

A FOR EFFORT?

The effect of CSR advertising on cause and company

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ABSTRACT | Although CSR as a strategic tool is gaining increasingly strong support from strategy giants such as Micael Porter, the connection between advertising and CSR is not yet fully established and as of today only an embryonic body of research investigates the effect on the supported cause. By using a real life initiative carried out by Pressbyrån during the Stockholm Pride Festival 2013, this thesis aims to find out whether advertising a CSR initiative can generate mutual benefits for both the supporting company and the affiliated cause and whether the effects may be enhanced by marketing effort and the perceived influence on self versus others. An experiment adding up to a total of 339 respondents tested the effects of being exposed to an advertised CSR initiative with varying degrees of effort. Findings suggest that advertising a CSR initiative does not necessarily generate any substantial benefits for neither company nor cause unless it makes people feel much more affected than others, and as a matter of fact, not devoting sufficient effort to the commitment could be direct damaging for the sake of a cause.

KEYWORDS | Corporate Social Responsibility, Shared Value, Advertising, Marketing Effort, Third person Effect, Attitudes, Word of Mouth, Citizenship Behavior



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I INTRODUCTION

I.1 The Different Views of Marketing and CSR

Not too long ago did the Swedish Cancer Foundation condemn H&M, a global opinion leader and role model for many, for featuring an unhealthily tanned model in an advertisement. As a role model, they argued, H&M should take responsibility for how and what they advertise. “Marketing and CSR is handled at two different departments” was the short reply and Fritidsresor, who agreed, backed up the statement. (SVD Näringsliv, 23 may 2012). Shortly thereafter was H&M awarded The Deloitte China Sustainability Innovation Award for their CSR efforts (Consulate General of Sweden in Shanghai, 12 march 2014). Since CSR is the way in which companies’ strive to affect the society in a positive way, and the fact that advertising too can influence the general public (Ritson & Elliott 1999) it is interesting that H&M does not parallel marketing and CSR. Why putting effort into being in the front line when it comes to sustainable business practices while not considering at all how their communication affects people, isn’t that quite contradictive?

Despite the CSR approach of H&M and Fritidsresor, there are companies who attempt to use communication as means to positively influence the society in which they operate by addressing social causes. Like Ving for instance, who made an advertisement depicting a homosexual couple on vacation, or like Halebop who portrayed a teenage guy cuddling with his dog over the phone in a very stereotypical “girly way”. Another recent example of a company that made an effort is Pressbyrå that decided to join the celebration of the Stockholm Pride Festival 2013. To help draw attention to LGBTQ rights were selected stores in Stockholm temporary de-branded; the familiar *Pressbyrå* sign was replaced with *Bögbyrå*, *Queerbyrå*, *Flatbyrå*, *Homobyrå* and *Transbyrå* (names related to sexual orientations diverging from the hetero-norm). However, the initiative was carried out without advertising and no comments from Pressbyrå itself, besides a press release (Mynewsdesk, 29 July 2013).

The fact that some companies link with a social cause in their communication, while others don’t, calls for investigation of whether consumers like many companies also view marketing and CSR as two separate things. Or are people advertising literate enough to pick up on, and be affected by, the “good signals” that companies send out when incorporating their supported cause with advertising? In order to investigate the question, this thesis will build upon the

initiative made by Pressbyrån, to see what the results could have possibly been on both Pressbyrån as a company and the affiliated cause (LGBTQ rights), if they chose to advertise their widely complimented initiative.

1.2 The Opportunities and Challenges of Advertising CSR

When companies are making an effort engaging in voluntary initiatives, it is interesting why some choose not to communicate it. Think about it from a company point of view, making an anonymous donation to a charity is almost like buying 30 seconds of silence on the radio. Why not show off the act social responsibility, build company reputation and at the same time draw attention to the cause?

One possible explanation may as to why marketing and CSR are commonly managed at different departments may lie at the heart of the conventional approach to CSR, advanced by Milton Friedman; in order to create societal benefits, companies must subdue their economic success. Anything else would be a waste of shareholders' money. As such, the traditional focus of CSR programs has been on mitigating the harm of existing business operations and treating CSR as a necessary expense (Porter & Kramer 2002). However, prominent researchers and corporate executives have recently raised their voices, suggesting the complete opposite. That is, that the economic and social objectives of companies are tightly interrelated. (Porter & Kramer 2002; Cone, Feldman & DaSilva 2003; Bhattacharya, Sen & Du 2007; Porter & Kramer 2011; Financial Times, 22 April 2014) The notion of shared value is self-evident; that a company needs a prosperous community to create demand for its products and that a community in turn needs competitive companies to provide job opportunities for its citizens. On a more comprehensive level it means that a company and a representative for a cause, such as a charitable organization, can work together to create shared value. The new strategic approach of CSR and the evidence of its potential benefits have shifted the focus from *whether* to engage in CSR to *how*.

Having established that engaging in CSR is possibly a valuable venture for both company and cause, nothing is said about under what circumstances the engagement could be successful. Focusing on the matter of how to engage in CSR, it is interesting to look at advertising not only because it is a common way for companies to communicate with the society, but also because of its tendency of creating meaning outside the scope of the advertised product (Ritson & Elliott, 1999). More specifically, advertising tends to shape the very essence of our social

interactions and we tend to draw on information from the social context to form expectations about appropriate attitudes, behavior and beliefs (Blau & Karetberg 1982; Ritson & Elliot 1999). Furthermore, advertising is often experienced in a social context in which other people are present, either in person or in mind. The perception of how these “others” will react tends to indirectly affect and shape our attitudes, behavior and thoughts. (Davison 1983; Puntoni & Tavassoli 2007). Davison (1983) referred to this as the third-person effect (TPE) and suggested that officers overestimating the effects that racist propaganda leaflets had on the troops could explain the reshuffle of officers on Iwo Jima Island in the Pacific during World War Two.

In short, communication can have both a direct effect and indirect effect and on the recipients, which is influenced both by what s/he experiences and how s/he thinks others will react. As such, companies are in a unique position of leveraging on their capabilities and relationships to produce social values far exceeding the realm of individual donors or even governments (Porter & Kramer 2002). One such valuable opportunity is that their messages are likely to reach a larger audience, who in turn can continue spreading the message onwards, affecting ever more people.

If the audience is to spread the message of a CSR initiative onwards, they need to be aware of that it exists. Unfortunately enough, people are in general not aware of companies' CSR practices, which by definition makes it very hard to reap any substantial benefits from such commitments (Bhattacharya, Sen & Du 2007, Sen et al 2006). A possible way to make people aware would be to advertise the initiative. However, in today's fast-paced, chaotic and complex communications environment it is challenging to attract people's attention (Patterson & Radtke, 2009). One way of catching their eye could be to engage in a commitment and advertise it in a way that is noticeable and truly stands out in its context, which should call for devoting substantial resources such as time, money and thought into the execution and design. The devotion of scarce resources has proven to be an efficient tactic and is in advertising context often referred to as marketing effort. It is extra interesting in the context of CSR as the general conclusion is that marketing effort signals the degree to which the marketer believes in the advertised product (Kirmani & Wright 1989). In this case, there is no advertised product but instead a cause that calls for attention. By putting extra effort into the commitment and advertise it, a company could thus signal that a cause is highly important to attend to. Having said that, it is not known what the sufficient level of effort is to win people's support for both company and cause.

1.3 Purpose

As the importance of creating shared value for both company and cause is gaining increasingly strong grounds (Porter & Kramer 2011), it is surprising how remarkably little attention the effects on the supported cause has been given within the field of CSR communication. Moreover, traditional advertising research has generally focused the lonely individual who receives, processes, and acts on advertising messages with no interpersonal interaction with others. As such, research has traditionally overlooked social uses that emerge from advertising in a social context (Ritson & Elliot, 1999; Aitken, Gray & Lawson 2008).

Therefore, the primary purpose of this thesis is to shed light on the effects of CSR advertising on the supported cause, and to discern potential mutual benefits will the effects on the supporting company also be examined. Are people, like some companies, prone to the idea of mixing advertising and CSR? Second, to sort out whether it is worth devoting more resources to the commitment, the mediating effects of marketing effort will be investigated. Is any kind of support sufficient to create benefits or is it *“the more the better”*? Last, the focus will not only be on the direct impact of a CSR advertisement but also on the indirect impact of advertising in a social context. Are people affected by how they think others will react in relation to themselves? To summarize, the purpose of this thesis is to shine light on:

- The effects on both company and cause from simply advertising a CSR initiative...
- whether the effects may be enhanced by increased marketing effort...
- and whether we are only directly affected by the advertisement or if our support is indirectly influenced by putting our own reactions in relations to others' (the third person effect)

This leads us to our research question:

Can both company and cause benefit from advertising a CSR initiative and can marketing effort and the third person effect have a positive impact on the outcomes?

1.4 Delimitations

To carry out this study were delimitations in terms of CSR domain, demographics and stimuli necessary. First, studying the possible impact of Pressbyråns CSR initiative required the focus to be limited to a specific cause, in this case the discrimination of LGBTQ persons. Second, the study was limited to examine only two different ways of committing to CSR, with different

degrees of marketing effort (de-branding and sponsorship). There are other ways to commit to CSR, but bringing up what Pressbyrå actually did and another common way to engage should be considered reliable. Third, focusing on a local event and only asking university students in Stockholm to participate, limited the demographic reach of the study but increased the likelihood that respondents have similar pre-knowledge about the event and also lowered the risk of having to affect the experiment due to additional explanation. Last, the results of this study were limited to the impacts of advertising CSR initiatives and may thus not be applicable on CSR studies outside field of marketing.

1.5 Expected Contribution

Building upon existing research, this thesis aims to bring more clarity to the notion of *whether* and *how* to communicate CSR initiatives in order to positively affect both the cause and the company. To our knowledge, not much research has been done within this area before. By investigating the impact of simply communicating a CSR initiative and adding on the connection between marketing effort & CSR outcomes followed by examining the connection between social context & CSR outcomes, the ambition is to open up for further and deeper, research of the role of CSR advertisement in creating shared value.

For practical implications, the ambition is to provide marketers as well as decision makers in both companies and charitable organizations with a deeper understanding about how they can work to create benefits for all. More specifically, if an affiliation should be advertised, what effort that should be put in to the commitment and how it should be framed.

1.6 Definitions

Corporate Social Responsibility (CSR) The company company's moral, ethical and social obligations beyond its own economic interests.

Shared Value The way in which a company, by addressing social needs and challenges, can create economic value that also creates value for the society

Cause The social challenge that a company supports in its CSR initiative. A cause may also be represented by a charitable organization.

Sponsorship To sponsor something is to support an event, activity, person, or organization financially or through the provision of products or services.

De-branding When a company eliminates its brand name from in connection to a marketing campaign.

Marketing effort: The amount of scarce resources that a company put into the commitment and communication. It can be defined as the amount of time, money and thought put into executing it.

Third-Person Effect (TPE): An individual exposed to a persuasive communication in the mass media sees this as having a greater effect on others than on himself or herself.

First Person Effect (FPE): An individual exposed to a persuasive communication in the mass media sees this as having a greater effect on himself or herself than on others. Also sometimes called "reversed third-person effect".

Word of mouth (WOM): The informal communication (between individuals) by someone who has no material interest in spreading the word about a brand, cause or advertisement.

Supportive behavior: Also called citizenship behavior. The willingness to engage in voluntary behavior that is not expected from that person. This behavior primarily strives to benefit someone, or something, other than the actor and is characterized by altruism, conscientiousness, sportsmanship and courtesy.

2 Theoretical Framework

This chapter describes the theoretical background of the thesis. Initially is the framework which the thesis builds upon, presented. The subsequent sections are divided into two categories: internal reactions and external outcomes with subcategories for eased overview; the impact of advertising a CSR initiative, the impact of marketing effort, and the impact of “others”. Each subcategory leads to the formulation of hypotheses regarding both the cause and the brand and in the end of the chapter there is a summary of all the hypotheses.

2.1 How Do We React to CSR?

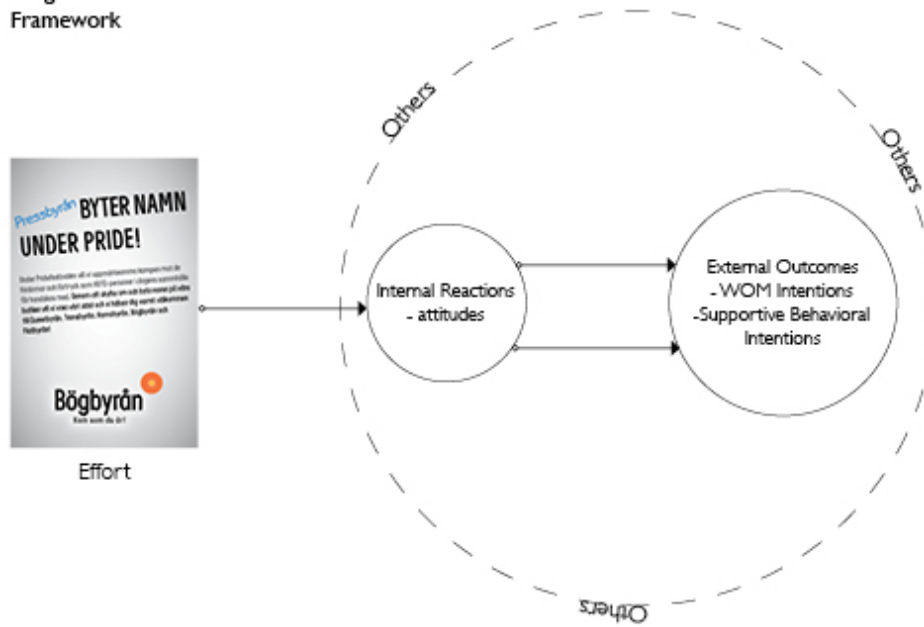
There are many ways in which CSR initiatives can shape our attitudes and behaviors, and several researchers have set out to disentangle the relationships. Yi, Gong & Lee (2013) suggest that when we observe someone performing a voluntary act of kindness, we are prone to adapt our behavior thereafter. Bhattacharya & Sen (2004) suggest that experiencing a CSR initiative should evoke internal reactions, which in turn can lead to external real-life behavior in support for both a supporting company and a supported cause. That is basically also the gist of the third person effect (Davison 1983), which consists of a perceptual component (i.e. perceived difference in message influence) and a behavioral component (i.e. real-life behavior).

This relationship is the framework that the thesis will build upon, in other words internal reactions and external outcomes. It is however important to keep some other things in mind before moving on, which were mentioned in section 1.3. First it is not only that we see someone doing something that affects our perceptions, but also the way in which the act is executed. We are able to assess the level of effort and expense that is devoted to a certain advertisement, which in turn may shape our perceptions and behavior (Kirmani & Rao 2000; Modig et al 2014). Second, we do not receive, process, and act on advertising messages without interpersonal interaction with other audience members. Their reactions are constantly present in our mind and the social context provides us with information about what our attitudes, norms and expectations should be. Putting our own reaction in relation to that of others' can in turn shape our behaviors as a result of us trying to prevent or provoke others to conform with the perceived norm. (Davison 1983; Perloff 1999; Connors 2005).

Due to the many ways in which people can be influenced, the variables under investigation will be limited to attitudes, WOM intentions and supportive behavioral intentions due to their

relevance for both company and cause. The distinction between WOM intentions and supportive behavioral intention in the external outcomes pertains to the fact that it is one thing to talk about something but another to actually do something.

Image 1
Framework



The internal reactions outcomes presented by for instance Bhattacharya & Sen (2004) are pertaining to thoughts and feelings at the recipient, while the external are closely related to the notion of customer citizenship behavior. Customer citizenship behavior is the voluntary actions of customers that is not directly or explicitly expected or rewarded (Groth, 2005; Yi, Gong & Lee 2013). For example, customers may share their positive experience with others or drive by more convenient outlets to shop at their favorite store (Bettencourt, 1997). Moreover, being exposed to something that is not in line with our morals, ethical values or simply against the law can explain why we start engaging in supportive behaviors that primarily will benefit someone or something else than oneself (Turnipseed 2002). In addition, there are more than just the direct effects of advertisements that can provoke a voluntary behavior; how we perceive others to be influenced more or less than ourselves could make us take action (Gunther 1995; Lin 2013). When engaging in citizen behavior, since we do it to do good, the ultimate goal would be to indirectly influence others to follow our example (Yi, Gong & Lee 2010).

2.2 The Internal Reactions: Attitudes

2.2.1 *The Impact of CSR Advertising*

When being exposed to an advertisement we start seeking for a meaning outside the scope of it (Ritson & Elliott, 1999). That is, we tend to think about why a company made the advertisement and whether it has an underlying meaning. How we interpret the meaning tend to shape our attitude towards the ad, which in turn can shape our attitudes towards the advertised brand (Vakratsas & Ambler, 1999). However, when it comes to well-known brands, the connection between ad attitude and brand attitude has been inconsistent and in many cases insignificant. One reason could be that our attitudes have already been shaped by an aggregate amount of experiences, which means that yet another one will not make any difference unless it provides us with salient new information (Machleit, Madden & Allen, 1993).

On the other hand, consumers tend to form positive attitudes towards companies that parade their CSR engagement via advertisements (Bhattacharya & Sen 2004; Y-S Lii et al. 2011; Aliawadi et al. 2013) and researchers have found that positive effects exists for fictional as well as well-known brands (Grau & Folse 2007; Y-s Lii et al 2011). When a company's initiative takes the form of support for a nonprofit organization, Bhattacharya & Sen (2004) found that such affiliation could enhance customer's attitudes not only towards the company but also to the supported cause. Also, a company showing a CSR initiative could have an affect on people's attitudes towards the cause as we tend adapt our attitudes to the social context (see eg. Yi, Gong & Lee 2013).

The theories of the advertising impact on well-known brands and the findings within the field of CSR advertising are quite contradictive. An educated guess is that it lies within the content of the message. Since the primary purpose of a CSR ad is not to sell more products, the advertised affiliation should be considered more reliable and unselfish. A CSR initiative could in other words function as a striking new argument, which according to Machleit, Madden & Allen (1990) could lead to reinforcement of the attitude also for a well-known brand.

It is hard to tell whether a CSR advertisement will contain sufficiently strong new arguments to reinforce attitudes on the brand and cause, but theories suggest that advertising a CSR initiative will at least not have negative effects.

H1a | Simply advertising a CSR initiative will not generate negative attitudes for the cause

H1b | Simply advertising a CSR initiative will not generate negative attitudes for the brand

2.2.2 The Impact of Marketing Effort

When being exposed to an advertisement, we subconsciously form an impression about the money, time or thought spent on executing it. The perceived amount of effort devoted to the advertisement tend to influence our opinion about the advertising brand (Modig et al 2014; Kirmani and Wright 1989). Modig et al (2014) suggest that we don't expect companies to put effort into their advertisement and when they do, our attitudes should be positively affected, and moreover when CSR donations are large in terms of commitment or money (i.e effort), people tend to evaluate the company more positively (Drumwright 1996; Y-s Lii et al 2011)

More interestingly, marketing effort proved to send a powerful signal about the managerial belief in the advertised product, as people assume that the company would not otherwise have devoted so much time, thought and money to the advertisement (Kirmani & Wright 1989). In this case, the CSR activity is the signal (i.e. sponsoring or de-branding) and the cause is the product. The de-branding ad should thus signal a greater belief in the importance of the cause. According to social information processing theory we tend to adapt our attitudes in accordance with the social context (see eg. Yi, Gong & Lee 2013), and when a company in our surrounding sends out a signal that a specific issue is extra important to attend to, we should adapt our attitudes thereafter.

H2a | Higher effort in a CSR advertisement will enhance the cause attitudes compared to low effort and not making an effort at all

H2b | Higher effort in a CSR advertisement will enhance the brand attitudes compared to low effort and not making an effort at all

2.2.3 The Impact of Others

It is also the perception of how other people in our surrounding will react in relation to ourselves, that tends to indirectly shape our attitudes (Davison 1983; Puntoni & Tavassoli 2007; Oliver, Yang, Ramasubramanian, Kim & Lee 2008). The perceptual component of the third person effect (i.e. that we are less affected than others) regarding messages considered undesirable has been observed in a range of different contexts and domains such as misogynic

rap lyrics, town images and cigarette advertisements (McLeod, Eveland, & Nathanson 1997; Tsfaty & Cohen 2003; Meirick 2004). More specifically, when being exposed to a message that is considered undesirable to be influenced by, we tend to overestimate the effect on others and underestimate the effect on ourselves.

In contrast, when the communicated message is considered desirable, recent studies have shown that we tend to overestimate the impact on ourselves and underestimate the impact of others. (Gunther and Thorson 1992; Lin 2013). Lin (2013) found for instance that viewers of the documentary *An Inconvenient Truth* perceived it to have a greater effect on themselves than on others. Since a CSR advertisement is for a good cause, which should be desirable to hold positive attitudes towards, respondents should consider themselves reacting more positively to the advertisement than others.

H3a | There will be a first person effect (i.e a reversed third-person effect)

Moving on from the perceptual component of FPE to the actual reaction in terms of attitudes, Oliver et al (2008) found that people tend to report the perceived influence in the direction of their existing attitudes and that the perceived self-other disparity is maximized when believing that others hold opposing attitudes and minimized when believing that others share attitudes.. Moreover, people perceive that media can reinforce these existing attitudes and dispositions (Oliver, Yang, Ramasubramanian, Kim & Lee 2008), why it should be so that people who perceive themselves reacting substantially more positive than others to an ad featuring a desirable message should also be the ones reporting more favorable attitudes towards the featured cause. In addition, people tend to react more positively to messages featuring a cause that is considered being more important to them (Lafferty 1996) which makes it likely that people who report favorable attitudes toward the supported cause should think better of a company that is “doing good”, as Bhattacharya & Sen (2004) suggested.

H3b | People with an above-average FPE will elicit better attitudes towards the cause compared to people with a below-average FPE

H3c | People with an above-average FPE will elicit better attitudes towards the brand compared to people with a below-average FPE

2.3 The External Outcomes: Promotional Effects

2.3.1 *The Impact of CSR Advertising*

Word of mouth (WOM) is an informational transfer of experiences, comments or opinions between two persons (Dye 2000). It is a desirable outcome of a CSR initiative for both company and cause since people generally are more receptive for messages communicated by friends and family. (Keller 2007) A reason to this is believed to be the communicator's lack of selfish interest that serves as a proof of trustworthiness (Dichter 1966; Day 1971). However, people should probably not spread the word unless there are some selfish-satisfying benefits from talking about it. (Engel, Kegerreis & Blackwell 1969) The willingness to project a better image about themselves and their choices, "preach" about a good cause/express their concern about others, or help others make more informed choices may serve as a motivation for spreading the word. (Dichter 1966).

When hearing about a social initiative, people tend to talk not only about the company, but also about the cause it supports (Bhattacharya & Sen 2004). One reason could be that such an initiative addresses a moral, ethical and jurisdictional value. Moreover, traditionalists view CSR as an "unnecessary expense" (Porter & Kramer 2002) and Modig, Dahlén & Colliander (2014) found that above-average sender expense has strong connections to WOM. According to the theories people should be more willing to talk about both brand and cause to show their refined judgment and willingness to "preach" about a good cause.

H4a | Advertising a CSR initiative will generate a greater cause WOM intention compared to doing nothing at all

H4b | Advertising a CSR initiative will generate a greater brand WOM intention compared to doing nothing at all

2.3.2 *The Impact of Marketing Effort*

Modig et al (2014) found that not only above-average sender expense has a strong connection to WOM, but also above-average sender effort. They reasoned that by putting more effort into an advertisement, a brand should become more interesting which in turn would make people talk. When people see something that is unexpected or extraordinary, they tend to talk about it, and the likelihood that a consumer will spread a message increases with a superior experience (Dichter 1966). Dye (2000) fills in and suggests that the probability of creating a buzz will increase the more unique and viable the potential product is. According to (Dye 2000)

WOM just don't happen by chance, showing a unique product that is high in viability are more likely to be talked about than other.

When a company puts more effort into their communication of the cause it should become more interesting, which will more likely generate a more unique and extraordinary experience for the consumers. Additionally when de-branding their store, the product (i.e cause) will most likely be more viable and thus affect the WOM-tendency in a favorable way. Furthermore, putting the cause in an unusual or surprising context, on the name of a convenience store should generate higher WOM intentions also for a social cause.

H5a | High effort in a CSR advertisement will enhance the cause WOM intentions compared to low effort and not making an effort at all

H5b | High effort in a CSR advertisement will enhance the brand WOM intentions compared to low effort and not making an effort at all

2.3.3 *The Impact of Others*

There is a comprehensive documentation of the connection between negative media messages, TPE and restrictive WOM intention. A support for censorship has been found in a number of domains such as pornography (Gunther 1995), misogynic or violent rap music (McLeod, Eveland, & Nathanson, 1997) and television violence (Hoffner & Buchanan, 2002). For positive media messages on the other hand, the promotional effect is scarcely examined and the results are inconsistent. This could depend on the fact that people are quicker to react on negative messages as this appeal more to their emotions (Brown & Dacin 1997). When investigating the effect of a positive public service announcement, Sun et al (2008) failed to find a promotional intention of the message while Lin (2013) found a significant connection between FPE and willingness of spreading the message of the documentary *An Inconvenient Truth*. The step from talking about the message of a documentary to talking about the message of an advertisement is rather short why the promotional effect of a company's advertising initiative should lead to the same result as Lin (2013).

No research has, to our knowledge, been made on the connection between FPE and WOM intentions towards the sender of the message. In this case, the advertising company is the sender. However when spreading the word about a cause, it will possibly have indirect effects on the sender of the message some attention as well. These spillover effects can be caused by

the speaker mentioning the brand to show some inside information or referring to the source of the input (Dichter, 1966). People with a large perceived self-other disparity may want to enlighten others, who are not as well versed in the subject as they are, about an important cause and a company that “does good”.

H6a | People with an above-average FPE will elicit higher WOM intentions towards the cause compared to people with a below-average FPE

H6b | People with an above-average FPE will elicit higher WOM intentions towards the brand compared to people with a below-average FPE

2.4 External Outcomes: Supportive Behavioral Effects

2.4.1 *The Impact of CSR Advertising*

Consistent with the theories of customer citizenship behavior Bhattacharya, Sen & Du (2007) found that consumers tend to reward companies that are successfully distinguishing themselves within the area of CSR. Such rewards take expressions like increased loyalty or advocacy towards the supporting brand. Similar tendencies have been reported by Ailawadi et al (2013) who discovered a direct relationship between CSR perceptions and customer loyalty in terms of share-of-wallet, while Lichtenstein et al. (2004) suggest that consumers with more positive CSR beliefs about a grocery store buy more from that specific chain. Grau & Folse (2007) also found that the more you perceive yourself to know about the cause, the more willing you will be to engage in supporting it.

Socially responsible initiatives have showed to favorably affect the likelihood of individuals' engaging in supportive behavior for a cause in a variety of ways, for example willingness to donate time, money or engage in actions to promote welfare of other individuals (Bhattacharya & Sen 2004, Witt 1991). Such behavior can be explained by that people want to act in a way that promotes welfare of moral and ethical rights when people are being treated badly according to Turnipseed (2002).

H7a | Advertising a CSR initiative will generate a greater cause supportive behavioral intention compared to doing nothing at all

H7b | Advertising a CSR initiative will generate a greater brand supportive behavioral intention compared to doing nothing at all

2.4.2 *The Impact of Marketing Effort*

If people see others displaying citizenship behavior, they may think that this kind of behavior is how you are supposed to act and therefore acceptable and worthy of mimicry (Yi, Gong & Lee 2013). Dwyer, Schurr, and Oh (1987) reasoned that “the amount of input” is a cue indicating a greater commitment to a cause. Increasing the amount of input to marketing a specific cause should signal a greater marketing effort and consequentially more commitment. When Pressbyrån shows a greater commitment to supporting a cause, people could perceive that such supportive behavior is appropriate, consequently also make a bigger effort to show support. Customers of today can be very demanding in how they want companies to act and engage when it comes to ethics. If a company does not live up to their set expectations, customers might respond with boycotting the company as a result. However if a company exceed their expectations and do a little extra, customer tend to reward the company with following supportive actions instead (Podnar and Golob, 2007).

H8a | High effort in a CSR advertisement will enhance the cause supportive behavioral intentions compared to low effort and not making an effort at all

H8b | High effort in a CSR advertisement will enhance the brand supportive behavioral intentions compared to low effort and not making an effort at all

2.4.3 *The Impact of Others*

The documentation of the relationship between self-others perceptual gap and consequential real-life behavior is comprehensive and exhaustive and ranges across a variety of contexts such as the likelihood of developing an eating disorder (David & Johnson, 1998), Israeli residents' relocation intentions (Tsfati & Cohen, 2003) and the probability of voting (Golan, Banning, & Lundy, 2008). Day (2008) found that positive messages that were considered desirable to be influenced by created a FPE that motivated people to act on that perception by voting for legislation supporting the cause promoted in the advertisement. Drawing upon this reasoning FPE should be a contributing factor to the supportive behavior of a cause either in time or money.

To our knowledge has no previous research within the field of TPE attempted to extend the supportive behavior to the source of the message, namely the brand itself. Believing that you are more affected than others has, in cases concerning positive messages, proved to be connected with people wanting to take supportive action. Bhattacharya & Sen (2007) found that people

tend to reward companies that do something good. If people perceive that others don't notice that a company actually does something good, it is likely to believe that they may want to take action and support not only the cause but also the company to show such refined judgment (Dichter 1966).

H9a | People with an above-average FPE will elicit higher supportive behavioral intentions towards the cause compared to people with a below-average FPE

H9b | People with an above-average FPE will elicit higher supportive behavioral intentions towards the brand compared to people with a below-average FPE

TABLE I
SUMMARY OF HYPOTHESES

| | |
|-----|---|
| H1a | Advertising a CSR initiative will not generate negative attitudes for the cause |
| H1b | Advertising a CSR initiative will not generate negative attitudes for the brand |
| H2a | Higher effort in a CSR advertisement will enhance the cause attitudes compared to low effort and not making an effort at all |
| H2b | Higher effort in a CSR advertisement will enhance the brand attitudes compared to low effort and not making an effort at all |
| H3a | There will be a first person effect (i.e a reversed third-person effect) |
| H3b | People with an above-average FPE will elicit better attitudes towards the cause compared to people with a below-average FPE |
| H3c | People with an above-average FPE will elicit better attitudes towards the brand compared to people with a below-average FPE |
| H4a | Advertising a CSR initiative will generate greater WOM intentions for the cause compared to doing nothing at all |
| H4b | Advertising a CSR initiative will generate greater WOM intentions for the brand compared to doing nothing at all |
| H5a | Higher effort in a CSR advertisement will enhance the cause WOM intentions compared to low effort and not making an effort at all |
| H5b | Higher effort in a CSR advertisement will enhance the brand WOM intentions compared to low effort and not making an effort at all |
| H6a | People with an above-average FPE will elicit higher WOM intentions towards the cause compared to people with a below-average FPE |
| H6b | People with an above-average FPE will elicit higher WOM intentions towards the brand compared to people with a below-average FPE |
| H7a | Advertising a CSR initiative will generate greater supportive behavioral intentions for the cause compared to doing nothing at all |
| H7b | Advertising a CSR initiative will generate greater supportive behavioral intentions for the brand compared to doing nothing at all |
| H8a | Higher effort in a CSR advertisement will enhance the cause supportive behavioral intentions compared to low effort and not making an effort at all |
| H8b | Higher effort in a CSR advertisement will enhance the brand supportive behavioral intentions compared to low effort and not making an effort at all |
| H9a | People with an above-average FPE will elicit higher supportive behavioral intentions towards the cause compared to people with a below-average FPE |
| H9b | People with an above-average FPE will elicit higher supportive behavioral intentions towards the brand compared to people with a below-average FPE |

3 Methodology

This chapter describes the scientific approach and research design, followed by details regarding the conducted experiment. That is, the pre-study, the main study and presentation of the variables measured in the main study. Last, to sum it all up, there is an examination of the reliability and validity of the thesis.

3.1 Scientific Approach & Data Gathering

Since the rationale of this study is to investigate whether findings regarding the effects of a CSR initiative on a company also are valid for the supported cause, a deductive approach was found appropriate. With a deductive approach follows that the hypotheses tested have been developed from already existing theories, which in turn guides the data gathering (Bryman 2012). Moreover, due to the deductive approach and to study the relationship between the chosen inputs and the following outcomes, quantitative data was gathered. This approach and data gathering is considered most suitable for the research question since the objective is to get the chosen population's general opinion and also to test if the theories are applicable in this case.

3.2 Research Design & Experimental Design

When the aim is to find a causal relationship, an experimental design is appropriate. Since the purpose of this thesis is to shed light on whether CSR, marketing effort and TPE can lead to specific outcomes, this approach was considered most suitable. Using experimental design to test existing hypotheses also benefits the internal validity of the measurements and provides no ambiguity in what direction the relationship exists (Bryman 2012).

The experiment was carried out in accordance with a classical experimental design, meaning that two experimental groups and one control group (case of doing nothing at all) were created to be able to do a comparison between effects. Control groups are preferably used in experiments to better be able to determine the effects of the manipulation. Furthermore did the experiment consist of two parts: pre-study and main-study featuring two different versions of a fictional ad that were communicated by Pressbyrån. The purpose of the pre-study was to make sure that the manipulations were perceived correctly.

3.3 Pre Study

The purpose of the pre-study was to determine whether the manipulation of perceived effort was successful. To test this one mock-ad was created, which in turn was manipulated into two versions that were kept identical except for the features pertaining to the effort stimuli. To improve the credibility of the ads the original Pressbyrå font was obtained from the responsible advertising agency ÅkestamHolst. 100 randomly chosen students at the different main university campuses in Stockholm were chosen to participate in the pre-study and they were randomly assigned one of the two versions. This was done in order to make the potential difference in outcome depend as much as possible only on the manipulation.

3.3.1 Validating the Stimulus

All other things being identical between the two ads, the stimuli of perceived effort was manipulated. This resulted in that one ad stating that Pressbyrå supports the Stockholm Pride festival by sponsoring the event, while the other ad manifested that Pressbyrå is showing support by temporary de-branding stores from Pressbyrå into LGBTQ-related names such as Bögbyrå (Gaybureau). In the second ad the Pressbyrå logo was changed to say Bögbyrå in order to make the initiative more obvious. The respondents were asked whether they perceived that Pressbyrå engages/ invests energy/ makes an effort on a 7-point semantic scale (does not agree at all/fully agree). Cronbach's Alpha was 0,851 and the mean of the de-branded ad was significantly higher than that of the sponsored ($M_{\text{sponsoring}} = 4,41$; $M_{\text{debranding}} = 3,77$ $p=0,027$).

TABLE II
RESULTS FROM THE PRE-STUDY
(scale from 1 = completely disagree, to 7 = completely agree)

| | Sponsoring (μ_1) | De-branding (μ_2) | Sign. (p) |
|--|--|---|----------------------|
| Perceived effort put into the commitment | 3,77 | 4,41 | 0,027** |
| Number of respondents | 50 | 50 | |

3.4 Main Study

3.4.1 *Design of Main Study*

In the design of the main study, results from the pre-study were used along with knowledge from previous research in similar areas of interest. The main study comprised of a self-completion questionnaire that was distributed in person. This was a cheaper and quicker way of administering the experiment and diminished the interviewer effect (Bryman 2012). A 2 (high or low effort) \times 1 (advertisement) experimental between-subjects design was used, complemented by a test group. For the test groups was the ad followed by a set of 16 questions of which 12 concerned the company and 4 concerned the cause. The control group was not exposed to any advertising but solely presented with identical questions apart from those with reference to the ad.

3.4.2 *Sampling and Gathering of Data*

When trying to capture the general view of a population and adopting a deductive approach, probability sampling is favorable. Considering the time frame of the thesis it was not optimal, why a combination of simple random sampling (i.e. collecting data from different universities) and convenience sampling (i.e. only asking students). According to Bryman (2012) there are risks associated with using convenience sampling, as a homogenous group is not representative for a whole population. It would thus incur difficulties to make generalizations. However, a convenience sample may be suitable when conducting a pilot study, which is the case in this situation. In addition, Söderlund (2010) reasons that homogeneous groups are suitable for experiments that tests existing theories. Considering this, we chose to randomly approach students at the campuses of Stockholm University, Royal Institute of Technology, Stockholm School of Economics and from Studentpalatset where 250 students were randomly assigned one of the three self-completion questionnaires.

By focusing on students allowed for a decently homogenous group, suitable for the experiment (students, well educated & age) while collecting data from different campuses (different focus of studies & originates from different parts of Sweden) made the study more generalizable and avoided randomized errors (Bryman 2012). According to (Grau & Garretson Folse, 2007) local donation proximity of tend to generate stronger evaluative effects, which made it relevant choosing to approach only people living in Stockholm. Moreover, it was also more likely that they are aware of this event. The risk of having a larger amount of participants not

understanding what the organization supports and instead needing to explain to them what Stockholm Pride is was believed to be unnecessary time consuming and form a risk for the quality of this study.

3.5 Design of Experiment Questions

In order to capture a larger and more precise part of the underlying concept, multiple-item measures were used to investigate the dependent variables. This also improved the internal reliability (Bryman 2012). The multiple-item measures have to a great extent been employed in previous research and in some cases new items had to be created in consultation with the supervisor. For the sake of sampling group was the questions translated into Swedish. Moreover were the question closed and posed two opposing statements, where the respondents rated their agreement with either side on a semantic seven-graded differential scale (Malhorta 2010). Cronbach's alpha was calculated in every single question in order to check for correlation between the measures, which were then averaged to an index variable.

3.5.1 Variables of Investigation

The main purpose of the thesis is to investigate if the perceived effort behind advertising a CSR initiative elicits more positive internal reactions and external outcomes for both the focal cause and the supporting company. The pre-study validated that the two manipulated advertisements differed in terms of perceived effort, which allowed for inclusion of marketing effort as an *independent variable* in the main study to test the effects of different degrees. The control group not exposed to any advertisement at all was considered representing the case of "no effort".

According to Bhattacharya & Sen (2004) experiencing CSR generates internal and external outcomes, but to our knowledge no research has been done on how perceived effort in advertising CSR initiatives affects the potential outcomes. By manipulating the independent variable, the aim is to determine whether it generated any differences in these outcomes. The dependent questions asked in the experiment was carefully chosen to cover whether favorable outcomes would occur in following areas:

Ad attitude (self & others)

To test the hypothesis regarding differences in ad attitude on self and others were the subjects asked to rate three statements on a seven-graded semantic differential scale. These were: My

impression of the ad is... and I believe that others impression of the ad is... bad/good, negative/positive and unfavourable/favourable (MacKenzie and Lutz 1989). Cronbach's alpha for self = 0,924; others= 0,958.

Brand Attitude

Brand attitude was measured on a three item seven-point semantic differential scale, considering the statement: *My impression of Pressbyrån is...* using the items: bad/good, negative/positive and unfavourable/favourable. (MacKenzie and Lutz 1989). Cronbach's alpha was measured to 0,951.

Cause Attitude

In order to measure attitude towards the cause respondents answered *My attitude towards HBTQ-persons is...* on a three item seven-point semantic differential scale, using the items: bad/good, negative/positive and unfavourable/favourable (MacKenzie and Lutz 1989). Cronbach's alpha was measured to 0,960.

Brand WOM Intentions

Brand WOM intentions were measured on a three item seven-point semantic differential scale, answering the question "*How likely is it that you would talk about Pressbyrån with others...*" using the items: not at all likely/likely, not at all probable/probable and not at all possible/possible (Machleit, K.A., Madden, T.J. and Allen, C.T., 1990). Cronbach's alpha was measured to 0,959.

Cause WOM Intentions

Cause WOM intentions were measured on a one item seven-point semantic differential scale, answering the question "*How likely is it that you would talk about HBTQ-matters with others?*" using the item: not at all likely/likely. Cronbach's alpha was not measured.

Brand Supportive Behavioral Intentions

Brand supportive behavioral intentions were measured on a three item seven-point semantic differential scale, answering the question "*Would you be willing to make an extra effort, for example take a detour, to shop at Pressbyrån instead of a similar competitor (eg 7-Eleven)?*" Using the items: not at all likely/likely, not at all probable/probable and not at all possible/possible. Cronbach's alpha was measured to 0,943.

Cause Supportive Behavioral Intentions:

Cause supportive behavioral intentions were measured on a three item seven-point semantic differential scale; respondents got to rate their agreement on three similar statements, on a seven-graded semantic differential scale, ranging from “not at all likely” or “fully likely”. The statements were: *I would consider to:... visit the Pride Festival / donate money to an organization that supports LGBTQ issues / buy a symbolic product, corresponding to the Pink Ribbon for LGBTQ issues.* 13 respondents failed to respond to the first question, but due to the relative small number and even distribution, it was included anyway. Cronbach's alpha was measured to 0,841.

3.6 Credibility of the Study

3.6.1 Reliability

Reliability is particularly important when it comes to quantitative research. It refers to the extent to which a study can be replicated obtaining the same results as in the initial study. More specifically it concerns consistency of measurement issues in terms of stability, scale or indexes and inter-observer (Bryman 2012). Considering the stability factor was the collection of data was spread out over one month time, which enhances the reliability since it is not dependent on external factors. However since Swedes, and younger people in general, are quite open towards HBTQ-questions compared to other parts of the world it may be difficult to compare the results with similar studies in other countries. Within experiments a rule of thumb says that there should be a minimum of 30 respondents in each selection group to get reliable answers. The number of respondents in this experiment (including the pre-study) was a total of 350. Increasing the number of people participating will improve the data, allow for more accurate conclusions and thus improve the reliability (Bryman 2012).

To ensure internal consistency, multiple-item scales were used throughout the study to measure the dependent variables. Moreover, Cronbach's Alpha tests were conducted to make sure that the multi-item questions measure the same thing. It is recommended that the Cronbach's Alpha is above 0,7 for the internal consistency to be reliable, in some cases as high as 0,8. In our study was each and every question above 0,8 why the internal consistency is considered to be very high (Bryman 2012).

3.6.2 Validity

Internal Validity

Internal validity is obtained if the independent variables are in fact causing the observed effects on the dependent variables i.e. if there is a causal relationship between these variables. We achieved this by randomly assign respondents a group. Furthermore, exposing these respondents with the exact same experiment in terms of distribution, execution and design (apart from the independent variables of the manipulated ads and the absence of ad in the control group) strengthened the internal validity and helped us avoid as much as possible that something other than what we want affecting the experiment. However, the internal validity can possibly have been affected due to the study environment and the fact that there was a possibility for the respondents to speak to each other during the experiment, taking some of the focus off the survey. Moreover, since Pressbyrå is a known brand that has actually carried out a similar campaign, the respondents may already have opinions about the company and have been affected by the campaign.

External Validity

External validity is referred to the extent to which the results may be generalized beyond the context i.e. to other situations and persons as well as other situations and times. (Bryman 2012) In the best of worlds, respondents should have been approached outside the Stockholm university environment but due to logistical and time constrained, the decision was made to focus on students. This naturally lowers the external validity. Moreover the local orientation and communication of the campaign constrained the study to the Stockholm area. However, visiting different campuses made the scope of students rather broad (a diverse study orientation) which raises the external validity among that group. Last, we reason that Swedes, especially younger Swedes, do not think of HBTQ-questions as a sensitive topic. That reasoning is however not plausible in other parts of the world it could be claimed that the results may be generalized to university students in the Stockholm area. One could also question whether the results of this thesis is constrained to Stockholm or if it is applicable in the rest of Sweden due to the local event and difference in attitudes.

4 Results

In this chapter are the results from the main study reported. First is a summarised overview of the respondents, followed by individually reported results for cause and company respectively covering each of the examined variables and last is a summary of the tested hypotheses and their outcomes presented.

4.1 Mapping Respondents

In total were 250 persons asked to participate in the study but due to insufficient answers on the variables of investigations, 11 persons had to be excluded leaving us with 239 respondents. Of these were 47 in the control group and 95 in the “low effort” group and 97 in the “high effort” group. The mean age of respondents was 24 and the gender distribution was 57,3 % women and 42,3 % male and 1 person failed to master the art of ticking the box. The sexuality distribution was 96,2% hetero, 2,5% LGBTQ, 1 person did not want to say and 2 persons did not answer at all. The missing variables in terms of gender and sexuality were not considered being a problem, as those variables are not taken into account in this study.

4.2 Data Analysis & Individually Reported Results

The collected data was analyzed in SPSS and the chosen significance level on which to reject hypotheses was 0,05. First was a paired sample t-test made to validate the perceptual component of FPE. Second, when examining the impact of simply engaging in a CSR initiative, independent sample t-tests were made comparing the test groups (merged) with the control group. Not making a distinction between the test groups enabled for a broader and more generalized picture of the effects of advertising a CSR initiative in general. Third, to shine light on the effects of marketing effort yet another independent sample t-test was made. To see whether effort matters in the context of CSR, was a One-Way ANOVA performed (post-hoc Scheffé to compensate for the different group sizes). Last was the influence of others examined, that is, the effect of the FPE. To do that was an independent t-test made comparing those with a below-average FPE with those with an above-average FPE.

4.2.1 The Perceptual Component of FPE

In order to test the impact of the perceived self-other disparity, such a variable needed to be created. It was hypothesized that since the message should be considered desirable to be influenced by, there should be a reversed TPE (i.e. FPE). The paired samples t-test comparing

the perceived ad attitude of oneself with the perceived attitudes of “others” resulted in a classic FPE ($M_{\text{self}} = 4,93$; $M_{\text{others}} = 4,56$; $p=0,00$) in support for H3. The variable was furthermore recoded in to two separate groups to be used in subsequent tests. Group 1 had a below-average FPE while group 2 had above-average FPE.

Table III
Validating the FPE variable

Mean comparisons (paired samples t-test) between “ad attitude self” and ad “attitude others”

| | Ad attitude self (μ_1) | Ad attitude others (μ_2) | Mean difference ($\mu_1 - \mu_2$) | Sign. (p) |
|---|------------------------------------|--------------------------------------|---|--------------|
| Perceived attitudes of self/others towards the advertisement | 4,93 | 4,56 | 0,37 | 0,000** |
| Below-average FPE | | | | |
| Number of respondents | 113 | | | |
| Female (%) | 54,9% | | | |
| Male (%) | 45,1% | | | |
| Above-average FPE | | | | |
| Number of respondents | 126 | | | |
| Female (%) | 60% | | | |
| Male (%) | 40% | | | |

4.2.2 The Effect on the Cause

The Impact of Exposure

It was hypothesized that being featured in an ad, regardless of marketing effort should: not lead to negative attitude (H1a), generate a greater WOM intention (H4a) and generate a greater behavioral intention (H7a). The t-test (see appendix) revealed that the internal outcomes were not negatively impacted ($M_{\text{no_csr}} = 6,38$; $M_{\text{csr}} = 6,10$; $p>0,05$) which did not reject H1a. As a matter of fact, attitudes were not affected at all. The effects of a CSR advertisement on the external outcomes were on the other hand affected. Interestingly enough they were negative for both WOM ($M_{\text{no_csr}} = 5,83$; $M_{\text{csr}} = 5,07$; $p=0,01$) and behavioral intention ($M_{\text{no_csr}} = 5,11$; $M_{\text{csr}} = 4,28$; $p=0,001$), quite the opposite of the suggested hypotheses and hence were H4a and H7a rejected.

The Impact of Marketing Effort

The first test revealed that being supported in CSR advertising could lead to negative outcomes, why it was interesting to dig deeper and investigate whether it could depend on the message characteristics or if it's a bad idea to be affiliated with CSR. Does it make a difference how much effort that is put in to executing the ad, and does it matter in a CSR context? The theoretical framework allowed for elaborating on marketing effort and the hypotheses were that marketing effort should: generate a greater attitude (H2a), a greater WOM intention (H5a) and a greater behavioral intention (H8a) compared to low effort and no effort at all.

Table IV
Cause outcomes

Mean comparisons (One-Way Anova) between control group (no effort), low effort and high effort.

| | Ad | Mean (μ) | No effort (p) | Low effort (p) | High effort (p) |
|-----------------------------|-----------------------|-------------------|------------------|-------------------|--------------------|
| Cause Attitude | | | | | |
| | No effort (n=47) | 6,38 | - | 0,225 | 0,659 |
| | Low effort (n=95) | 6,01 | 0,225 | - | 0,598 |
| | High effort (n=97) | 6,19 | 0,659 | 0,598 | - |
| WOM Intention | | | | | |
| | No effort (n=47) | 5,83 | - | 0,037** | 0,109 |
| | Low effort (n=95) | 4,99 | 0,037** | - | 0,841 |
| | High effort (n=97) | 5,21 | 0,109 | 0,841 | - |
| Behavioral Intention | | | | | |
| | No effort (n=47) | 5,11 | - | 0,016** | 0,058* |
| | Low effort (n=95) | 4,20 | 0,016** | - | 0,824 |
| | High effort (n=97) | 5,14 | 0,058* | 0,824 | - |

The Anova revealed that much of the negative influence in the first test is pertaining to the low effort that was put in to executing the advertisement. Moreover, it also revealed that marketing effort in itself has no significant impact on the outcomes. Hence were H2a, H5a and H8a rejected. Low effort tends to generate significantly lower WOM and behavioral intention than doing nothing while there is no significant difference between the control group and high effort. However, since this is a one-sided anova and the significance levels may be cut in half, it is possible that also the high effort would be significantly lower in terms of WOM and behavioral

intention. That would mean that a CSR initiative really could lead to negative effects for the cause.

The Impact of FPE

Moving out of the direct influence of advertising and focusing on its indirect effects (FPE), it was hypothesized that: people with an above-average FPE will have greater attitudes (H3b), WOM intentions (H6a) and behavioral intentions (H9a) than people with a below-average FPE. The results of the t-test were crystal clear and all hypotheses failed to be rejected. People with an above-average FPE tend to have better attitudes ($M_{\text{below}}=5,86$; $M_{\text{above}}=6,45$; $p=0,00$), greater WOM intentions ($M_{\text{below}}=4,74$; $M_{\text{above}}=5,64$; $p=0,00$) and greater behavioral intention ($M_{\text{below}}=3,97$; $M_{\text{above}}=4,87$; $p=0,00$). Thus was the behavioral component of FPE for a cause validated.

Table V
Cause outcomes

Mean comparisons (independent samples t-test) between below-average FPE and above-average FPE

| Variable | Below avg FPE (μ_b) | Above avg FPE (μ_a) | Mean difference ($\mu_a - \mu_b$) | Sign. (p) |
|-----------------------|------------------------------|------------------------------|---|--------------|
| Cause Attitude | 6,44 | 5,85 | -0,59 | 0,000** |
| WOM intentions | 4,74 | 5,64 | -0,90 | 0,000** |
| Behavioral intentions | 3,97 | 4,87 | -0,90 | 0,000** |

4.2.3 The Effect on the Company

The Impact of Exposure

We hypothesized that being exposed to a CSR initiative, regardless of marketing effort should: not lead to negative attitude (H1b), generate a greater WOM intention (H4b) and generate a greater behavioral intention (H7b). The t-test (see appendix) revealed that attitudes were not negatively impacted ($M_{\text{no CSR}}=4,85$; $M_{\text{CSR}}=4,99$; $p>0,05$) which did not reject H1b. As a matter of fact, internal outcomes were not affected at all and neither were the external outcomes. Thus were the hypotheses for both WOM ($M_{\text{no CSR}}=3,84$; $M_{\text{CSR}}=3,92$; $p>0,05$) and behavioral intention ($M_{\text{no CSR}}=2,08$; $M_{\text{CSR}}=2,31$; $p>0,05$) rejected. We don't tend to talk more about, and support, a company advertising a CSR initiative.

The Impact of Marketing Effort

Although the first test suggested that simply advertising a CSR initiative does not have any effects on the company, why it was interesting to see if opposing effects of the effort put into executing the ad that caused it. Does it make a difference how much effort that is put in to communicating the initiative, and does it matter in a CSR context? It was hypothesized that higher marketing effort should generate a greater attitude (H2b) a greater WOM intention (H5b) and a greater behavioral intention (H8b) compared to low effort and no effort at all.

Table VI
Brand Outcomes

Mean comparisons (One-Way Anova) between control group (no effort), low effort and high effort.

| | Ad | Mean (μ) | No effort (p) | Low effort (p) | High effort (p) |
|-----------------------------|-----------------------|-------------------|------------------|-------------------|--------------------|
| Brand Attitude | | | | | |
| | No effort (n=47) | 6,38 | - | 0,597 | 0,987 |
| | Low effort (n=95) | 6,01 | 0,597 | - | 0,574 |
| | High effort (n=97) | 6,19 | 0,987 | 0,574 | - |
| WOM Intention | | | | | |
| | No effort (n=47) | 5,83 | - | 0,238 | 0,105 |
| | Low effort (n=95) | 4,99 | 0,238 | - | 0,000** |
| | High effort (n=97) | 5,21 | 0,105 | 0,000** | - |
| Behavioral Intention | | | | | |
| | No effort (n=47) | 5,11 | - | 0,682 | 0,694 |
| | Low effort (n=95) | 4,20 | 0,682 | - | 1,000 |
| | High effort (n=97) | 5,14 | 0,694 | 1,000 | - |

The Anova reveal that the lack of influence in the first test is not pertaining to the degree of effort that was put in to executing the ad. It did however suggest that there are differences between the WOM intentions when only looking at marketing effort. That is, a high-effort ad tends to generate higher WOM intentions than a low-effort ad, which was further validated by a t-test ($M_{low}=3,30$; $M_{high}=4,52$; $p=0,00$) (see appendix.). However it did not enhance the WOM

compared to doing nothing at all. Moreover, it seems like marketing effort neither affects attitudes ($M_{low}=5,09$; $M_{high}=4,89$; $p>0,05$) nor behavioral intention ($M_{low}=2,32$; $M_{high}=2,31$; $p>0,05$). Hence were H2b, H5b and H8b rejected.

The Impact of FPE

Moving out of the direct influence of advertising and focusing on its indirect effects (FPE), it was hypothesized that: people with an above-average FPE will have greater attitudes (H3c), WOM intentions (H6b) and behavioral intentions (H9b) towards a brand that does something good, than people with a below-average FPE. The results were however dual and rejected H6b but failed to reject H3c and H9b. They tend to have better attitudes ($M_{below}=4,78$; $M_{above}=5,12$; $p=0,05$) and greater behavioral intention ($M_{below}=2,03$; $M_{above}=2,48$; $p=0,02$) but not greater WOM intentions ($M_{below}=3,73$; $M_{above}=4,05$; $p>0,05$) Thus was the spillover-effect of the FPE for a company partly validated.

Table VII
Brand Outcomes

Mean comparisons (independent samples t-test) between below-average FPE and above-average FPE

| Variable | Below avg FPE (μ_b) | Above avg FPE (μ_a) | Mean difference ($\mu_a - \mu_b$) | Sign. (p) |
|-----------------------|------------------------------|------------------------------|---|--------------|
| Brand Attitude | 4,78 | 2,13 | -0,35 | 0,050** |
| WOM Intentions | 3,73 | 4,06 | -0,323 | 0,184 |
| Behavioral Intentions | 2,03 | 2,48 | -0,45 | 0,023** |

4.3 Summary

The results indicate that advertising a CSR initiative may not generate any benefits for neither the focal cause nor the supporting company and that it is worth considering the marketing effort put into executing the Xdb b \uparrow b Zci. Not because it can enhance the effects of the initiative, but rather dilute them. In another context could the marketing effort benefit an advertiser as it on its own can generate higher WOM intentions. When considering the effects of a CSR initiative on other people's attitudes, we tend to think that ours are better, which in turn makes us inclined to act on the behalf of both the cause and the brand.

TABLE VII I
SUMMARY OF HYPOTHESES

| HYPOTHESES | | EMPIRICAL EVIDENCE |
|-------------------|---|---------------------------|
| H1a | Advertising a CSR initiative will not generate negative attitudes for the cause | Not rejected |
| H1b | Advertising a CSR initiative will not generate negative attitudes for the brand | Not rejected |
| H2a | Higher effort in a CSR advertisement will enhance the cause attitudes compared to low effort and not making an effort at all | Rejected |
| H2b | Higher effort in a CSR advertisement will enhance the brand attitudes compared to low effort and not making an effort at all | Rejected |
| H3a | There will be a first person effect (i.e a reversed third-person effect) | Not rejected |
| H3b | People with an above-average FPE will elicit better attitudes towards the cause compared to people with a below-average FPE | Not rejected |
| H3c | People with an above-average FPE will elicit better attitudes towards the brand compared to people with a below-average FPE | Not rejected |
| H4a | Advertising a CSR initiative will generate greater WOM intentions for the cause compared to doing nothing at all | Rejected |
| H4b | Advertising a CSR initiative will generate greater WOM intentions for the company compared to doing nothing at all | Rejected |
| H5a | Higher effort in a CSR advertisement will enhance the cause WOM intentions compared to low effort and not making an effort at all | Rejected |
| H5b | Higher effort in a CSR advertisement will enhance the brand WOM intentions compared to low effort and not making an effort at all | Rejected ¹ |
| H6a | People with an above-average FPE will elicit higher WOM intentions towards the cause compared to people with a below-average FPE | Not rejected |
| H6b | People with an above-average FPE will elicit higher WOM intentions towards the brand compared to people with a below-average FPE | Rejected |
| H7a | Advertising a CSR initiative will generate greater supportive behavioral intentions for the cause compared to doing nothing at all | Rejected |
| H7b | Advertising a CSR initiative will generate greater supportive behavioral intentions for the company compared to doing nothing at all | Rejected |
| H8a | Higher effort in a CSR advertisement will enhance the cause supportive behavioral intentions compared to low effort and not making an effort at all | Rejected ² |
| H8b | Higher effort in a CSR advertisement will enhance the brand supportive behavioral intentions compared to low effort and not making an effort at all | Rejected |
| H9a | People with an above-average FPE will elicit higher supportive behavioral intentions towards the cause compared to people with a below-average FPE | Not rejected |
| H9b | People with an above-average FPE will elicit higher supportive behavioral intentions towards the brand compared to people with a below-average FPE | Not rejected |

¹ P =0,105 indicates a strong tendency. If chosen significant level were higher, rejection of H5b would not have been possible

² P high=0,058 & P low=0,016 indicates a strong tendency, If chosen significant level were higher, advertising a CSR initiative could have a negative impact

5 Analysis and Discussion

The purpose of this thesis is to shed light on whether both cause and company can benefit from advertising a CSR initiative and if marketing effort or FPE can enhance the effects. This chapter will therefore start off discussing the results from the previous chapter, divided upon company and cause, followed by a conclusion regarding whether mutual benefits were achieved. Last will suggestions for future research and practical implications for managers of non-profits and companies be presented.

5.1 The Effect on the Cause

The results suggest that people tend to believe that both their own and others' attitudes towards LGBTQ ads are above average and that their attitudes towards LGBTQ Xj hZh are not affected by advertising. When turning to the great mass, advertising a CSR initiative may have negative effects on the featured cause, and that it might depend on the effort put into executing the ad. It seems like a poorly executed initiative, in this case sponsorship, makes people less likely to talk about the featured cause compared to when not being featured at all. Another finding was however that people who perceive themselves being more affected than others by an ad tend to have better attitudes towards the cause and feel more inclined to engage in WOM and supportive behavior. These combined results indicate that being affiliated with a CSR initiative doesn't have to be bad for a cause as long as the advertising is not poorly executed and that it may be beneficial when formulated in a way that makes people feel more affected than others. There are several possible reasons for these results, which will be outlined below.

First, it is not that people think less about LGBTQs when featured in an ad; it may actually just be the case that we don't perceive it being a problem anymore. When an initiative brings up a closed case, and addresses it in such a mainstream way as sponsoring, it may make people react by "knock it off, there are more important things to talk about than this!" and "Now I don't want to visit the Pride festival". According to Dichter (1966), a prerequisite for engaging in WOM is a positive answer to the question "What's in it for me?" and talking about old news would not provide any further self-enhancement for the common individual. This reasoning could explain why people with an above-average FPE tend to talk more about LGBTQ Xj hZh than others. It could be that they feel like they have done a good thing informing others about the importance of LGBTQ rights.

Second, it could be so that it is the actual cause that is questioned, or the non-cause since everyone's attitudes are positive. Is this non-cause exploiting its inferior situation simply to get more money and publicity? This may well be the case since it was only the ad in which the Pride Festival received a monetary donation that had negative effects on WOM and behavioral intentions.

Third, according to signaling theory, the degree of effort put into an advertisement indicates the degree to which the sender believes in the product (Kirmani & Wright 1989). In this case, that would be the cause. A poorly executed ad could thus signal that Pressbyrån does not really believe in the importance of spreading the word of LGBTQ rights. As advertising tends to shape our social interactions (Ritson & Elliot 1999), this may explain why people are less prone to talk about LGBTQ Xj hZh after seeing a sponsoring ad. The theories of signaling and citizenship behavior can also explain why people become less prone to engage in supportive behavior. Information from our surroundings tends to shape the way we perceive a behavior being "appropriate". If Pressbyrån don't think this is an important issue to address and support, so won't we.

Last, it may also be that people feel like they can sit back because Pressbyrån "is taking care of this, now I don't need to talk or donate to the Xj hZ". This could explain why people with a high FPE to a greater extent tend to engage in supportive behavior; other less informed people don't understand that this is an important issue, which means that the cause may not get sufficient support. This could make people inclined to try and influence others by talking to them or donating money or time to organizations.

5.2 The Effect on the Company

The results supported the reasoning of (Machleit, Madden & Allen, 1993), it is hard to change people's attitude towards well-known brands with one single ad. When turning to the great mass, it doesn't matter how much effort put into advertising a CSR initiative, the advertiser may still be left unaffected. However, it seems like investing effort in advertising in general can be a good idea as it, in line with the findings of Modig et al (2014), has a positive effect on people's WOM intentions. Another finding was that people who perceived himself or herself being more affected than others by the ad tend to have better attitudes towards the advertiser and feel more inclined to engage supportive behavior. That is, taking a detour to go shopping in their store. These combined results indicate that although advertising a CSR initiative and the effort

put in to it does not bring any benefits to the company, a company can still benefit by making people feel more affected than others. There are several possible reasons for these results, which will be outlined below.

First, the fact that marketing effort generates higher WOM intentions is quite intuitive. When seeing something that is unexpected or incongruent, people usually feel more inclined to tell others about what they saw (Dichter 1966; Dye 2000). In this case, people pick up on the fact that Pressbyrå puts more effort into their advertising, but they don't interpret the difference in terms of different degree of CSR commitment. If they would have, there should have been at least some difference from the control group. This reasoning could be further strengthened by the fact that people did not change attitudes towards Pressbyrå after seeing the ad, which indicates that they did not get any new affective information (Machleit, Madden & Allen 1990; Brown & Dacin 1997). Understanding that the ad is for the greater good should be such information. A possible explanation could be that people in general don't see a clear connection between advertising and CSR.

This reflects the corporate climate in Sweden where many companies of today handle CSR and marketing issues at separate departments, such as H&M and Fritidsresor that were mentioned in the introduction to this thesis. If two large opinion leaders in Sweden both agree that marketing and CSR are not working parallel, it would not be too surprisingly if it was to reflect the rest of the society as well.

Those who felt more affected than others may have been those who understand that this is a social initiative. Bhattacharya & Sen (2004) suggested that consumers might reward companies that distinguish themselves within the area of CSR. The experiment failed to show a connection for WOM, but did in fact support the connection to behavioral intention. That is, people who feel more affected than others may have detected the CSR message, which could in turn make them reward the company for its effort by loyalty. The reason why FPE did not generate any greater WOM intentions could be that simply talking about a company is not considered being a true reward.

5.3 Conclusion - Mutual Benefits?

Finally, to answer the research question: *“Can both company and cause benefit from advertising a CSR initiative and can marketing effort and the third person effect have a positive impact on the outcomes?”* No, it seems like there is still some work to be done in order to have a parallel between advertising and CSR, at least in this case as the results indicated that no additional benefits for neither cause nor brand were to be found. Engaging in a marketing commitment with low effort did not have a positive effect on the outcomes; in fact it had a negative impact on the cause while putting more effort into the initiative could only neutralize the effects. However, it seems like considering how people in the society are affected by each other (FPE) could have a positive impact on the outcomes for both company and cause.

5.4 Limitations

This study was conducted under the circumstances of scarce resources such as time constraint, budget and the difficulty of presenting the ad in a natural setting. Although high effort was devoted to dealing with the problems, time and the nature of the study limited us to exposing the respondents to the advertisement only one time. Exposing the respondents to an advertisement of this sort over a period of time could possibly have generated a stronger impact on attitudes or giving indications on what the overall long-term effects will be. Also by having the same persons responding a survey before and after seeing the ad could have isolated the effects of the advertisement further since as it was now there was no one that participated in the experiment more than once. Even though an effort was made trying to prevent people from talking to each other, some people still did which can have affected the results. However the majority did not so, the results of the experiment is still counted for as trustworthy.

The thesis is also subject to a limitation in terms of CSR domain. It is likely that the outcomes would have been different if handling another non-ideological issue that is relevant to everyone in society, such as environmental protection, where the results of your supportive actions also may be measured. When dealing with 'sensitive' issues there is always a possibility that respondents answer what is expected of them (from the perspective of the society) instead of according to their true beliefs. Maybe because they are afraid of being judged, even though everyone who participated in the experiment was told that their answers are completely anonymous.

5.5 Implications and Future Research

5.5.1 Future Research

How to Enhance the FPE

Since high FPE seemingly is connected to positive outcomes from a CSR initiative, it would be very interesting to disentangle what it is in an advertisement that generates and enhances the FPE. As a matter of fact was the initial aim with this thesis to do this. By bringing in another stimuli into consideration, the independent variable size of group of others, as previous studies have suggested that the likelihood of exposure to a message can be a contributing factor to how strong FPE will be (Davison 1983). The plan was to show the two ads in different magazines, one general (Metro) and one niche (Nöjesguiden). In the pre-study a test was conducted to make sure that people doing the experiment perceive it to be a difference in how many readers they got, which was successful. However during the main study the manipulation of the group of others failed to provide any significant results, why it was removed from the thesis. In the future an idea could be to replicate the experiment with the manipulation of the group of others again but then exaggerate the description of the magazines to strengthen the picture of that the ad is seen in a paper and how big the group of others really is.

Other studies have suggested that it is not the mere likelihood of exposure, but rather stereotypical beliefs about the comparison groups' predispositions, that may play a role in the perceived effects (Meirick 2004). What would happen if the focus on LGBTQ rights were kept, but instead placing the ad in a context where people in general be considered having bad attitudes to the topic?

Another Cause

An additional suggestion for further research would be to once again replicate this experiment but with a more sensitive cause. Generally people participating in the experiment of this study seem to have fairly good attitudes towards LGBTQ-persons, which might diminish the sense of urgency to support and take action. Replicating the experiment with a cause that has not gain equally much attention might result in more extreme thoughts and needs.

Fictional Brand

Initially the well-known brand of Pressbyrån was chosen to be able to compare the effects caused by the two stimuli against one control group. By using an unknown brand you can avoid

the risk of having biased results of the effects (Machleit, Madden & Allen, 1993). In this case, some people that got to respond to the no ad-version might have responded a bit higher since they were aware of the initiatives made by Pressbyrån. Therefore it could be interesting to replicate the experiment but without a control group and instead an unknown brand to see if the effects are the same.

Qualitative Approach

A third suggestion for future research would be to take the findings from this study and further elaborate on them through a different approach. What applies for a company may not apply for a cause (or charitable organization), as they are quite different organizations. Using the qualitative approach could provide give more answers to why certain effects appear and could then also shed light on how to better achieve and improve them for future initiatives.

5.5.2 Practical Implications: Cause perspective

Starting off with the cause perspective, to shed some light over what implications findings from this study could bring to organizations working with charitable causes. It is seemingly hard to change the attitudes towards a social issue by one single ad. Moreover, as individuals seem to have a hard time understanding the CSR initiative when it is communicated through advertising, this may not only a corporate problem, more a societal.

To be viewed in commercial settings without any further concern may be harmful for a cause. This study indicates that people are less willing to talk and engage in supportive behaviors for the sake of a cause after seeing an ad than if they would have seen nothing. Least willing were those who saw the low effort ad, which again call attention to the apparent importance to affiliate with a company that makes a thought-through initiative, not “just for show” such as receiving sponsoring money.

Beyond that how the initiative is communicated it seems to be of great importance for charitable organizations to consider to whom the communication is aimed. Communicating to people with greater perceived attitudes towards the cause results in significantly greater intentions to supportive behavior and WOM.

Finally, charitable organizations of today should be careful about in which commercial setting they choose to be seen. Before initiating and engaging in any kind of cooperation or

communication it should be well thought through. You should strive to be seen in settings where people with perceived greater knowledge are receptors. Communicating to the greater mass should be dealt with caution since findings indicate that the tendency of supportive behavior is constrained to certain groups in society. A reason to this might be as talked about that people find it hard to see advertisement and CSR working towards a common goal which is why, joint actions towards making more favorable beliefs that advertising and CSR are compatible would in the end benefit both company and cause.

5.5.3 Practical Implications: Brand perspective

It seems that spending money on advertising a CSR initiative is not always the wisest thing to do. Since people in general seemingly see CSR and marketing as far apart, people might miss the affective essence of the initiative. If we feel that it is something important that is communicated should CSR initiatives in general affect our attitudes in a positive manner (Bhattacharya and Sen, 2004). This was not the case in this study as results showed no significant change in attitudes, which this adds up to the already existing reasoning. In order to be able to fully reach out with CSR/advertisement initiatives and to be able to affect attitudes this study indicates that firms need to work parallel with the initiatives making the connection between marketing and CSR less unfamiliar.

However simply making a CSR initiative did not in this case generate any additional WOM, supportive behavior or more favorable attitudes towards the company and as a matter of fact did it yield negative outcomes for the cause. If your ambition is to “do good” for the sake of a cause, it seems not putting sufficient effort into advertising a CSR initiative you may end up “doing bad” Yet if what you want is to create a buzz around your brand, by putting in effort to your communication and the initiative, your chances being talked about increases.

Firms that want to make a change in customer's supportive behaviors towards a [C] should target people with eZgXZKY more positive attitudes idl VgYh the cause relative to others. By aiming your initiative's communication towards this group of people through a more niched medium or similar you will increase your chances of being rewarded for your effort, and the cause will too.

Maybe it was a wise decision made by Pressbyrån not to communicate its initiative in mass media since this study shows that speaking to the wrong crowd can be almost like throwing your money into the sea. If you want to engage in a combined advertisement/CSR initiative make sure to go all the way, not doing something halfhearted and make sure to speak to the “right” crowd ‘ē i] Z’g\] i’l Vh.

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Appendix I

Independent samples t-tests for the impact of simply advertising a CSR initiative and the impact of marketing effort on brand WOM intentions.

| Variable | No CSR Ad (μ_b) | CSR Ad (μ_a) | Sign. (p) |
|-----------------------------|--------------------------|-----------------------|--------------|
| Cause Attitude | 6,38 | 6,10 | n.s |
| Cause WOM intentions | 5,82 | 5,06 | 0,011** |
| Cause Behavioral intentions | 5,11 | 4,28 | 0,001** |
| Brand Attitude | 4,85 | 4,99 | n.s |
| Brand WOM intentions | 3,84 | 3,92 | n.s |
| Brand Behavioral intentions | 2,07 | 2,32 | n.s |

| Variable | Low Effort (μ_b) | High effort (μ_a) | Sign. (p) |
|----------------------|---------------------------|----------------------------|--------------|
| Cause WOM Intentions | 4,99 | 5,14 | 0,000** |

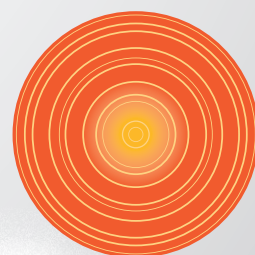
Pressbyrån **SPONSRAR**

PRIDE!

Under Pridefestivalen vill vi uppmärksamma kampen mot de fördomar och förtryck som HBTQ-personer i dagens samhälle handskas med. Genom att vara sponsorer vill vi visa vårt stöd och vi hälsar dig varmt välkommen till Pressbyrån!

Pressbyrån

Kom som du är!



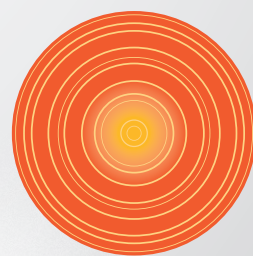
Pressbyrån **BYTER NAMN**

UNDER PRIDE!

Under Pridefestivalen vill vi uppmärksamma kampen mot de fördomar och förtryck som HBTQ-personer i dagens samhälle får handskas med. Genom att skylta om och byta namn på våra butiker vill vi visa vårt stöd och vi hälsar dig varmt välkommen till Queerbyrån, Transbyrån, Homobyrån, Bögbyrån och Flatbyrån!

Bögbyrån

Kom som du är!



Appendix 3

Tack för att du deltar i den här studien i marknadsföring som genomförs på Handelshögskolan i Stockholm. Du kommer att få ta ställning till vad du tycker om olika påståenden, *det finns inga rätt eller fel svar* utan svara bara spontant utifrån hur det känns!

Dagens Nyheter

Känner du till den här tidningen?

Ja () Nej ()

Vad är ditt allmänna intryck av Dagens Nyheter?

| | Stämmer inte alls | | | | | | Stämmer helt |
|----------------------|----------------------|---|---|---|---|---|-----------------|
| Läses av många | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Har en bred målgrupp | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Är till för alla | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Metro

Känner du till den här tidningen?

Ja () Nej ()

Vad är ditt allmänna intryck av Metro?

| | Stämmer inte alls | | | | | | Stämmer helt |
|----------------------|----------------------|---|---|---|---|---|-----------------|
| Läses av många | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Har en bred målgrupp | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Är till för alla | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Nöjesguiden

Känner du till den här tidningen?

Ja () Nej ()

Vad är ditt allmänna intryck av Nöjesguiden?

| | Stämmer inte alls | | | | | | Stämmer helt |
|----------------------|----------------------|---|---|---|---|---|-----------------|
| Läses av många | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Har en bred målgrupp | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Är till för alla | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Vi i Vasastan

Känner du till den här tidningen?

Ja () Nej ()

Vad är ditt allmänna intryck av Vi i Vasastan?

| | Stämmer inte alls | | | | | | Stämmer helt |
|----------------------|----------------------|---|---|---|---|---|-----------------|
| Läses av många | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Har en bred målgrupp | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Är till för alla | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

VÄND! →

I den här annonsen tycker jag att Pressbyrå:

Stämmer
inte alls

Stämmer
helt

| | | | | | | | |
|-------------------|---|---|---|---|---|---|---|
| Engagerar sig | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Lägger ned energi | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Anstränger sig | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Appendix 4

Tack för att du deltar i den här studien i marknadsföring som genomförs på Handelshögskolan i Stockholm. Du ser nedan en annons som **publicerades i tidningen Nöjesguiden**. Titta på den noga, du kommer senare att få ta ställning till olika påståenden om Pressbyrån och HBTQ-frågor*. Vänligen svara på ALLA rader även om det finns fler under en fråga! Det finns inga rätt eller fel svar utan **svara bara spontant** utifrån hur det känns! Dina svar är anonyma.

**HBTQ är en förkortning för homosexuell, bisexuell, transexuell, queer och innefattar personer som har någon av dessa sexuella läggningar*

NÖJESGUIDEN

AD

1. Mitt intryck av annonsen är:

| | | | | | | | | |
|---------------|---|---|---|---|---|---|---|--------------|
| Dåligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Bra |
| Negativt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positivt |
| Ofördelaktigt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fördelaktigt |

2. Jag tror att andras intryck av annonsen är:

| | | | | | | | | |
|---------------|---|---|---|---|---|---|---|--------------|
| Dåligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Bra |
| Negativt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positivt |
| Ofördelaktigt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fördelaktigt |

3. Den här annonsen gör att jag känner mig:

| | | | | | | | | |
|------------------|---|---|---|---|---|---|---|-----------------|
| Ledsen | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Glad |
| Olycklig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Lycklig |
| Otillfredsställd | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Tillfredsställd |

4. Jag tror att den här annonsen gör att andra känner sig:

| | | | | | | | | |
|-------------------|---|---|---|---|---|---|---|------------------|
| Ledsna | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Glada |
| Olyckliga | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Lyckliga |
| Otillfredsställda | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Tillfredsställda |

5. Vad är ditt intryck av Pressbyrån?

| | | | | | | | | |
|---------------|---|---|---|---|---|---|---|--------------|
| Dåligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Bra |
| Negativt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positivt |
| Ofördelaktigt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fördelaktigt |

6. Pressbyrån är ett företag som...

| | | | | | | | | |
|---|------------------------|---|---|---|---|---|---|-------------------|
| | Instämmer inte alls | | | | | | | Instämmer helt |
| ... engagerar sig i viktiga samhällsfrågor | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| ... tar socialt ansvar | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| ... bryr sig om viktiga samhällsfrågor | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

7. Hur upplever du Pressbyråns budskap i annonsen?

| | | | | | | | | |
|--------------------------|---|---|---|---|---|---|---|---------------------|
| Inte alls trovärdigt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt trovärdigt |
| Inte alls övertygande | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt övertygande |
| Inte alls pålitligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt pålitligt |

8. Hur troligt är det att du skulle berätta om Pressbyråns budskap i annonsen för andra?

| | | | | | | | | |
|------------------------|---|---|---|---|---|---|---|-------------------|
| Inte alls troligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt troligt |
| Inte alls sannolikt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt sannolikt |
| Inte alls möjligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt möjligt |

9. Hur troligt är det att du skulle prata om Pressbyrån med andra?

| | | | | | | | | |
|------------------------|---|---|---|---|---|---|---|-------------------|
| Inte alls troligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt troligt |
| Inte alls sannolikt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt sannolikt |
| Inte alls möjligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt möjligt |

10. Skulle du kunna tänka dig att anstränga dig lite extra, exempelvis gå en omväg, för att handla på Pressbyrån istället för en liknande konkurrent (förslagsvis 7-Eleven)?

| | | | | | | | | |
|---------------------|---|---|---|---|---|---|---|----------------|
| Inte alls troligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt troligt |
| Inte alls sannolikt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt sannolikt |
| Inte alls möjligt | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Helt möjligt |

11. Vänligen ta hänsyn till följande påståenden:

| | | | | | | | | |
|---|---------------------|---|---|---|---|---|----------------|--|
| | Instämmer inte alls | | | | | | Instämmer helt | |
| Pressbyrån har lagt ned tid på annonsen | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån har lagt ned tankeverksamhet på annonsen | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån har gjort en påkostad reklam | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån har lagt mycket pengar på reklamen | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

12.

| | | | | | | | | |
|--|---------------------|---|---|---|---|---|----------------|--|
| | Instämmer inte alls | | | | | | Instämmer helt | |
| Pressbyrån bryr sig om sina kunder | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån anstränger sig för sina kunders skull | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån fokuserar på sina kunder | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| Pressbyrån är ett företag som bryr sig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

Nu lämnar vi Pressbyrån och fokuserar istället på HBTQ-frågor.

13. Min inställning till HBTQ-personer är:

| | | | | | | | | |
|--------------|---|---|---|---|---|---|---|-------------|
| Dålig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Bra |
| Negativ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positiv |
| Ofördelaktig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fördelaktig |

14. Jag tror att andras inställning till HBTQ-personer är:

| | | | | | | | | |
|--------------|---|---|---|---|---|---|---|-------------|
| Dålig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Bra |
| Negativ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positiv |
| Ofördelaktig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Fördelaktig |

15. Jag tycker att det är viktigt att...

| | | | | | | | | |
|--|---------------------|---|---|---|---|---|----------------|--|
| | Instämmer inte alls | | | | | | Instämmer helt | |
| ... HBTQ-personers utsatta situation uppmärksammas | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| ... det pratas om diskriminering av HBTQ-personer | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |
| ... fördomar mot HBTQ-personer lyfts fram | 1 | 2 | 3 | 4 | 5 | 6 | 7 | |

I 6. Jag kan tänka mig att...

| | Inte alls troligt | | | | | | Helt och hållet troligt |
|--|----------------------|---|---|---|---|---|----------------------------|
| ... besöka Pridefestivalen | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ... donera pengar till en organisation som stöttar HBTQ-frågor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ... prata med andra om HBTQ-frågor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ... köpa en symbolisk produkt, motsvarande Cancerfondens Rosa Bandet, för HBTQ-frågor | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| ... dela artiklar om HBTQ- frågor på Facebook | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

I 7. Ålder (i siffror):_____

I 8. Jag definierar mig som:

() Kvinna

() Man

() Annan

I 9. Min sexuella läggning är:

() Heterosexuell

() HBTQ

() Annan

.

Tusen tack för hjälpen!
/Elin & Josefine