



Assessing the Relevance of Framing Messages on Backing Intentions in Crowdfunding Social Cause-related Marketing Campaign

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Abstract: This study investigates the interaction effects of framing messages and social cause-related marketing on support intentions in crowdfunding campaign message narratives. Hypothesis were tested first by using 430 samples in an independent-samples t-test. The mean value difference demonstrates that the social cause-related marketing (SCRM) project (mean = 3.784) has a significantly bigger effect on backing intention than the non-SCRM project (mean = 3.012). This supports the study hypothesis that individuals involved in SCRM crowdfunding have a higher backing intention than those who are not involved. The results further indicated significantly greater backing intentions with social cause-related marketing positive framing messages than negative attribute framing messages without cause-related marketing, whereas there was no significant difference between negative attribute framing messages with social cause-related marketing. This finding provides new insights for project initiators for using crowdfunding platforms for a social marketing campaign.

Introduction

Research shows organizations in their early phases encounter challenges in obtaining external finance due to a lack of new venture capital (Kuvaas & Selart, 2004), commercial trust (Frydrych, Bock, Kinder, & Koeck, 2014), and the availability of regular operating records (Moritz & Block, 2016). As a result, look for cash from sources such as bank loans, acquaintances, and family (Lagazio & Querci, 2018). The message's appearance is crucial in marketing communication (Saheb, Amini, & Alamdari, 2021). When the message is properly presented, more people are persuaded and sales increase (Tandon, Revankar, & Parihar, 2021). As a result,

understanding how message framing affects the green product advertising message can assist marketers in developing more innovative and effective marketing strategies particularly by using social media platforms (Gkikas, Tzafilkou, Theodoridis, Garmpis, & Gkikas, 2022). A "positive" frame involves a consumer gaining a benefit or avoiding a loss by purchasing a specific product, whereas a "negative" frame involves a consumer losing a benefit or suffering a loss by not purchasing a specific product (Jovanović, 2019). Persuasive communication usually use frame type (Ryu, Park, Kim, & Kim, 2020).

Crowdfunding is a new approach for businesses and people to get money and raise funds (Beier & Wagner, 2015; Roma, Gal-Or, & Chen, 2018; Vanacker, Vismara, & Walthoff-Borm, 2019). Project initiators propose initiatives to a large number of individuals using online platforms to acquire funds (Gerber, Hui, & Kuo, 2012). According to recent research, crowdfunding is a prevalent practice in a variety of businesses, with a global market value of 798.8 million dollars (Liang, Hu, & Jiang, 2020). The development of a proposal is the first step in a crowdfunding effort (Giuliani, Colasanti, Frondizi, & Barreca, 2018). However, the project's Initiators must establish a copywriting plan for the initiative (Powell, Boomgaarden, De Swert, & de Vreese, 2015).

The framing effect uses positive and negative adjectives to express what the same thing is logically (E. Mollick, 2014). As a result, it poses the important question of how to make the narratives convey themselves in a way that resonates with potential backers (Powell et al., 2015). Social cause-related marketing (SCRM) has been proven in numerous research studies to increase consumers' positive opinions and purchase intentions of a company (Ahsan, Cornelis, & Baker, 2018; Schwienbacher & Larralde, 2010; Wheat, Wang, Byrnes, & Ranganathan, 2013). Crowdfunding can assist project initiators who require cash to complete their projects (E. R. Mollick & Kuppaswamy, 2014).

This study is required for the following reasons: First, there is very limited research available on crowdfunding and the results are inconsistent (Leboeuf & Schwienbacher, 2018). Second, frames can be classified into a variety of categories; however, the majority of the available studies in literature focused solely on negative frames or positive frame valence (Beaulieu, Sarker, & Sarker, 2015; Moritz & Block, 2016; Roma et al., 2018). This study analyzed several frame valences and frame types in crowdfunding projects. Further, for a better understanding of the relationship between message framing and

SCRM, this study also looks at different frame types' interactions and SCRM on backers' intentions.

The rest of this study is organized as follows: In the next section, we give the relevant literature and empirical evidence on the study variables. After, we present the research methodology applied. Following, we discuss the findings of this research, as well as, we discuss the implications of our study by offering recommendations for further research within this domain. Finally, we show the conclusions of the analysis at the end.

Literature Review

The widespread use of social media has made it easier for organizations and the public to communicate (Sahaym, Datta, & Brooks, 2021), but it has also made it more difficult for businesses to develop engaging messages for audiences with different levels of engagement. Nonprofit organizations face these difficulties in particular because they lack the financial and human resources that for-profit organizations do, making it difficult for them to frequently use expensive strategies to raise awareness and support, such as paid advertising and large-scale events (Tandon et al., 2021).

An initiative that raises amount of money in a short period is considered to be a crowdfunding success (Wheat et al., 2013). (Kuo & Liu, 2014) found two categories of values that determine backer satisfaction: utilitarian and hedonic values. According to (Kühberger & Tanner, 2010) key antecedents of backing intentions are backing, rewards, empathy, self-efficacy, and platform service quality. Project content, incentive parameters, and platform difficulties are all factors that influence the effectiveness of rewards-based crowdfunding (Lagazio & Querci, 2018; Moritz & Block, 2016; Vulkan, Åstebro, & Sierra, 2016). (Giuliani et al., 2018) added video recording is a crucial component of crowdfunding project material in terms of obtaining funds. Backers will be more ready to fund the copywriting project if it is realistic, credible,

detailed, and has frequent updates (Bi, Liu, & Usman, 2017).

However, traditional economics shows individuals can obtain sufficient knowledge regarding the decision to make (Moradi & Dass, 2019). Individual decisions, on the other hand, are influenced by four elements in real life (Jadil, Rana, & Dwivedi, 2022): adjustment, availability, representativeness, and anchoring (Kuvaas & Selart, 2004). In actuality, these criteria may have biases, resulting in reversible or contradictory conclusions. The “framing effect” is a phenomenon in which people are influenced to make different conclusions based on how the question is described and phrased (E. Mollick, 2014; Vulkan et al., 2016; Wheat et al., 2013). Researchers so far identified three different forms of framing effects: goal framing, attribute framing, and risky decision farming (Ahsan et al., 2018; Etienne, 2011; Kühberger & Tanner, 2010).

Goal Framing

Individuals can use goal framing to help them handle an action related to their end-state goal (Powell et al., 2015). The goal framing method in contrast to attribute framing is to increase the individual's desire to undertake a specific behavior (Krishnamurthy, Carter, & Blair, 2001). When a goal is activated, it has an impact on how people are sensitive to, and think about the information, how they perceive alternatives, and how they behave (Etienne, 2011; Vansteenkiste et al., 2004). Previous research has consistently shown (Belleflamme, Lambert, & Schwienbacher, 2013) that negative goal framing has a greater impact than positive goal framing. (Etienne, 2011) investigated the impact of goal framing on a healthy decision issue; the results showed that positive framing wording has less impact than negative framing phrasing in terms of consumers' willingness to purchase sensitive information.

Attribute framing is the narrative modification process of an event or an object according to its characteristics, whether bad or

good (Bi et al., 2017). However, one prerequisite is equal weight objectively (E. Mollick, 2014). This allows people to make their own decisions (Mahdikhani, 2022). Business studies have found that those products with positive attributes have much higher purchase intentions from consumers than those with negative attributes framing products (Giuliani et al., 2018; Schwienbacher & Larralde, 2010). Further, (Powell et al., 2015) added three main components of the attribute frames: valence tag, target entity, and the measure of some attribution.

The situations either positive or negative frames are altered with the same expected value (Kühberger & Tanner, 2010). A hazardous outcome and the other with a definite outcome upon choice are compared under two frames conditions (Vansteenkiste et al., 2004). However, the contrast between certainty and risk does not generate the framing effect if the option is non-risky (Kühberger & Tanner, 2010). Because the risky option is independent of the danger involved (Kühberger & Tanner, 2010). Further, to avoid repeating in this study risky frames are not considered.

Regulatory Focus Theory

This theory provides two unique ways of self-regulation: one based on the desire and promotion for development and growth, and the other based on security and safety (Gamliel & Peer, 2006). However, customers want to maximize outcomes and are more sensitive to gain (Mosteller & Poddar, 2017). Preventive consumers, on the other hand, are more sensitive to losses and, as a result, worry about preventing losses (Vulkan et al., 2016). These two focuses are the most important predictors of customer behavior (Higgins, 2012). However, a positive frame message is more useful than a negative frame when it is related to product attributes promotion (Mosteller & Poddar, 2017).

Negative framing has a stronger impact when the material is written in the prevention-focused

language. (Lagazio & Querci, [2018](#)) suggested that stating the potentially negative repercussions of not using the product will be more by potential backers' proponents' expectations of information. As a result, they were receptive to prevention-oriented material. Negative framing, on the other hand, resulted in increased personal inspection (Ferreira & Pereira, 2018).

A compelling narrative is an important aspect of a crowdfunding project's campaign (Kaartemo, [2017](#)). When potential supporters are unclear about the product attributes to evaluate the fundraising campaign they look for information in the project content (E. R. Mollick & Kuppaswamy, 2014). Positive attribute labeling entails the use of positive terms that elicit positive associations in memory rather than negative information, as well as the belief that the thing is appealing (Agrawal, Catalini, & Goldfarb, 2014; Buttice & Noonan, 2020; Leboeuf & Schwenbacher, [2018](#)). As a result, we propose the following hypothesis.

H1: The effect of positive attribute framing is greater than negative attribute framing on enhancing backing intentions.

H2: The effect of negative framing is greater than positive attribute framing on enhancing backing intentions.

Social Cause-related Marketing

When a company launches a marketing campaign, it promises that a percentage of profits will be contributed to a chosen non-profit organization or charity if customers participate (Moradi & Dass, [2019](#)). Firms are realizing the benefits of SCRM, which include increased promotional effectiveness (Sharma, Sanghvi, & Churi, [2022](#)), brand reputation (Obembe, Kolade, Obembe, Owoseni, & Mafimisebi, [2021](#)), increased public awareness of company activities (Ridhwan & Hargreaves, [2021](#)), and improved consumer perceptions and attitudes (Leboeuf & Schwenbacher, [2018](#); Liang et al., 2020). Individuals' backing behaviors crowdfunding

rewards-based are similar to their purchasing activities (Vanacker et al., [2019](#)).

The critical role that involvement plays in influencing people's attitudes and behaviors has been shown in earlier research from a variety of fields, including but not limited to nonprofit public relations, business public relations, political communication, and health communication (Grover, Kar, & Dwivedi, [2022](#)).

Publics may become more motivated to address problems as a result of increased involvement in a problem or cause, which encourages active communicative behaviors (Aswani, Ghrera, Kar, & Chandra, [2017](#)). Participation in social causes, specifically in the context of nonprofit organizations, was a powerful predictor of the public's desire to seek out and process nonprofit messaging as well as donor retention (Hong, Hu, & Burtch, 2018). (Laurell, Sandström, & Suseno, [2019](#)) study suggests that those who are very involved with the social cause are more likely to seek out and share information, as well as give to the nonprofit. As a result, we feel that incorporating CRM into a crowdfunding campaign will boost the likelihood of supporters supporting it, and we propose third hypothesis as follows.

H3: On enhancing backing intentions crowdfunding project campaign of SCRM has a greater effect than those without SCRM.

People are driven to collect and study the information offered when reasons are believed to be personally important, influencing attitudes and behavioral results (Gamliel & Peer, [2006](#)). It's interesting looking into the effects of the SCRM campaign in conjunction with varied message framing to see what factors influenced Baker's decision (Kuti & Madarász, 2014). While the goal of crowdfunding is to assist startups in obtaining the necessary funds (Cox, [2015](#)), it may be beneficial in practice to reach this goal. Furthermore, (Bi et al., [2017](#)) discovered that SCRM had a direct impact on purchasing intentions. As a result, in crowdfunding

campaigns, SCRM can improve goal frames and attribute frames to backing intentions.

H4: Crowdfunding campaigns with SCRM under attribute framing have greater backing intentions than crowdfunding campaigns without SCRM.

H5: Crowdfunding campaigns under goal framing with SCRM, have greater backing intentions than crowdfunding campaigns without SCRM.

Research Method

Research Design

To investigate how different projects' crowdfunding design affects individuals' backing intentions, this study uses an online laboratory experiment. Table 1 shows the experimental design is a 2 (frame valence: positive vs. negative) × 2 (frame type: attribute vs. goal) × 2 (SCRM: with and without) including eight experimental scenarios between-subject factorial design.

Table 1. Descriptive statistics

Types	Frame	SCRM	
	Valence	Without	With
Attribute	Negative	5	3
	Positive	4	1
Goal	Negative	6	7
	Positive	8	5

The Experimental Scenarios

In this study, we built a crowdfunding project for motorcycle riders due to an enormous number of owners being young adults in Pakistan. The experimental project's final product is a motorcycle safety vest, which is to protect motorists in the event of an accident and consists of protective clothing with airbags. Five experts in marketing and information field review the questionnaire to ensure the validity, a pretest was also conducted.

The Experimental Procedures and Participant

The Uses and Gratifications Theory (UGT) states that people utilize various social media platforms to meet various requirements. According to, users use Instagram, for instance, to mingle, have fun, or research a specific product. Twitter, on the other hand, is mostly used for idea sharing. We

used Facebook to attract volunteers by posting messages about the experiment. Facebook, which has more than 1 billion active users in Pakistan. Due to high prevalence of the Facebook usage among Pakistani people, our surveys could cover a wide range of individuals nationwide.

Participants do not need to have any experience supporting initiatives which means anyone with an internet connection can participate in this study.(Sharma et al., 2022).

We received a total of 430 valid responses, and the largest group was those between the ages of 19 and 25, with 54.9 percent, followed by those between the ages of 26 and 30. (16.3 percent). The majority of participants (63.9 percent) held a college degree, followed by a graduate degree (31.7 %). The most common occupation was that of a student (51.7%), followed by that of a service worker (29.7%). (14.2%).

Table 2. Descriptive statistics

S. No	Type	FV	SCRM	Size	SD (mean)
1	Attributes	Negative	With	74	4.313 (1.193)
2		Positive	Without	81	4.790 (0.903)
3		Positive	With	102	4.772 (0.895)

4		Negative	Without	101	4.772 (0.895)
5		Positive	With	77	4.313 (1.193)
6		Positive	Without	111	4.790 (1.193)
7	Goal	Negative	With	119	4.313 (1.193)
8		Negative	Without	98	4.790 (1.193)

Results

Reliability and Manipulation Check

This study uses Cronbach's alpha test (Bland & Altman, 1997) to check the extent to which all the items in a test measure the same concept. The Cronbach's alpha is 0.889 for backing intention, which is greater than the recommended value of 0.700 (Connelly, 2011), indicating that the scale's dependability is adequate. Further, this study perform a manipulation check before testing the

hypotheses. Framing messaging and SCRM are the manipulated variables. Positive attribute framing has a mean value of 5.889, whereas negative attribute framing has a mean value of 1.862, indicating a significant difference ($F = 1187.221$). Positive goal framing has a mean of 5.936, whereas negative goal framing has a mean of 3.121, indicating a significant difference ($F = 1012.331$, $p = 0.000$). SCRM has a mean of 5.204 greater than 4 ($t = 29.253$), indicating that this project is successful.

Table 3. ANOVA results

Variables	MS	F	p-value
AF	7.41	7.34	0.007**
SCRM	7.86	7.79	0.005**
AF × SCRM	4.17	4.13	0.043*

Table 4: ANOVA result

Variables	MS	F	p-value
GF	4.975	4.737	0.014*
SCRM	5.654	6.378	0.005**
GF × SCRM	1.623	1.692	0.172

Hypothesis Testing

In table 2 the data for each scenario and sample size are shown. SCRM influence on backing intention (H3) was tested first by using 430 samples in an independent-samples t-test. The mean value difference demonstrates that the SCRM project (mean = 3.784) has a significantly bigger effect on backing intention than the non-SCRM project (mean = 3.012). This supports the study hypothesis that individuals involved in SCRM crowdfunding have a higher backing intention than those who are not involved.

Testing for Attribute Framing

ANOVA test is used to see if there are any changes in attribute framing and SCRM interaction effects. In the attribute framing, the ANOVA findings for backing intentions are shown in Table 3. Univariate ANOVA results ($F = 7.344$) for backing intentions the significant main effect of message framing is more for negative framing than for positive framing. This finding contradicts H1; so, H1 is rejected. Univariate results for backing intention show that those with social messages are considerably more likely than those without

social messages reconfirming H3 ($F = 7.794$, $p = 0.005$).

The backing intention is strongly affected by attribute framing and SCRM interaction ($F = 4.131$). In the without-cause and with-cause scenarios, we investigate the impact of attribute framing. Subjects who received positive framing messages attribute plus SCRM (mean = 4.334) had significantly higher backing intention than those who did not get SCRM (mean = 4.313; $F = 8.146$, $p = 0.001$). There is no difference in the effects of not having social messages (mean = 4.790) versus having social messages (mean = 4.866) in the negative attribute framing groups ($F = 0.375$, $p = 0.478$). Thus it can be said that study H4 is partially supported.

Table 4 shows ANOVA results to see if there are any changes in backing intentions in goal framing interaction effects. ANOVA is used to check if there are any changes in the interaction effects of SCRM goal framing. ANOVA results are more for the negative framing backing intentions than those in positive framing conditions ($F = 4.737$). As a result, H2 is recommended. In terms of the effect of SCRM on goal framing, univariate results for backing intentions are considerably higher when combined with social messages than when they are not ($F = 6.378$, $p = 0.005$), reconfirming H3. There is no correlation between goal framing and SCRM.

Discussions

According to the results, negative and positive attribute frames had quite different effects on backing intention. Contrary to previous research (Bi et al., 2017; Petitjean, 2018), A positive label for a characteristic will lead to the encoding of information that invokes happy memories. A negative label for the same trait, on the other hand, will result in an encoding that elicits negative associations. Our experiment, involved altering the safety feature for riders; the scenario involved the rider flying off the ride. Because information that supports negative valence from memory is associated with a danger attribute

(Kaartemo, 2017; Lagazio & Querci, 2018), respondents demonstrated a greater influence of the negative attribute frame than the positive one. The valence framing effect was hypothesized, and it was discovered that negative framing valence boosts subjects' impression of attitude and intention strength more broadly than positive framing valence. (Kuo & Liu, 2014) argued that experiences with a negative valence (for example, getting criticism) have a stronger impact on people than occurrences with a good valence. For items affecting human safety, similar inferences have been made, with negative framing techniques capturing customers' attention more than positive framing approaches for fear attraction. Negative goal framing had a considerably larger influence on financing intention in tests of the goal framing effect.

Second, findings show that on backing intentions crowdfunding SCRM-enabled has a greater impact than SCRM-enabled crowdfunding. It demonstrates the possibilities of using SCRM in the practice of crowdfunding initiatives and proves the social benefit of SCRM. Previous research on SCRM campaigns found that monetary donations to charity organizations are the most prevalent method; such campaigns tend to generate consumer support, leading to increased buy attitudes and intentions. The findings of this study suggest that negative attribute frames alone are more essential than positive attribute frames in supporting intents. As a result, the interaction results may suggest that positive attribute framing information should be used with SCRM actions to better influence funding intention.

Contributions to Literature

This study contributes to the body of knowledge in the domains of crowdfunding and marketing. This study recommends some unique strategies for crowdfunding practitioners based on the findings. Project initiators, for example, to show their commitment to social responsibility could include a social campaign in their project narratives. Rather than asking for monetary

contributions to win support for the project, this study pledged to give project materials to the police as a public service. The effectiveness of this study's SCRM campaign design demonstrates that useful feedback may be sent to social institutions rather than bakeries. Our findings may be used by project initiators to add to their projects. The success of this study's SCRM campaign design shows that it is possible to provide relevant feedback to social institutions rather than bakeries. Project initiators might utilize our results to add project aspects in a social-oriented SCRM campaign to acquire more supporters.

This study has several major theoretical implications. The findings offer scholars new perspectives on how to bridge the gap between research and practice. Second, previous research has mostly focused on a single perspective of positive or negative frame valence, rather than considering multiple frame types at the same time. Third, this is the first study to look at SCRM in the context of crowdfunding. We investigate how SCRM campaigns will influence backing intentions, as well as the interplay between framing messages and SCRM. The findings show that SCRM tactics work in the crowdfunding world. When positive characteristics are employed in narrative messaging, they must be paired with SCRM efforts to have a real impact on backing intentions. Our research expands on the framing effect idea and offers new perspectives on SCRM research.

Limitations and Future Directions

This study has several limitations, but it does indicate several areas where future research could be conducted. First, this study only looks at the impact of framing messaging and SCRM in copywriting content design on backing intents. Rhetorical style is one of the other aspects of copywriting content design. Future research could look into the impact of additional content design factors on backing intention. Negative words will have a big influence because our study focuses on safety projects. Because different sorts

of proposed products may moderate backing intentions we urge that initiators analyze if their initiatives are similar to our experimental projects while establishing a crowdfunding project. A longitudinal approach could be considered in upcoming research.

Future research can enlist a gender-balanced participant pool to test our hypothesis even if gender was demonstrated to be a non-significant predictor of our dependent variables and the experiment conditions did not differ in terms of gender distribution ($p > .10$). Fourth, individuals in our study were only briefly exposed to one Facebook post. It's possible that this single exposure reduced the effect sizes linked to message-related components (i.e., appeal and interactivity). We therefore urge further research to carry out a repeated exposure design to duplicate our findings, in which individuals are exposed to a small number of social media posts with modified appeal and interaction qualities. A design like this could contribute to amplifying the impacts already seen (Schmidt).

Future research should address a few of this study's weaknesses. First, this study assessed participants' actual levels of involvement with a real nonprofit organization in order to improve the external validity of the experimental results addressing social cause involvement. The outcomes of this study could be repeated in the future by manipulating social cause involvement experimentally. Second, individual differences in preferences for emotive vs informational content were not examined in this study. Future research may take into account the unique variations among individuals, such as the demand for cognition and the need for emotion.

Conclusion

The study's conclusion includes some useful information for business owners. In this study, SCRM and framing effects are utilized in crowdfunding campaigns to see how messaging affects participants' financial intents. The research analyses the effects of framing messages

and SCRM on supporters' donation intentions by modifying the message narrative to vary the framing types, framing valences, and SCRM. Both attribute framing messages and goal framing messages, negative communications had a bigger impact on contributors' financial intentions than positive communications. For both modalities of communication, this was true (Mahdikhani, 2022). SCRM-enhanced crowdfunding project narratives have a higher influence on increasing people's intentions to invest in the project than those that do not. Furthermore, positive attribute framing communications with SCRM had much higher financing intent than those without SCRM, even though negative attribute framing communications with and without SCRM are nearly identical. Our findings imply that positive attribute framing messaging and SCRM can have a significant impact on a person's likelihood to support a crowdfunding project, which is consistent with earlier research (Butticè & Noonan, 2020; Moradi & Dass, 2019).

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