponsorship study (Cornwell and Maignana, 1998). The studies have focused on the relationship between sponsorship and the perception of brands and on the ways to maximize the effectiveness of sponsorship more than corporate image development.

More relevant to the present study is evaluation about corporate and advocacy advertising. Biehal and Sheinin's (1998) study specifically focused on corporate advertising's influence on a brand in a specific way. The results showed that corporate ad knowledge has greater influence on brand knowledge when (1) brand knowledge overlaps with corporate ad knowledge, (2) brand attitude is weakly valenced and (3)

brand packaging contains corporate ad knowledge retrieval cues. The study is focused on the influences on brand rather than the nature of corporate advertising itself.

Schumann and Hathcote (1991) provided more broad and complete picture of corporate advertising. They summarize the previous studies of corporate advertising. The authors reviewed the past studies based on six questions about corporate advertising's definition or purpose, audience, widespread extension of uses, the trends in media selection and spending, measurement of effectiveness, and effectiveness. Their conclusion was that a company uses corporate advertising to promote corporate identity by primarily targeting the business and financial communities, but corporations have increased their focus on customers as well.

According to Shumann and Hathcote (1991), it seems hard to predict the rate of usage of corporate advertising among U.S. companies. It appears that larger manufacturing and service organizations are more likely to use corporate advertising. Generally, the media selection emphasized print media; however, the authors say that one should be cautious because, as the numbers of novel new vehicles to deliver corporate advertising increase, it becomes hard to predict any specific trends in media selection and spending.

Also, according to Schumann and Hathcote's (1991) literature review, the effectiveness of corporate advertising is very positive. The effectiveness of corporate advertising has been assessed from both the perception of executives as well as public response. Middle-and upper-management executives had a favorable attitude toward corporate advertising. Corporate advertising proved to be effective in increasing the corporation's image, in overcoming difficult situations such as negative publicity, with

special opportunity messages, in achieving lobbying purpose advocacy/issue messages, and in obtaining the financial-related goals, such as informing investors of company diversity.

In the next section, “Relationship between Advocacy Advertising and Organization,” the studies examine the characteristics of advocacy advertising by examining the corporate advertising studies and the effects or results corporate advertising brings to an organization and brands.

Relationship between Consumers and Organizations

Noting the relationship between consumers and organization, Mohr, Webb, and Harris (2001) said that the size of the consumer segment desiring to pursue socially responsible consumer behavior (SRCB) is growing. This means that this consumer segment is conscious of its long-run, beneficial impact on society, and it bases its acquisition, usage, and disposition of products on SRCB. From a corporate perspective, SRCB is related to the notion of corporate social responsibility (CSR). Mohr, Webb, and Harris (2001) defined CSR as “a company’s commitment to minimizing or eliminating any harmful effects and maximizing its long-run beneficial impact on society.” The authors said that the SRCB consumer segment desires to obtain more information on how the company contributes to society, such as their donations to non-profit organizations. The study showed that if respondents have high outcome expectancy toward an organization’s activity, such as believing a company’s recycling effort can help society, and they have the information on the company’s CSR, respondents were likely to purchase products based upon CSR information. Therefore, advertisements regarding an

organizations' social activities would be beneficial to promote a positive image among the SRCB segment.

Mohr, Webb, and Harris (2001) summarized past studies of corporate social responsibility (CSR). The experiments of these studies showed that information on CSR can have a significant impact on behavioral intentions as well as evaluations of products and companies. The relationship between beliefs and behaviors will be stronger when (a) consumers have more knowledge about CSR issues, and (b) they judge those issues to be important. Regarding advocacy advertising, Lafferty (1996) found that responses were more positive when the cause was more, rather than less, important to the respondents. Therefore, it shows the importance of the salience of issues among the target consumer segment. Therefore, the Mohr, Webb, and Harris (2001) study showed the importance of the congruent value between consumers and companies, especially for the consumer segment believing in corporate social responsibility (CSR) and socially responsible consumer behavior (SRCB). Furthermore, their study showed that the congruency of value between consumers and company could even influence the behavioral intention among consumers.

The Sen and Bhattacharya (2001) study supports the above study. They studied the consumers' reactions to corporate social responsibility. They also concluded that the consumers' perceptions of congruence between their own character and the character of a company mediate their reactions to its corporate social responsibility initiatives. Bhattacharya and Sen (2003) conducted the study with a framework for understanding consumers' relationships with companies. In this study, they also confirmed that strong consumer-company relationships often result from consumers' identification with those

companies. Therefore, Sen and Bhattacharya (2001, 2003) showed the importance of congruency of value between consumers and organizations. The results from Sen and Bhattacharya (2001, 2003) are consistent with the results from the Haley (1996) study. Haley (1996) identified the relationship between consumers' self-perception and consumers' perception of an organization (Like me, agreement with my value).

Furthermore, Dean (2002) found that company sponsorship of a well liked charitable event resulted in more favorable consumer perceptions of the firm on the variable of corporate community relations. His study also proposed that anti-altruism, which means that sponsorship serves corporate self-interest, is a possible mediator; however, it showed that the anti-altruism construct had an insignificantly negative direct effect on the outcome variable of perceived corporate community relations. It is possible that the consumers' perception of an organization's contribution to society or people outweighed consumers' perception of the organization's self-interest, as Haley and Wilkinson (1991) found in their study.

Relationship between Consumer and Advocacy Advertising

Obermiller (1995)'s study presented the importance of the salience of consumers to the issue prescribed by advocacy advertising. Obermiller (1995) used the concept of Perceived Consumer Effectiveness (PCE) as a mediating factor to evaluate environmental advocacy advertising. PCE explains consumers' belief that their actions can make a difference in society.

Two levels of the salience of issues and two types of appeals were used to find the interaction between PCE and types of appeals. The study showed that the "well baby" message, which focus on the significance of individual action, works better for those who

already feel the issue is important while the “sick baby” message, which focuses on the importance of the issue and the severity of the need for help, may work on those who do not feel the issue is important by raising their awareness of the importance of the issue. Furthermore, when issue salience is high, the advertisement without information was more effective than the advertisement with information.

In summary, the literature regarding advocacy advertising has covered how consumers’ perception of advocacy advertising would affect an organization’s image or brand equity as well as how the relationship between organization and audiences would effect the perception of organization. However, except the dimensions “outcome expectancy,” and “important to me/ society” explored in the Haley (1996) study and the importance of salience of issue examined by Obermiller (1995), previous studies have not covered the relationship between audiences and issues that advocacy advertising addresses, such as how the perception of audiences toward certain issues affect organizational image or credibility. The literature of advocacy advertising has not given attention to how issues or messages from the organization cause differences or changes in consumers’ behavior or attitude toward the organizations or advocated issues.

The Needs of Studies for Behavioral Change in Advocacy Advertising

The major reason that corporations use advocacy advertising is to enhance the company’s image or credibility. However, if corporations’ concerns were related to lobbying purposes, consequential behavioral change among consumers would be important. Also, the Haley and Wilkinson (1994) study and the Haley (1996) study showed that it is necessary for an organization to show an actual contribution to society or to the audience that outweighs the organization’s own benefit for the organization to

be viewed as credible. A corporation using advocacy advertising needs to pay attention to behavior change so that audiences think the corporation has actually made some change in society or the audience themselves. If corporations were just interested in enhancing their image by using advocacy advertising, they would inevitably be criticized about their self-serving interest. Therefore, a study on behavioral change in the context of advocacy advertising would be essential both for corporate and non-profit organizations. The empty spot the literature of advocacy advertising has not been covered can be filled from the literature in PSAs.

Literature in Public Service Announcements

As mentioned before, advocacy advertising and PSAs share similar characteristics, conveying societal issues. However, researchers have approached each topic in a different manner. The literatures of advocacy advertising were drawn upon organizational credibility. On the other hand, public service announcement studies were mainly focused on how respondents react to advertising in order to find out how change their behaviors.

Focusing on Behavioral and Attitude Change

The PSAs literature usually addresses how issues are critical to solve in our society. The primary reason to conduct the studies has been to examine how to change target audiences' behaviors or attitude. From these purposes, there have been many studies on what appeals are effective in changing behaviors, such as whether a fear appeal is effective or not. Also, audience differences are studied to develop more effective PSAs messages by understanding target audiences. For example, Schoenbachler and Whittler (1996) showed that social threat communications were more

persuasive than physical threat communications. Furthermore, sensation seeking emerged as an important variable moderating response to threat communications; high sensation seekers produced more counter arguments and low sensation seekers produced more supporting arguments. Also, gender, ethnicity, and geography affect the perception of messages (Borzekowski and Poussaint, 1999; Lee and Davie, 1997). Additionally, the cultural aspects around drinking behavior, such as ritualistic drinking behaviors were studied to develop effective PSAs (Treise, et al. 1991). Therefore, PSAs literature has focused on audience differences and cultural background of the behavior in order to understand issues in order to develop effective messages, which the advocacy advertising literature has addressed (one of audience difference in the advocacy advertising context was the perceived consumer effectiveness, PCE). An overview of the role of AIDS PSAs was conducted; a mass appeal emphasizing information and education, conveying behavior-oriented messages and the prevention of future cases of HIV infection by targeting messages toward parents and youth (Bush and Boller, 1991). Even though Bush and Boller (1991)'s study was limited to the AIDS issue, it implies that the goals of PSAs focus more on educating and preventing certain behavior and issues than do those of advocacy advertising.

Utilizing the Academic Theories into PSAs Literature

Academic theories have been also applied to the study of PSAs. Wolburg (2001) used Protection Motivation Theory to explain college students' drinking behaviors in order to develop effective PSAs. Pechmann et al. (2003) also used protection motivation theory to identify effective message themes for antismoking advertisements. Also, social cognitive theory and the extended parallel model have been widely used in the health

related PSAs. In summary, PSAs research focuses on the relationship between audiences and issues conveyed in PSAs in an effort to change audiences' behaviors according to messages prescribed in PSAs.

IV. Self-Efficacy and Outcome Expectancy/PCE

The concept of “efficacy” has been discussed in PSAs literature because it is the important component of the theories that PSAs studies widely used. Also, Haley (1996) identified “My action can help” as the dimension that consumers use to understand the advocacy messages. “Efficacy” has to be discussed in two dimensions, self-efficacy and outcome expectancy. Bandura (1997) defined “self-efficacy” as “a judgment of one’s ability to organize and execute given types of performances.” On the other hand, an “outcome expectancy is a judgment of the likely consequence such performances will produce.” Perceived Consumer Effectiveness (PCE) has a same concept with outcome expectancy, however the approach of PCE is different because it discusses consumers’ outcome expectancy.

Definition of Self-Efficacy

From the literature on both advocacy advertising and PSAs, one factor, “efficacy,” emerges as an important one to cause change behavior according to the messages prescribed by advertising. Among the theories utilized in the PSA literature, it is noteworthy that perceived self-efficacy, which is a belief in the ability to perform a behavior, and response efficacy/outcome expectancy, which is a belief that action will bring a positive outcome, were the most common components and played important roles.

Self-efficacy is a person’s belief in his capabilities to mobilize the “course of action needed to exercise control over environmental events,” and it influences attentional and cognitive processes in self-aiding or self-debilitating ways (Bandura, 1997). The judgments of personal efficacy partly determine the choice of activities and

certain social environments. People tend to avoid tasks and situations when they believe those exceed their capabilities. The perceived self-inefficacies lead people to avoid deliberately enriching environments and activities. Also, they retard development of potentialities and shield negative self-perceptions from corrective change. However, people undertake and perform activities when they judge that they are capable of handling those activities (Bandura, 1986). In summary, self-efficacy emphasizes the belief in ability to act regardless of the outcome that action might bring. The next section will discuss how a belief in action will bring an expected outcome.

Definition of Outcome Expectancy

Bandura (1997) noted the importance of distinguishing self-efficacy and outcome expectancy. He said that beliefs about whether one can produce certain actions (perceived self-efficacy) cannot be considered the same as beliefs about whether actions affect outcomes (locus of control: Bandura (1997) noted locus of control as a outcome expectancy theory). For example, even though people believe they are able to recycle and have access to recycling facilities, if they believe that recycling activity would not make a change in environmental problems or create a better world, then they are less likely to be motivated. Bandura (1997) said, “people who believe that their outcomes are determined by their behavior tend to be more active than those who perceive outcomes fatalistically.” In summary, outcome expectancy is the belief that one’s actions or external forces beyond one’s control can influence one’s behavior.

In Haley (1996)’s study about advocacy advertising, one of his dimensions, “My action can help,” identified between how consumers perceived themselves and how consumers perceived the advocated issue, is more likely to be close to the notion of

“outcome expectancy.” Many scholars used the concept “my action can help” for their studies, but each referred to it differently. Rogers (1975) named outcome expectancy as “response efficacy;” Bagozzi and Warshaw (1990) called it “action efficacy”; Bandura (1997) referred to it as “outcome expectancy.” All of these terms originated from the field of psychology.

Definition of Perceived Consumer Effectiveness (PCE)

On the other hand, the term “perceived consumer effectiveness” (PCE) has been used in the marketing area. The original question was whether consumers think they have power to change a society through their consumption of socially friendly products (Allen, 1982). PCE is related to the concept of perceived behavioral control, which has been studied by theorists in the areas of learned helplessness, locus of control, and perceived control. The common thread is that subjects’ actions and/or intentions are affected by the degree to which they believe the occurrence of an event can be affected by their action.

Possibly because of the different approach, all three, response efficacy, action efficacy, and outcome expectancy, were explained in the context of “efficacy”; therefore, they were related to self-efficacy. However, even though PCE has the concept of “my action can help,” the notion of PCE has not been discussed in the context of “efficacy” or explained together with self-efficacy. Still, it must be considered that Bandura (1997) noted that the “locus of control” could explain the notion of outcome expectancy, and Henson and Wilson (1976) proved that PCE is positively correlated with the “locus of control.” It is highly likely for PCE to be related to the notion of “outcome expectancy.” Because PCE evolves from the consumer perspective, it would be an appropriate concept

in the present study. Therefore, PCE will be a focus in this paper along with the discussion of “outcome expectancy/PCE.”

Even though Haley (1996) only identified outcome expectancy, it would be worthwhile to examine self-efficacy along with outcome expectancy because they both have been known as important factors together in PSA literature. Additionally, even though consumers think their action can help to solve the problem, if they do not believe they have the ability to make an action, they would be less likely to act. It may also be likely that increased self-efficacy and increased PCE may lead to more positive evaluation of the organization (I will look for the solution to this important problem-the organization is helping to provide the solution, therefore I like the company).

The Study Areas Examined

The Studies of Self-Efficacy

Self-efficacy has generated research in areas as diverse as medicine (Bekkers, et al. 1996; Edwards, et al. 2001), athletics (Frank, 2001), media studies, business (Gist, 1987; Gist and Mitchell, 1992), psychology, psychiatry, and education. In psychology, it has been the focus of studies on health-related behaviors such as smoking behavior as well as on clinical problems such as phobias, depression, and social skills. Self-efficacy has been especially prominent in studies of educational constructs such as academic achievement, attributions of success and failure, goal setting, social comparisons, memory, problem solving, career development, and teaching and teacher education.

The Studies of Outcome Expectancy

Outcome expectancy has been discussed as an intervening factor together with self-efficacy in Social Cognitive Theory, Protection Motivation Theory, and the Extended

Parallel Process model. These theories will be explained in the Self-Efficacy and Outcome Expectancy/PCE in Social Science Theory.

The Studies of Perceived Consumer Effectiveness (PCE)

PCE has been utilized since the 70's as an intervening factor for ecological marketing studies in areas such as energy conservation, air pollution, and recycling. Ellen et al. (1991) summarized past studies of PCE; a further description, please refer to their article (p.104, Table 1). The literature of PCE is limited to environmental issues. In other words, studies have been conducted for organizations using environmental issue advertising.

Behavioral Change

Behavioral Change through Self-Efficacy

In general, researchers have established that self-efficacy beliefs, behavior changes and outcomes are highly correlated; thus, self-efficacy is an excellent predictor of behavior. The depth of this support prompted Graham and Weiner (1996) to conclude that, particularly in psychology and education, self-efficacy has proven to be a more consistent predictor of behavioral outcomes than any other motivational construct. According to Bandura (1997), only when efficacy expectations are high can people perform certain behaviors. Efficacy expectations can vary based on dimensions of magnitude (level of difficulty of task), generality (specific to general), and strength (weak to strong) (p.41). Bandura (1986) also pointed out that perceived efficacy alone can affect the level of motivation to act, but it will not produce new performances if necessary sub-skills for the exercise of personal agency are completely lacking. If people lack the necessary equipment or resources to perform the behavior adequately, perceived

self-efficacy would not produce corresponding action. Therefore, self-efficacy could lead people to act if they have minimum resources or sub-skills for new performance.

Behavior Change through Outcome Expectancy

Bandura (1997) noted that “outcome expectancy” is not as good of a predictor of behavioral outcome as “self-efficacy.” However, he does not underestimate the importance of “outcome expectancy.” For example, even though people think they can recycle, if they do not think their action of recycling will produce any positive outcome, such as saving the environment, their motivation to recycle may be low.

Behavior Change through Perceived Consumer Effectiveness (PCE)

The Ellen et al. (1991) study supports the idea that outcome expectancy could bring behavioral change. Their study showed that PCE contributes to the prediction of certain pro-ecological behaviors in a unique way. Also, the results of the study suggested that increased consumers perception that an individuals’ actions make a difference is motivating consumers to make actual actions to express their concerns. Also, the Webster (1975) study showed that “PCE was the significant predictor of index of 8 behavioral items (use of low-phosphate detergent; use of returnable bottles; boycott products in labor dispute) as well as use/non use of recycling service” (Ellen et al, 1991, p.104). Therefore, studies in PCE could form a stronger foundation as a predictor of behavior to outcome expectancy.

Application of “Efficacy” to Advertising

Self-Efficacy in Advertising

According to Bandura (1986), self-efficacy expectations are learned and changed via four main sources of information: self-experience, verbal persuasion, emotional

arousal and vicarious experience. Rummel et al. (1990) argued that advertising could play a role as "vicarious experiences." Bandura explains that perceived self-efficacy can be readily changed by relevant modeling when people have had little prior experience on which to base evaluations of their personal competence. Lacking direct knowledge of their own capabilities, they rely more heavily on modeled indicators. Research in the area has shown that by observing others perform various behaviors, an individuals' self-efficacies can be significantly affected (Rummel et al., 1990). In other words, it shows that advertising could serve as the source of enhanced self-efficacy.

Rummel et al (1990) did not discuss "verbal persuasion" as a source of self-efficacy from advertising. However, advertising could also serve as "verbal persuasion," which is one of the sources to produce self-efficacy, because advertising could focus on spokesperson's verbal persuasion. According to Bandura, verbal persuasion is limited in producing enduring self-efficacy. However, verbal persuasion will be maximized if (1) the recipients' skill or ability is equipped to perform (2) performance feedback is well framed, (3) persuaders are aware of the difficulties recipients are experiencing; and (4) persuaders are credible and are experts on the issue. Therefore, self-efficacy could be increased when the spokesperson from advocacy advertising uses verbal persuasion by giving the impression that one knows the difficulties recipients experience in performance. A spokesperson also needs to be trustworthy enough for recipients to believe the assertions, and, the suggested performance should not far exceed the recipients' ability.

Outcome expectancy in Advertising

There has not been discussion regarding the application of outcome expectancy on advertising or regarding sources to create outcome expectancy. The next section, Perceived Consumer Effectiveness (PCE) in Advertising, could complement insufficient evidence because the concept is same as outcome expectancy.

Perceived Consumer Effectiveness (PCE) in Advertising

Ellen et al. (1991) identified that vicarious learning would affect PCE. They said, “PCE may be directly affected by knowledge, direct experience, and the experiences of others.” Also, Ellen et al. (1991) and Obermiller (1995) used the form of advertisements to see if those could increase PCE. Therefore, it implies that PCE could be enhanced through advertisements. In the Ellen et al. (1991) and Obermiller (1995) studies, advertising executions, the types of appeals, rather than message strategy were examined. These articles will be discussed in the section on Consumer and Message.

Self-Efficacy and Outcome Expectancy/PCE in Social Science Theory

Self-efficacy in Theory

Self-efficacy and response-efficacy are also utilized in theories in the health communication area, such as social-cognitive theory and the extended parallel process model, and protection motivation theory. Albert Bandura’s Social Cognitive Theory considers personal factors (e.g., beliefs, attitudes, expectations, memory) have an important role in learning in addition to the environmental and behavioral aspects of learning. Social Cognitive Theory views that other theories of human functioning overemphasize the role of environmental factors and influence of biological factors. Rather, Social Cognitive Theory considers individuals are agents proactively engaged in

their own development and can make things happen by their actions. Social Cognitive Theory has been used in a wide variety of health intervention efforts, and the focus of the theory is perceived self-efficacy.

The extended parallel process model (Witte, 1992) also used efficacy as one of its concepts. In a threatening situation, people will take one of two courses of action. One is danger control; the other is fear control. Danger control seeks to reduce the risk; therefore, the focus of danger control is towards a solution. On the other hand, fear control seeks to reduce the perception of the risk; therefore, fear control focused on how to avoid the negative emotion rather than searching for the solution. A person needs to perceive that he or she has a response efficacy and a self-efficacy to be capable of utilizing this response to reduce the risk for danger control to be selected. If danger control is not selected, then action defaults to fear control.

Protection Motivation (PM) theory suggests that four cognitive appraisal processes mediate the choice of a coping behavior when an individual faces a threat; (1) the perceived severity of the threat, (2) the perceived probability that the threat will occur, (3) the perceived ability of a coping behavior to remove the threat (coping response efficacy), and (4) the individual's perceived ability to carry out the coping behavior (self-efficacy). The outcome of these appraisal processes is an intermediate state called protection motivation (Rogers 1983). According to Rogers, fear may occur but is not considered necessary to influence behavior. Sources of available information used in the appraisal processes include previous experience, vicarious experience, and environmental stimuli. Therefore, all theories emphasize the importance of efficacy to change their behavior in a positive way.

Outcome Expectancy in Theory

Psychological theories explaining the relationship between expectations and actions, or in other words, expectations influence actions, focused mostly on outcome expectation. For example, Irwin's (1971) theory of motivation and intentional behavior was formulated in terms of act-outcome expectancies. Rotter's (1966) conceptual scheme centers on causal beliefs about the relationship between actions and outcomes. Expectancy-valence theories explain that performance is "jointly influenced by the expectancy that behaving in a particular way will lead to a given outcome and the desirability of that outcome" (Bandura 1997, p. 21).

Perceived Consumer Effectiveness (PCE) in Theory

PCE is an independent concept. Therefore, it could be viewed as a theory itself. PCE was used as an independent factor to predict eco-friendly behavior rather than as a factor of the social science theory (Ellen et al., 1991). In summary, the role of efficacy including self-efficacy, outcome expectancy and PCE was theoretically a predictor of behavioral intention.

The theories of self-efficacy and outcome expectancy are utilized in health related issues. On the other hand, PCE has been used in environmental advertising. It implies that the concept of "efficacy" could be used in the context of advocacy advertising as well as health issues. Also, the theory's basic idea shows the importance of self-efficacy and outcome expectancy in perceiving the issues. With lack of self-efficacy, audiences are likely to avoid issues and have negative responses. In the PSA literature, it was discussed that lack of self-efficacy and outcome expectancy/PCE will bring the failure of intended behavior results. However, in advocacy advertising, lack of self-efficacy and

outcome expectancy/PCE would bring both failure of behavior results and failure to transfer intended positive images to the sponsored organization. One of the goals of sponsorship is transferring the events' image to organizations. However, if more negative attitude toward issues was created, it is possible for that attitude to be transferred to the organization. Therefore, the study of self-efficacy is imperative.

We have discussed that advocacy advertising could change consumers' behavior if self-efficacy and outcome expectancy/PCE can be learned through "vicarious experiences," and/or "verbal persuasion" conveyed by advertising. Also, "vicarious experience" was one of the sources of available information used in the appraisal processes, which include both "self-efficacy" and "coping response efficacy" in the Protection Motivation (PM) theory and also vicarious learning was identified as a source of PCE (Ellen et al. 1991). Then, we need to examine how audiences would process "vicarious experiences" and "verbal persuasion" through advertising and what kinds of advertising could effectively increase self-efficacy and outcome expectancy in the advocacy advertising context. We have discussed the possibility that advertising can bring self-efficacy to audiences. Then, the next question will be how to effectively create self-efficacy in advertising.

V. The Ways of Information Processing

Informational and Transformational Advertising

Many scholars in the advertising field use two different information-processing routes to explore message strategy. The terms “informational” and “transformational view” were used in previous message strategy studies such as that of the Puto and Wells (1983) study, which was a traditional work in informational and transformational advertising. Informational advertising provides factual information of a product’s characteristics and benefits. Its assumption is that advertisements affect consumers rationally. In transformational advertising, generalized emotional association could happen through the selective recall of past experiences associated with the same state shown in advertisements.

For example, AT&T, “Reach out and touch someone” advertisements depict warm human relationships. The advertisements try to prompt consumers’ past feelings experienced from warm conversations. The goal is to make audiences remember not specific memories but generalized emotional associations. These generalized emotional associations could happen through empathy. Puto and Wells (1983) defined empathy as “a combination for these approaches such that, with respect to advertisements, empathy is an observer’s vicarious emotional identification with the execution of an advertisement. Thus, an advertisement produces empathy among consumers if it causes them to identify emotionally with the actors, the situation, or some other element of the content of the ad” (p.639). In this case, people would have vicarious learning through advertising because

they emotionally identified themselves with models in advertisements, possibly because they admire models or they identify with models.

A second explanation for how transformational advertising works is through vicarious classical conditioning. Vicarious conditioning occurs when perceivers have a strong psychological reaction to the actors or models in advertisements. Otherwise, advertisements have “neutral stimulus” as a brand alone. The neutral stimulus began to elicit the same psychological response from the observers as it did from the social model in advertisements. Therefore, in this case, vicarious learning occurs through advertisements because models in advertisements function as a cue to respondents. In the Taylor (1999) study, the ritual view is transformational advertising, and the transmission view is informational advertising. There are three segments in each view. In the ritual view, consumers’ buying behaviors occur to satisfy their ego, social, and sensory needs. In the transmission view, consumers purchase products or use the services to satisfy their rational, acute and routine needs.

Additionally, even though the main discussions for both the Puto and Wells (1984) and the Taylor (1999) studies were advertisements for products, their studies were deeply rooted in social sciences, examining points such as how people process the information and how people behave for what purpose in a society. Therefore, it could be easily applicable to the advocacy advertising context.

Self-Efficacy and Outcome Expectancy/PCE and Message Strategy

Self-Efficacy in Message Strategy

Based on the literature, self-efficacy can be obtained through both informational and transformational strategy. Vicarious experiences are obtained through

advertisements providing emotional connection with audiences and providing “vicarious classical conditioning.” Bandura says, “modeling influences do more than simply provide a social standard against which to judge one’s own capabilities.” People look for proficient models that own the competencies to which they aspire. Competent models transmit knowledge and teach observers effective skills and strategies for managing environmental demands through their behavior and expressed ways of thinking. “Undaunted attitudes exhibited by perseverant models as they cope with obstacles repeatedly thrown in their path can be more enabling to others than the particular skills being modeled” (Bandura, 2001, p.4). Therefore, Bandura (2001) implies that vicarious experiences are obtained more through emotional identification with models or aspiration toward models rather than showing skills.

However, in the same way, people can have vicarious experiences through informational advertisements showing how to solve a problem, such as showing the steps to recycling, or explaining facts about the benefit of recycling.

Verbal persuasion can be conveyed through both informational and transformational advertising. For example, a spokesperson could explain the reasons why a respondent can perform the behavior that the advertisements suggest (i.e. explaining how a person has contributed to the environment in the past with various activities, and that now he or she can successfully recycle, too); this is informational advertising. However, when a spokesperson gives feedback inspiring a respondent by stimulating his or her social or ego motives (i.e. “when you recycling, you are a true American”), which are more likely to be inner motivations, is considered transformational advertising.

Perceived Consumer Effectiveness (PCE) in Message Strategy

It would be difficult to discuss outcome expectancy in the message strategy section because previous studies could not provide the evidence for the application of outcome expectancy to advertising. Therefore, only the role of PCE in message strategy will be discussed. As discussed in the “Application to Advertising” section, the sources of perceived consumer effectiveness (PCE) include vicarious experience; therefore, as the previous section discussed, both informational and transformational message strategies could be appropriate to produce PCE. However, Obermiller (1995) found that the “well baby” appeals that increased PCE did not require facts or information while the “sick baby” appeals that increased perceived importance (PI) of issue did need facts. Therefore, her study implies that in the environment message context, when the salience of the issue is high, transformational advertising would be more effective. Further explanation of which message strategy is more effective will be discussed later.

Self-Efficacy and Outcome Expectancy Message Strategy in Advocacy Advertising Context

This thesis has discussed that self-efficacy and response efficacy could be produced through both informational and transformational message strategies. Because it is unclear which message strategy is more effective, it is necessary to examine self-efficacy and outcome expectancy/PCE in the context of advocacy advertising by going back to the literature review.

Haley (1996) mainly focused on the interpreter of advocacy advertising as a consumer. His study also showed that consumers evaluate advocacy advertising from

their own perspectives, such as whether the organization and issue are congruent to their own values or are important to themselves. Also, Bagozzi and Warshaw (1990) and Sen and Bhattacharya (2001) noted that consumers consider congruency between the company's character and their own to be important. Winter (1986) also emphasized the importance of the audience segment and their attitude toward the source of the message as a scheme to measure corporate image. All three of these studies about corporate advertising and advocacy advertising indicated that self-perception is the important intervening factor to understand advocacy advertising.

When returning to the discussion of message strategy, transformational advertising would be more appropriate for advocacy advertising. Transformational advertising provides more room for interpretation by consumers. Through the process of emotionally connecting to the advertisement, consumers would use their own values or perceptions to interpret the messages. On the other hand, informational advertising provides little room for consumers to match their own values and perceptions. It is possible for consumers automatically to use self-perception or value when perceiving any kinds of advertising. However, informational advertisements are more likely to provide the facts, explain a problem or give information. It does not provide the further reinforcement of self-perception or value to its messages.

Therefore, transformational advertising would be more effective in the context of advocacy advertising since the previous literature showed that consumers use their self-perception or value to see whether or not messages or organization have values congruent with theirs. Transformational advertising would help consumers to compare their congruency with organizations or messages. Self-efficacy and perceived consumer

effectiveness (PCE) could be learned by both informational and transformational advertising. However, transformational advertising would be more effective in the advocacy-advertising context. Therefore, transformational advertising would be more effective to bring self-efficacy in the advocacy-advertising context.

H1a: A transformational message strategy will enhance receivers' perception of self-efficacy toward issue more than an informational strategy.

H1b: A transformational message strategy will enhance receivers' perception of PCE toward issue more than an informational strategy.

Several efficacy studies showed that self-efficacy is a good predictor for behavioral intention. Importantly, Graham and Weiner (1996) provided evidence that self-efficacy is a strong predictor of behavioral intention.

H2a: Higher perceived self-efficacy will lead to higher behavior intention of the action recommended in the advocacy ads.

Ellen et al. (1991) and Webster (1975) also found that PCE has been identified as a predictor of certain pro-ecological behaviors. The concept of outcome expectancy will be explained in the PCE concept.

H2b: Higher perceived consumer effectiveness will lead to higher behavior intention of the action recommended in the advocacy ads.

If the transformational-ego message strategy is more effective to increase self-efficacy and PCE, the transformational-ego message strategy will be also more effective to increase behavioral intention.

H2c: A transformational message strategy will enhance receivers' perception of behavioral intention toward issue more than an informational strategy.

Consumers would evaluate the sponsoring organization more highly when they perceive that the organization contributes to solving the problem by motivating people to participate in the solution. A person's increased self-confidence and their behavioral intention will be transformed into the evaluation of the organization. Therefore, the following hypothesis testing correlations and causal relationship are presented:

H3a: The higher behavioral intention will lead to higher evaluation of the sponsoring organization

H3b: The behavioral intention will explain the evaluation of the sponsoring organization as good.

VI. Methodology

This study employed a quasi-experimental design to assess the hypotheses. An experimental design was chosen because a high level of internal control was needed to isolate specific effects. Because this is a study of advocacy advertising, an advocacy issue, a sponsoring organization, and messages had to be developed to serve as the experimental stimuli.

Independent Variables

The Issue

The advocacy issue chosen was recycling, which is a well-known issue and is closely related to different organizations, from government to corporations. For example, McDonald's faced serious criticism about its use of plastic foam in early 1990s, which caused the company stop using it. Currently Anheuser-Busch and Coke, along with the National Association for PET Container Resources, have launched the "Rev it Up & Recycle" program (Truini, 2003). Moreover, consumers' interests about environmental issues have been increased.

To determine which specific recycling behavior to advocate, focus groups and surveys were conducted with 35 young adults who have access to recycling bins where they live. These 35 were asked what items they currently recycled. Aluminum was the most recycled item, followed by paper. Instead of focusing the message in this experiment on the current most common behavior, recycling aluminum, it was felt that greater variability in results might be obtained by focusing the message on the second most commonly recycled item, paper.

Fictitious Organization

To control existing credibility and prior knowledge, a fictitious organization was used in this study as the message sponsor. The reason a fictitious organization was chosen was so that respondents would have a neutral opinion toward the fictitious organization because they did not have previous perceptions.

The literature suggested that a credible organization in ad advocacy context should have a logical association with the advocated issue, which may lead consumers to feel the organization has expertise with regard to the issue (Haley 1996). Therefore, the fictitious organization created for this study should be one with a logical association and perceived expertise in recycling. Because the specific issue advocated was to be paper recycling, a paper company, Green World Paper Company, was created for this study.

Message Strategy

An informational strategy (Rational) and a transformational strategy (Ego) were utilized in the advertisements for the study. The Taylor (1999) strategy wheel was used as the basis for operationalizing message strategies. Each strategy focused the stimulus material around a single action (e.g., "Next time, recycle your paper"). The action was expressed the same way in each execution. Each advertisement with a different strategy also included an identical paragraph explaining the actions of the organization. The executions included only one visual element, the company logo. The presentation of the logo was constant across executions. The message strategies were manipulated in the form of advertising copy and headlines.

There has been evidence that some media, such as radio and television, are more suitable for transformational advertising than others, such as print. There has not been

further evidence about which media will be more appropriate to a certain message strategy. The Laskey, et al. (1989) study used television commercials to study message strategy. The study showed that informational strategy is the strategy most commonly used in television commercials. However, the present study employed print executions as stimuli for the experiment. Print executions were more easily produced and distributed for testing purposes. Also, it is common in the advertising profession to concept test using one-page print executions.

Each execution was pre-tested among two advertising scholars using Taylor's (1999) strategy wheel as the basis for operationalizing the message strategies. Each execution used in the study was deemed an appropriate example of the intended message strategy. (See Appendix for Executions)

Dependent Variables

Self-Efficacy and Response Efficacy/ PCE

According to Bandura (2001), scales of perceived self-efficacy must be "tailored to the particular domains of functioning that are the object of interest." He suggests that self-efficacy scales must be tailored to activity domains and assess the multifaceted ways in which efficacy beliefs operate within the selected activity domain. Also, perceived consumer effectiveness (PCE) indicates domain specific belief. For this study, the domain is specified as recycling. Questions #3 to #8 describe outcome expectancy/PCE.

Ajzun (1985, 1991) used "perceived behavioral control" as the term for self-efficacy, and he defined it as "the person's belief as to how easy or difficult performance of the behavior is likely to be." In this study, as questions #5 and #6 address the issue of

whether recipients feel impediments or not, to measure self-efficacy, the item “I can engage in recycling” was added. Appendix A shows the scale.

Behavioral Intention

Bandura (2001) said that self-efficacy is concerned with perceived capability. The items should be phrased in terms of *can do* rather than *will do*. *Can* is a judgment of capability; *will* is a statement of intention. Moreover, *should* indicates the commitment of one’s action to the issue. Therefore, the words *will* and *should* were used to measure behavioral intention. Questions #11 and #13 address behavioral intention. <Appendix A>

Evaluation of the organization

The Haley (1996) study offered the descriptors for evaluating the organization. In this study, those suggested descriptors were used in the questionnaire to examine respondents’ evaluation of the organization sponsoring the advocacy issue.

Experimental Procedure

Pretest

The survey material and advertisements were pre-tested separately. The executions were pre-tested in terms of message clarity, believability, likeability and so forth. Undergraduate college students were intercepted at the library and in hallways outside academic classrooms and asked to fill out the questionnaires. Then they were questioned, as to whether they understood the message in the advertisements and questions clearly. All respondents said that they understood the message and questions clearly.

Protocol

Before being presented the advertisements and the questionnaire, the respondents answered screener questions about their current recycling behavior and attitudes toward the issue.

Participants viewed only one of the advertisements with one of the two message strategies and answered the questionnaires about self-efficacy/PCE, behavioral intention and evaluation of the organization. (SEE TABLE 1)

TABLE 1. Variables Used in the Study

Manipulated Variables	Outcomes
Informational Message Strategy	1. To find out whether there are different levels of self-efficacy/PCE, behavioral intention and whether these variables' different levels influence evaluation of the organization among two manipulated variables.
Execution I (Ego segment)	
Transformational Message Strategy.	2. To find out whether there are different levels of self-efficacy/PCE, behavioral intention and whether these variables' different levels influence evaluation of the organization among two manipulated variables.
Execution II (Rational segment)	

Participants and Recruiting Procedures

Recruiting

It would not be effective to motivate people to act on the issue, which they do not even care about much (Obermiller, 1995). For those who have low salience on the issue, the communication appeal needs to increase the importance or seriousness of the issue. Furthermore, the present study focused on increasing efficacy. Therefore, subjects were chosen who have high awareness of the issue. College students who live in dormitories have received environmental education and recycling information. Also, each residence hall has its own recycling bins; therefore, college students who live in the residence halls were considered as potentially knowledgeable about the issue. Consequently, dormitory residents at the university of Tennessee, Knoxville were recruited because all dormitories have recycling bins and have educated residents for a year. The assumption was that if people know their residence has a recycling facility, then they will be aware of the issue. Another assumption is that when residence halls equip a recycling facility, they are likely to educate the residents about it.

The reason to choose respondents who have access to recycling facilities such as recycling bins is that, in this way, the probability of increasing behavioral intention will be maximized. In the focus group conducted in preparation for the experiment, it was learned that recycling had to be relatively easy for most people to do it. Not having a recycling bin at or near the place of residence was an obstacle to recycling behavior.

A college audience was appropriate for this study because college students match the demographics of those who are interested in environmental issues. According to Simmons Choice 3, people aged from 18 to 24 years old are highly involved in volunteer work for environmental groups. Also, those with at least some college education feel that environmental issues are more important, and they are more likely to engage in activities such as recycling.

Subjects were recruited in various classes: two communication classes, an introductory geography class, an introductory psychology class and an agricultural class. Dormitory residents were intercepted in the hall's cafeteria. Two hundred fifty students were recruited. Among them, 154 respondents answered that they have recycling facilities at their residences. Seventy-five respondents were exposed to advertisements using transformational strategy, and seventy-nine respondents were exposed to advertisements using informational strategy.

Screener

Screening tests are those that are used to make preliminary decisions for the study or to make decisions as to whether persons exceed some minimum level of knowledge or proficiency needed to qualify for a position. This study used a screener to recruit individuals who are 18-22 years old, with some university education, who have access to recycling facilities and are interested in recycling behavior. For this study, an ideal participant is someone who already believes recycling to be an important issue but only occasionally or never recycles. Persons with this project are most likely to change their behavior.

Analysis

A statistical software program, SPSS, was used to analyze the data. T-test analyzed the mean differences in levels of confidence of self-efficacy, perceived consumer effectiveness (PCE) and behavioral intention between respondents who viewed informational advertising and transformational advertising.

Correlations tests analyzed the relationship of the level of self-efficacy/PCE and behavioral intention and evaluation of organization. Additionally, regression analysis was used to find causal relationships among these correlations.

VII. RESULTS

The results reported in this chapter are based on the following sample characteristics. In total, 250 completed surveys were collected; however, the sample data of those who do not have access to recycling bins were deleted. Therefore, the sample characteristics are based on a total sample size of 154 completed surveys. All 154 respondents currently have access to recycling bins at their residence.

Descriptive statistical analyses were conducted both to summarize the sample characteristics and to check on the prior equivalence of the conditions for the transformational-ego message strategy and informational-ration message strategy. The sample was 41% male, some college educated (59% freshmen year, 23.4% sophomore year, 7.8% junior year, and 8.4% of senior year), an average age of 19.4, activist (14.3% activist and 51% non-activist and 31.2% not sure about it) and ethnicity (77% Caucasian and 13.6% African America). (SEE TABLE 2) Additionally, Chi-squared tests indicated no statistically significant ($p < .01$) differences between the two different message strategy experimental conditions for any of the demographic variables.

TABLE 2. Sample Characteristics

Age (%)		Gender (%)		Year (%)		Race (%)		Activist (%)	
<18	28.9	Male	41	Freshman	59.1	Black	13.6	Yes	14.3
19	39.6	Female	59	Sophomore	23.4	Asian	1.9	No	51
20	13.6			Junior	7.8	Hispanic	1.3		
21	10.4			Senior	8.4	Native	.6		
22	2.6			American		White	77	Not Sure	31.2
23	2.6								
24	.6			Others	1.9				
39	.6								

HYPOTHESIS 1a: A transformational message strategy will enhance receivers' perception of self-efficacy toward an issue more than an informational strategy.

In order to test the relationship between message strategy and self-efficacy, T-tests were used to compare mean scores on efficacy measures by message strategy. In this study, message strategies were operationalized as “transformational-ego” and “informational-rational.” The primary measure of self-efficacy was the item, “I can recycle my newspapers, magazines, catalogs and unwanted mail.”

Significant results were found in the mean values on the measure of self-efficacy measure across message strategies when looking at those in the population who currently have access to recycling and who either never or sometimes recycle. Specifically, those participants viewing the transformational-ego strategy reported a mean score of 4.25 compared to those who viewed the informational-rational strategy (mean = 3.90) on the item, “I can recycle my newspapers, magazines, catalogs and unwanted mail” ($p < .05$). This difference was supported directionally by scores on two other items related to self-efficacy: “It is easy for me to recycle,” (mean = 3.45 for transformational and 3.21 for informational) and “It is too difficult for me to recycle,” (mean = 2.46 for transformational and 2.77 for informational). (SEE TABLE 3) Therefore, hypothesis 1a is supported.

Hypothesis 1b: A transformational message strategy will enhance receivers' perception of PCE toward issue more than an informational strategy.

To test the possible impact of message strategy on perceived consumer effectiveness of an individual's recycling behavior, T-tests were used to analyze mean

TABLE 3. Self-Efficacy by Message Strategy^a

		Transformational Strategy (N=67)	Informational Strategy (N=66)
Self-efficacy	Too difficult to recycle	2.46	2.77
	Easy to recycle	3.45	3.21
	I can recycle**	4.25	3.90

^aAll measures are averages of 5-point scales, with higher numbers indicating greater self-efficacy.

** Statistically Significant ($p < .05$)

scores on four items across the two aforementioned message strategies. In this study, perceived consumer effectiveness (PCE) was operationalized by the following items: “My engaging in recycling can make a difference,” “I feel my recycling behavior can contribute to making the world a better place,” “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle,” and “Knowing that a company like Green World Paper Company recycles makes me more likely to recycle.” Two items, “It is futile to engage in recycling,” and “Knowing that a company like Green World Paper Company recycles makes me feel like my individual recycling efforts are not futile,” were omitted because some respondents indicated they are not aware of the meaning of “futile.”

Also, the two items showed the same directional answers, even though the two items were indicated positively and negatively. Therefore, four given items were used for interpretations.

TABLE 4. Perceived Consumer Effectiveness (PCE) by Message Strategy^a

		Transformational Strategy (N=67)	Informational Strategy (N=66)
PCE	My recycling can make a difference	4.10	4.05
	Recycling can make the world a better place.	3.84	3.85
	Recycling can make the world a better place even if others do not recycle	3.27	3.50
	Knowing the organization recycle makes me more likely to recycle	3.45	3.38

^a. All measures are averages of 5-point scales, with higher numbers indicating greater PCE.

No statistically significant differences were found between the mean scores of message strategy and the four PCE items among respondents who have access to recycling but never or sometimes recycle (SEE TABLE 4). Hypothesis 1b was not supported.

HYPOTHESIS 2a: Higher perceived self-efficacy will indicate with higher behavior intention of the action recommended in the advocacy ads.

In order to test the possible causal relationship between self-efficacy and behavior intention, correlation tests were used first, before exploring the causation between self-efficacy and behavioral intention with regression analysis. In this study, behavioral intention was operationalized by the following two items: “I should recycle my newspapers, magazines, catalogs and unwanted mail” and “I will recycle my newspapers, magazines, catalogs and unwanted mail.” All self-efficacy measures aforementioned in the Hypothesis 1a had significant correlations with behavioral intention measure.

TABLE 5. Correlations between Self-Efficacy and Behavioral Intention^a

		Correlation			
		Should		Will	
		<i>r</i>	<i>P</i>	<i>r</i>	<i>P</i>
Self- efficacy	Too difficult to recycle	-.074	.364	-.186*	.021
	Easy to recycle	.322**	.000	.397**	.000
	I can recycle	.533**	.000	.491**	.000

^a All measures are averages of 5-point scales, with higher numbers indicating greater PCE.

r = Pearson Correlation

P = Sig. (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Significant correlations were found when looking at the population that has access to recycling. Respondents were more likely to answer that they will recycle their “newspapers, magazines, catalogs and unwanted mail” when they think, “it is relatively easy for me to recycle my newspapers, magazines, catalogs and unwanted mail.” ($r = .397, p = .00$) or “I can recycle my newspapers, magazines, catalogs and unwanted mail” ($r = .491, p = .00$). Also, for the second behavioral intention variable, respondents were more likely to answer that they should recycle the item, when they think recycling is easy to do ($r = .322, p = .00$) or they think they can recycle ($r = .533, p = .00$). The results showed that the correlation between self-efficacy and behavioral intention was significant ($p < .01$). The variable, “I can recycle my newspapers, magazines, catalogs and unwanted mail,” showed the strongest correlations with behavioral intentions. Self-efficacy had strong correlations with behavioral intention. (SEE TABLE 5)

A significant causal relationship was also found. The causation between self-efficacy and behavioral intention was explored by regression analysis.

TABLE 6. Causal Relationship between Self-Efficacy and Behavioral Intention

		Regression			
		Should		Will	
		<i>Beta</i>	<i>P</i>	<i>Beta</i>	<i>P</i>
Self- efficacy	Too difficult to recycle	.194	.025	.098	.268
	Easy to recycle	.166	.088	.248	.014
	I can recycle	.503	.000	.384	.000

Regression analysis showed that the variables of self-efficacy explain 22 % of the behavioral intention measure of “I will recycle,” and 27 % of another measure, “I should recycle.” The self-efficacy measure, “I can recycle my newspapers, magazines, catalogs and unwanted mail,” had a stronger impact ($Beta = .362$) than the item “it is easy to recycle” ($Beta = .196$) on the item “I will recycle.” The only item, which did not show the statistical difference, was “It is too difficult to recycle.” However, enter regression analysis showed that overall, all three self-efficacy variables explain 31% of the behavioral intention variable “I should recycle” and 27% of variable “I will recycle.” Therefore, H2a was supported. (SEE TABLE 6)

HYPOTHESIS 2b: Higher perceived consumer effectiveness will indicate with higher behavior intention of the action recommended in the advocacy ads.

In order to test the possible causal relationship between perceived consumer effectiveness (PCE) and behavior intention, the same analyses, same operationalization of behavior intention and the respondent base were used as in the analysis of hypothesis 2a. All PCE measures aforementioned in the Hypothesis 1b, had significant correlations with the behavioral intention measure when looking at respondents who have access to recycling. Respondents were more likely to answer that they will recycle their

TABLE 7. Correlations between PCE and Behavioral Intention^a

		Correlation			
		Should		Will	
		r	P	r	P
PCE	Recycling can make a difference	.541	.000	.416	.000
	Recycling can make the world a better place	.505	.000	.482	.000
	Recycling can make the world a better place even if others do not recycle	.343**	.010	.291**	.000
	Knowing that company recycles makes me more likely to recycle	.245**	.000	.431**	.000

r = Pearson Correlation

P = Sig. (2-tailed)

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

newspapers, magazines, catalogs and unwanted mail when they think, “my engaging in recycling can make a difference.” ($r = .416, p = .00$), or “I feel my recycling behavior can contribute to making the world a better place.” ($r = .482, p = .00$), or “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle.” ($r = .291, p = .00$), or “Knowing that a company like Green World Paper Company recycles makes me more likely to recycle.” ($r = .431, p = .000$). (SEE TABLE 7) Also, for the second behavioral intention variable, respondents were more likely to answer that they should recycle the item, when they think, “my engaging in recycling can make a difference.” ($r = .541, p = .00$), or “I feel my recycling behavior can contribute to making the world a better place.” ($r = .505, p = .00$), or “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle.” ($r = .343, p = .010$), or “Knowing that a company like Green World Paper Company recycles makes me more

likely to recycle.” ($r=.245$, $p=.000$).. The results showed that the correlation between self-efficacy and behavioral intention was significant ($p<. 01$). (SEE TABLE 7) PCE had significant correlations with behavioral intention.

The study also found a significant causal relationship between PCE and behavioral intention. The relationship was tested by regression analysis. The variables of PCE explained 32.6 % of the behavioral intention measure “I will recycle” and 33 % of the item “I should recycle.”

On the item “I will recycle,” the PCE measure, “My engaging in recycling can make a difference” (Beta=. 363), had the greater impact than any other items: “I feel my recycling behavior can contribute to making the world a better place” (Beta=. 407, $p<. 01$), “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle” (Beta=-.147, $p>.05$), and “Knowing that a company like Green World Paper Company recycles makes me more likely to recycle” (Beta=.290, $p=.00$).

The only item, which did not show statistical difference for both behavioral intention items, was, “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle.” (Beta= -.147 for Will and Beta= -.057 for Should, $p>.05$) This item even impacted the behavioral intention in a negative direction. However, as mentioned before, regression analysis showed that overall all four PCE variables explained behavioral intention variables: 33% “I should recycle” and 32.6% of variable “I will recycle.” Therefore, H2b was supported. (SEE TABLE 8)

Table 8. Causal Relationship between PCE and Behavioral Intention

		Regression			
		Should		Will	
		Beta	<i>P</i>	Beta	<i>P</i>
PCE	Recycling can make a difference	.363	.000	.114	.223
	Recycling can make the world a better place	.287	.014	.407	.001
	Recycling can make the world a better place even if others do not recycle	-.057	.558	-.147	.133
	Knowing that company recycles makes me more likely to recycle	.036	.619	.290	.000

HYPOTHESIS 2c: A transformational message strategy will enhance receivers' perception of behavioral intention toward issue more than an informational strategy.

In order to test the relationship between message strategy and behavioral intention based on the respondents who have access to recycling, T-tests were used to compare mean scores on the aforementioned behavioral intention measures across the two aforementioned message strategies.

Significant results were found in the mean values on the behavioral intention measure across message strategies when looking at those in the population who currently have access to recycling and who either never or sometimes recycle. Specifically, those participants viewing the transformational-ego strategy reported a mean score of 4.52, compared to those who viewed the informational-rational strategy (mean = 4.14) on the item, "I should recycle my newspapers, magazines, catalogs and unwanted mail." ($p < .05$). Also, the mean scores between two-message strategies was significantly different on the item, "I will recycle my newspapers, magazines, catalogs and unwanted

TABLE 9. Correlations between Behavioral Intention and the Evaluation of the Organization as Good

		Evaluation of the organization: “The Ad’s sponsoring organization is a good organization”	
		<i>r</i>	<i>P</i>
Behavior Intention	I should recycle my newspapers magazines, catalogs and unwanted mail.	.394**	.000
	I will recycle my newspapers magazines, catalogs and unwanted mail.	.332**	.000

** . Correlation is significant at the 0.01 level (2-tailed).

mail.” (mean=3.61 for transformational-ego and mean=3.32 for informational-ration, $p<.05$). Therefore, hypothesis 2c is supported.

HYPOTHESIS 3a: The higher behavioral intention will lead to higher evaluation of the sponsoring organization

To test the relationship between the behavioral intention and evaluation of the sponsoring organization, the correlation test was used. The sample used for the study was the respondents who have access to recycling bins. The aforementioned two behavioral intention measures and the item, “The Ad’s sponsoring organization is a good organization” for the evaluation of the organization were tested by correlation analysis. The behavioral intention and the evaluation of the organization were highly correlated. Hypothesis 3a is supported. (SEE TABLE 9)

HYPOTHESIS 3b: The behavioral intention will explain the evaluation of the sponsoring organization as good

To test the hypothesis 3b, regression analysis was used based on the sample composed of respondents who have access to recycling bins. The dependent variable was the item, “The Ad’s sponsoring organization is a good organization.” All of the other 24 items from the questionnaire were used as the independent variables.

Six variables had a significant impact on the evaluation of the sponsoring organization as good. The six variables explained 62 % of the perceived evaluation of the organizations. Three items out of the six impacted the perception of a good organization at significance level $p < .01$: “organization has a relevant knowledge with the issue” ($B = .457, p = .00$), “my recycling can make a difference” ($B = .271, p = .00$) and “organization and I share similar values” ($B = .203, p = .005$). The following three items showed the significant causal relationship with the evaluation of the organization at the significant level $p < .05$: “Recycling is an important issue to me,” “I like the Ad’s sponsoring organization (Green World Paper Company),” and “society will benefit more from this message than the Ad’s sponsoring organization.” Notably, the one item “Recycling is an important issue to me,” impacted the evaluation of the organization as good in a negative direction ($Beta = -.146, p < .05$) (SEE TABLE 10).

When looking at the data across two message strategies, the transformational-ego message strategy and the informational-rational message strategy, the following three items, which had significant level at .05 or better, had consistent causal relationships with the evaluation of the organization; “The Ad’s sponsoring organization has relevant knowledge about the issue,” “The Ad’s sponsoring organization and I share similar values,” and “I feel my recycling behavior can contribute to making the world a better place.” The informational-rational message strategy showed that only these three items were causally related with the evaluation of the organization as good. For the transformational-ego message strategy, one more item was added to these three items, “Both the Ad’s sponsoring organization and society will benefit equally from this message” ($Beta = .222, p < .05$). The items explaining the evaluation of the organization

TABLE 10. The Variables explaining, “the Ad’s sponsoring organization is a good organization” by all respondents and by respondents from each message strategy

Independent Variable	β			Sig.		
	All (N=154)	Ego (N=75)	Ration (N=79)	All (N=154)	Ego (N=75)	Ration (N=79)
The organization has relevant knowledge	.457	.358	.554	.000	.000	.000
Recycling can make the world a better place	.271	.206	.253	.000	.040	.001
The organization and I share similar values	.203	.198	.239	.005	.041	.004
I like the organization	.142			.032		
Recycling is an important issue to me	-.146			.042		
Society will benefit more than the organization	.116			.047		
Both the org. and society will benefit equally		.222			.023	

emerged. However, any items for behavioral intention were not found in regression analysis. Hypothesis 3b is not supported. (SEE TABLE 10)

VIII. Discussions

In this chapter, the results of the study will be summarized. After the summary is presented, thoughts about the study's results will be discussed. Specifically, the results will be related back to the academic literature discussed in Chapter II. Also, implications for corporations, limitations of the current study and suggestions for future research will be presented.

Summary of the Results

Under the conditions of this study, the choice of message strategy differentially impacts self-efficacy and behavioral intention. The study showed that the transformational-ego message strategy is more effective in increasing self-efficacy than an informational-rational approach. The transformational-ego message strategy was also more effective in increasing behavioral intention than the informational-ration message strategy. However, the choice of message strategy did not differentially impact perceived consumer effectiveness (PCE).

The study also explored the relationship between self-efficacy, perceived consumer effectiveness (PCE), behavioral intentions and evaluations of a sponsoring organization. The study affirmed that self-efficacy and PCE have positive correlations as well as positive causal relationship with behavioral intention. Although some efficacy/PCE variables failed to show the significant regression, overall impact was decent.

Increased behavioral intention was expected to increase the evaluation of the organization as "good" by transferring consumers' increased motivation and conviction

toward the advocated action into a more positive image of the sponsoring organization. Even though behavioral intention was highly correlated to the evaluation of the organization, when looking at which items from the three dimensions Haley (1996) presented cause a positive or negative evaluation of the organization, the behavioral intention measures were not identified as variables causing participants to increase the evaluation of the organization.

Instead, the following six variables were found to have a causal relationship with the evaluation of the organization. The five items: “the organization has relevant knowledge” “recycling can make the world a better place,” “the organization and I share similar values,” “I like the organization,” and “society will benefit more than the organization” showed the causal relationship in a positive direction. However, the item “Recycling is an important issue to me” inversely impacted the evaluation of the organization. Perhaps people who feel strongly about an issue may be more skeptical toward an advocating company.

Among these six items, the following three items significantly impacted the evaluation of the organization more so than other items: “the organization has relevant knowledge” “recycling can make the world a better place” and “the organization and I share similar values.” These three items were consistently identified as having a causal relationship for the both the transformational-ego and the informational-ration message strategies when looking at the items causing a positive evaluation of the organization across the two message strategies. For the transformational-ego message strategy, an additional item, “both the organization and society will benefit equally,” was found to have a causal relationship along with the three aforementioned items.

Why Might Message Strategies Produce Different Results?

As predicted, the transformational-ego message strategy seems to reinforce the need for consumers to use their own values to perceive the message. Therefore, consumers evaluate the advocated message and the sponsoring organization in light of the consumers' self-perceptions. Then the transformational message strategy is more effective in reinforcing their self-efficacy. In other words, people might process their self-efficacy "I can recycle" emotionally rather than rationally because they feel that they are the kind of person who cares and who can recycle.

On the other hand, perceived consumer effectiveness (PCE) could also be processed rationally. Processing thoughts about whether one's actions solve a problem may involve a more complex thought process. The item of PCE, "I feel my recycling behavior can contribute to making the world a better place even if others do not recycle," showed that the informational-ration message strategy was directionally more effective than the transformational-ego message strategy, even though the mean difference was not significant. However, for the other items explaining PCE, the transformational-ego message strategy was more effective than the informational-ration message strategy. Therefore, further exploration regarding message strategy impact on PCE is needed.

Expansion of Findings from the Haley (1996) Study

The current study expanded the Haley (1996) study, which proposed three dimensions to explain how consumers understand sponsored issue messages. Haley (1996) expanded the relationship between the consumer and the organization by the fact that as the consumers trusted and liked organizations, they perceived the organizations to

be more "like themselves" or saw them as "holding values congruent to their own." The present study also found that the variables "I like the organization" and "the organization has similar value with me" had impacts on the evaluation of organization along with other variables from the different two dimensions. Additionally, Sen and Bhattacharya (2001, 2003) showed the importance of congruency of value between consumers and organizations. The item "the organization has similar value with me," which was found in the study, supported their study. Therefore, the results supported the Haley (1996) study as well as Sen and Bhattacharya (2001, 2003).

Haley (1996) also found that issues must be perceived as solvable as well as personally and/or societally important to be perceived as a good organization. He implied that the perception of good organization could be from the interaction between these two variables. Obermiller (1995) also explored the relationship between perceived consumer effectiveness (PCE) and the salience of the issue; as the salience of the issue was higher, the level of PCE was higher. The present study found that these variables, PCE and the salience of the issue, influenced the evaluation of the organization. However, the respondents' perceived importance of the issue impacted the evaluation of the organization negatively and respondents' thinking that their action could solve the problem impacted the evaluation positively. A possible explanation of the result could be that the respondents to whom the recycling issue is important may be more critical to the advocacy advertisements exposed to them. Further explanation for the interaction between the two items that the Haley (1996) study identified, liking the organization and sharing similar value, need to be explored more in future. The present study narrowed

down the items from the three dimensions Haley (1996) identified into the six items discussed in Summary of the Results.

Increased Self-Efficacy through Advertisements

The present study could give additional insight into the Rummel et al. (1990) study. The study found that the concept of self-efficacy could be obtained through advertisements, especially the transformational-ego message strategy. Therefore, the study supported the argument in Rummel et al. (1990) that advertising could play a role in increasing self-efficacy by providing consumers with “vicarious experiences.” Their study could not show the results of increased self-efficacy in changing stereotyped consumer behavior through advertisements. Rummel et al. (1990) implied that strong social influences or strong prior belief systems made it difficult for people to change their personal beliefs in their ability. On the other hand, recycling was a salient issue among respondents; therefore, respondents might have had little resistance to social influences. Therefore, the study could show that when consumers do not have strong resistance to the prior belief or social influence during perceiving the advocacy advertising: self-efficacy could be obtained through advertisements, especially with the transformational advertisements.

The Message Strategy: Efficacy/PCE and Behavioral Intention

This study supported the previous studies that self-efficacy (Bandura, 2000; Graham and Weiner, 1996) and PCE are predictors of behavioral intention (Ellen et al, 1991). Furthermore, the study expanded the studies of the relationship between self-efficacy/PCE and behavioral intention by connecting those ideas to the evaluation of the

organization. Self-efficacy failed to explain the consumers' evaluation of the organization. However, the item explaining PCE was identified to have a causal relationship with the evaluation of the organization. Therefore, PCE emerged as an important factor explaining both behavioral intention and the evaluation of the organization.

Implications for Corporations

For advertisers who are interested in intrinsic motives or philanthropic purposes, or for producers of PSAs, transformational advertisements using the transformational-ego message strategy seem to be a more effective way to motivate people to act on the issue. However, those who are interested in extrinsic motives creating a positive image or credibility, they could choose any type of message strategy. Even though the current study presented the positive effects for both message strategies, the further exploration for the effective message strategy for increasing the evaluation of the organization would be necessary.

Corporations that like to establish their image in a competitive business world need to follow the consistent results in corporate advertising or sponsorship studies. The current study supported the importance of choosing an issue relevant to organizations' characteristics and congruent with consumers' value. Additionally, advertisers need to pay attention to the importance of perceived consumer effectiveness (PCE). For corporations who are both interested in intrinsic motives and external motives, paying attention to PCE would be beneficial because it was the factor in this study that impacted both consumers' positive evaluations of the sponsoring organization and the consumer's behavioral intentions. In addition, even though one strategy seems more effective than

another, overall, both strategies resulted in being effective; therefore, advertisers do not have to be afraid to use advocacy advertising and have some freedom to use either type of strategy.

Limitations and Future Research

There are three limitations that must be taken into account when assessing the generalizability of the present study: the sample demographics, the nature of the issue, and an unknown organization.

While the sample used in this study was appropriate for the advocated issue (as discussed in the Methods chapter), generalizing the results to another demographic should be done only with caution. For example, Haley and Wilkenson (1994) found that older consumers were more skeptical than younger consumers of a sponsoring organization's intentions in advocacy advertising situations. Older consumers who have greater experience with life, issues and corporate behavior may evaluate the motivations of an organization's advocacy efforts more carefully than do younger consumers. Future research should be conducted to see if the factors that emerged in this study that explained how this younger audience evaluated a "good organization" are the same factors that would emerge if the study were replicated among older consumers.

Because self-perception is important when using transformational advertising, future research should explore the role of self-perception more. For example, in the study, only 14% of the respondents considered themselves as an activist. Using respondents who are highly interested in activism could bring a different perspective to advocacy advertising studies.

It is also important to remember that the present study examined only one issue, recycling. Recycling is not a particularly controversial issue. College students in this sample attend a University that has made a concerted effort to raise awareness of the importance of the recycling issue. In fact, the sample characteristics reported in the “Results” Chapter show that the saliency of the recycling issue was relatively high among the audience. While controlling for issue saliency was an internal control needed to isolate the possible effects of message strategy in the experiment, future studies should replicate this study using issues that may be more controversial or in which there may be less agreement among the audience as to the value of the issue to themselves and society. Perhaps a more complex decision process may emerge if the issue advocated were more controversial.

Another control in this experiment that limits the external generalizability was the use of an unknown organization. In this study, the advertising stimuli were the only sources of information about the organization. Future research should examine the role of message strategy when perceptions of the organization are manipulated.

Beyond the three aforementioned limitations, the study suggests a need to explore perceived consumer effectiveness further. Perceived consumer effectiveness (PCE) emerged as an important factor for advocacy advertising. However, the PCE items were not significantly different across the message strategy. The future study could explore the different message segment for the message strategy. The type of segment, which the study utilized, could influence the different results of self-efficacy and PCE. In the study, the ego segment from the Taylor (1999) study was chosen for the transformational message strategy. Taylor (1999) said that the message for the ego segment acknowledges

an “I Am Me” individual, regardless of “who I am.” The ego segment is very focused on the personal factor and personal ability rather than considering social influences. Bandura (2000) noted that self-efficacy considers that people’s ability is not from environmental factors but from their own belief system. The notion of self-efficacy is a very narrow concept that discusses personal ability to act on the issue.

On the other hand, the reason that the message strategies failed to show the significant differences for PCE could be the reason that PCE, the notion “my actions can help,” include external factors, such as social influences. Therefore, PCE was less influenced by the reinforcement of self-evaluation or value. When the social factors were explicitly mentioned, such as in “I feel my recycling behavior can contribute to making the world a better place even if others do not recycle,” the informational message strategy was more effective than the transformational message strategy. The ego segment, which the current study used, might have been more appropriate for self-efficacy than PCE. Future studies could use the different segment strategy, such as social segment from Taylor’s six segments message strategy. The effects of different segments could bring different results in PCE. Also, it could bring new attention to the importance of exploring the effects of more detailed strategies, instead of just adopting the broad concepts of informational and transformational advertisements.

Also, the goal of the advertisements created for the current study was establishing the organization as a socially responsible organization. Advocacy advertising may be used for other goals as well. Future research should study how differing organizational goals for advocacy advertising may impact how consumers evaluate the efforts. Such other types of messages could be trying to change consumer evaluations of the

organization from skepticism and hostility to trust or acceptance or messages designed to defend a corporation's own position. In other words, what type of message strategy would work best given the advocacy-advertising goal?

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Appendices

Appendix A.

Instructions: Before you begin the study, please answer the following questions using the scale to the side of each statement.

1.

I think recycling is an important issue.

1 2 3 4 5
Strongly disagree Strongly agree

2.

Do you have an access to recycling facility at your residence?

1. Yes
2. No

3.

Do you recycle?

Paper

(Magazines, Catalogs, Junk Mail, etc.)

1. Never
2. Sometimes
3. Very often

Plastic

(Water bottles, Milk bottles, etc.)

1. Never
2. Sometimes
3. Very often

Aluminum

(Soda cans, etc.)

1. Never
2. Sometimes
3. Very often

Cardboard

(Pizza boxes, other boxes, etc)

1. Never
2. Sometimes
3. Veryoften

Survey Instructions

In pursuit of a master's degree in the College of Communication and Information at The University of Tennessee, I am conducting a study of recycling advertisements. The following survey is a part of this study.

You will see the advertisement first. After viewing it, please complete the questionnaire. The information from the questionnaire may help advertisers who are willing to sponsor recycling to create an effective message strategy.

Your help, therefore, is very important to the accuracy and completion of this study. Your identity will remain anonymous. It will take you just a few minutes to complete the questionnaire and return it.

I appreciate your assistance in this project.

Sincerely,

Yoon-Joo Lee

Instructions: After reading the mission statement and advertisement provided, please indicate your agreement with the following statements using the scale to the side of each statement.

1.

Recycling is an important issue to society

1 2 3 4 5
 Strongly disagree Strongly agree

2.

Recycling is an important issue to me.

1 2 3 4 5
 Strongly disagree Strongly agree

3.

My engaging in recycling can make a difference.

1 2 3 4 5
 Strongly disagree Strongly agree

4.

It is futile to engage in recycling.

1 2 3 4 5
 Strongly disagree Strongly agree

5.

I feel my recycling behavior can contribute to making the world a better place.

1 2 3 4 5
 Strongly disagree Strongly agree

6.

I feel my recycling behavior can contribute to making the world a better place even if others do not recycle

1 2 3 4 5
 Strongly disagree Strongly agree

7.

Knowing that a company like Green World Paper Company recycles makes me feel like my individual recycling efforts are not futile.

1 2 3 4 5
Strongly disagree Strongly agree

8.

Knowing that a company like Green World Paper Company recycles makes me more likely to recycle.

1 2 3 4 5
Strongly disagree Strongly agree

9.

It is too difficult for me to recycle my newspapers, magazines, catalogs and unwanted mail.

1 2 3 4 5
Strongly disagree Strongly agree

10.

It is relatively easy for me to recycle my newspapers, magazines, catalogs and unwanted mail.

1 2 3 4 5
Strongly disagree Strongly agree

11.

I should recycle my newspapers, magazines, catalogs and unwanted mail.

1 2 3 4 5
Strongly disagree Strongly agree

12.

I can recycle my newspapers, magazines, catalogs and unwanted mail.

1 2 3 4 5
Strongly disagree Strongly agree

13.

I will recycle my newspapers, magazines, catalogs and unwanted mail.

1 2 3 4 5
Strongly disagree Strongly agree

14.
I like the Ad’s sponsoring organization (Green World Paper Company).

	1	2	3	4	5
	Strongly disagree			Strongly agree	

15.
The Ad’s sponsoring organization and I share similar values.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

16.
The Ad’s sponsoring organization is a good organization.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

17.
The Ad’s sponsoring organization has relevant knowledge about the issue.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

18.
The Ad’s sponsoring organization is sincere in advocating the issue.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

19.
I like the Ad’s sponsoring organization more as a result of seeing this message.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

20.
I like the Ad’s sponsoring organization less as a result of seeing this message.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

21.
The Ad's sponsoring organization has a personal investment in the issue.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

22.
The Ad's sponsoring organization will benefit more from placing this message than will society.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

23.
Society will benefit more from this message than the Ad's sponsoring organization.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

24.
Both the Ad's sponsoring organization and society will benefit equally from this message.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

25.
Overall I feel that this is an effective message.

	1	2	3	4	5
	Strongly disagree			Strongly agree	

Background information

Instructions: To help us better interpret the results of the survey, please answer the following questions about yourself. All your responses are strictly confidential and will be used for research purposes only.

1. What is your age? _____

2. What is your gender? (check answer) _____ Male _____ Female

3. What is your current academic status? (check answer)
 - 1 _____ Freshman
 - 2 _____ Sophomore
 - 3 _____ Junior
 - 4 _____ Senior

4. Which category best represents your ethnicity? (check answer)
 - 1 _____ African American
 - 2 _____ Asian American
 - 3 _____ Hispanic
 - 4 _____ Native American
 - 5 _____ Caucasian, Non-Hispanic
 - 6 _____ Other

5. Do you consider yourself an activist? (check answer)
 - 1 _____ Yes
 - 2 _____ No
 - 3 _____ Not sure

Appendix B

Transformational-Ego Message Strategy

You Can Make a Difference

You're the kind of person who cares. You know that small ripples can grow into large waves. You know that your actions can change things for the better.

For you, protecting and preserving our world's environment is worth the effort. We agree.

Using resources wisely is a critical part of Green World Paper Company's mission. One way we do this is through recycling our used paper, catalogs and mail. In addition to recycling at the corporate level, our employees have begun an active recycling campaign in our local community to raise awareness of the value of recycling.

So next time, toss your used newspapers, magazines, catalogs and unwanted mail into the nearest recycle bin.

Together, Green World Paper Company and you can make a difference.

Recycle—It's worth the effort.



**Green World
Paper Company**

Paper products for industry, home and office

Informational-Ration Message Strategy

The issues are tough, but we are making a difference.

Using resources wisely is a critical part of Green World Paper Company's mission. One way we do this is through recycling our used paper, catalogs and mail. In addition to recycling at the corporate level, our employees have begun an active recycling campaign in our local community to raise awareness of the value of recycling.

Paper recycling in the U.S. already saves 200 million trees each year.

Manufacturing recycled paper produces 55% less air and water pollution than manufacturing paper from virgin wood.

Recycling your daily newspaper for one year would provide the pulp equivalent to 2/3 acre of commercial forest.

So next time, toss your used newspapers, magazines, catalogs and unwanted mail into the nearest recycle bin.

Together, Green World Paper Company and you can make a difference.

Recycle—It's worth the effort.



**Green World
Paper Company**

Paper products for industry, home and office

Vita

The author, Yoon-Joo Lee, is born and raised in Seoul, South Korea. She came to the United States to broaden her academic interests. She received her B.S. Psychology from Colorado State University in 2001. She is a member of Psi Chi. (the national honor society in psychology). After having experiences as a research assistant at the Colorado State University, she began her study at the University of Tennessee at Knoxville in 2002 to pursue her interest in advertising. Currently, she is completing her Masters degree in Communications with a concentration in Advertising.

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