

**Social Media Fundraising: How Message Framing and Typeface Design Affect
Donation Intentions**

by

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Abstract

With the shift from offline to online donation methods and the rapid growth of social media users, social media platforms have become essential tools for Nonprofit organisations (NPOs) to attract potential donors and raise funds. However, fundraising on social media is not always successful, and NPOs have yet to fully leverage the advantages of these platforms. The effectiveness of fundraising messages on social media platforms remains a subject of ongoing research, particularly concerning the interaction between textual and visual elements. Therefore, this study investigates message framing (gain-framed and loss-framed) and its interaction with typeface design (typewritten and handwritten) in influencing donation intentions in social media fundraising campaigns, with a specific focus on the mediating role of perceived credibility.

This study employed a quantitative experimental design. Specifically, a 2 (gain-framed vs. loss-framed message) \times 2 (handwritten vs. typewritten typeface) between-subjects experiment was conducted through an online survey, involving 275 participants recruited via CloudResearch's Mechanical Turk (MTurk) Toolkit. The collected data was analysed using IBM SPSS statistical software.

The results of the study reveal several noteworthy findings. First, loss-framed messages were found to elicit higher donation intentions compared to gain-framed messages. Second, the interaction between message framing and typeface design had a significant impact on donation intentions. Specifically, for loss-framed messages, typewritten typefaces led to higher donation intentions compared to handwritten typefaces. In contrast, under gain-framed messages, there was no significant difference between handwritten and typewritten typefaces in enhancing donation intentions. Finally, results from the moderated mediation analysis indicated that perceived credibility is the underlying psychological mechanism driving this interaction effect.

The findings of this study have significant theoretical and practical implications. The study provides new evidence for the effects of message framing in the context of social media fundraising. Moreover, by exploring the interaction between typeface design and message framing on donation intentions, it extends the visual design, particularly typeface design, into the domains of persuasion research and social media fundraising. Identifying perceived credibility as a mediating factor adds a new dimension to social media fundraising research. Practically, the results provide novel insights for NPOs and social media marketers aiming to optimise their fundraising strategies. By strategically using loss-framed messages and carefully selecting typeface design, organisations can increase the credibility and effectiveness of their fundraising messages, leading to increased donation intentions and fundraising success.

Keywords: Social media fundraising, message framing, typeface design, donation intentions, perceived credibility, nonprofit organisations.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor used artificial intelligence tools or generative artificial intelligence tools (unless it is clearly stated, and referenced, along with the purpose of use), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signature: Jingwei Zhou

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Ethics Approval

Ethics approval from Auckland University of Technology University Ethics Committee (AUTEK) was granted on 18 April 2024, for a period of three years until 18 April 2027. The ethics application number is 24/68 (see Appendix A for Ethics Approval Letter).

Chapter One: Introduction

1.1 Background

Nonprofit organisations (NPOs) are vital to the health and well-being of modern global societies. These entities are dedicated to providing essential services to the disadvantaged and marginalised without profit purposes (Connolly et al., 2013). NPOs play a crucial role in meeting social needs, advocating for social change and strengthening communities (Lettieri et al., 2004; Thomas & Duffett, 2024). In recent years, frequent global crises, economic instability, and the increasing number of peer organisations have intensified the competition for charitable resources (Zhang et al., 2023). In such a competitive environment, effective fundraising is a crucial for helping organisations secure the necessary funds to further pursue long-term sustainability and fulfil their mission (Hommerová & Severová, 2018).

The advent of information technology has transformed fundraising way from offline to online, bringing the charitable sector into the digital era. Online donation has become a popular and convenient way for donors and stakeholders to raise donations publicly through online platforms (Liu et al., 2018). Unlike traditional donations, which are limited by geographic reach and social networks, online donations combine the strengths of traditional giving with the expansive capabilities of the Internet (Purwandari et al., 2023). This new mode allows NPOs fundraising activities to reach a wide range of Internet users quickly without time and geographic constraints (Zhao & Shneor, 2020). Online donations can take various forms, such as email fundraising, website donations, mobile giving, and social media fundraising (Castillo et al., 2014; Harken et al., 2023). Among these, the unique advantages of social media platforms have made them a crucial online channel for NPO fundraising.

A 2023 survey of 1,732 nonprofit professionals worldwide indicated that 87% of NPOs regularly use social media in their fundraising strategies (Nonprofit Tech for Good, 2023). The real-time interaction and dialogic features of social media platforms have made them vital spaces for many NPOs to engage in two-way communication with the public (Campbell & Lambright, 2020; Wang & Yang, 2020). A recent statistic shows that more than half of those who watch fundraising videos on social media make donations, and globally, 18% of donors contribute via Facebook (Nonprofits Source, 2024). Furthermore, the variety of target audiences and post formats available on social media platforms enables NPOs to quickly reach a broad audience and spread cause information in a variety of formats, thereby attracting public attention to their cause (Saffer et al., 2019). Thus, NPOs are increasingly use social media as a key fundraising strategy (Harris et al., 2021; Lam & Nie, 2019). However, social media fundraising is not always successful (Hou et al., 2022). NPOs face significant challenges when utilising this strategy. Thus, it is essential to identify the factors that influence individuals' charitable behaviour on social media and provide practical advice to help NPOs improve their fundraising success.

1.2 Problem Statement

The donation intention of potential donors is crucial to the success of NPO fundraising, as it reflects individuals' psychological state and potential motivation, and directly impacts the real donation behaviour (Bilgin & Kethüda, 2022). Donation intention has been a significant topic of academic research for several decades, with in-depth studies conducted from the perspectives of donors (Mesch et al., 2006), organisations (Sargeant & Hudson, 2008), and the external environment (Gibson, 2008). Although online donations have gained attention only with the advancement of Internet technology, there has been considerable research on online donation intentions, primarily focusing on Internet-related factors such as attitudes towards the Internet (Shier & Handy, 2012), technical features (Sura et al., 2017), and platform reputation (Shier & Handy, 2012). However, existing studies have concentrated mainly on the broader concept of online donations, with less in-depth and extensive research on specific online platforms, particularly social media. Social media platforms are more dynamic and multifunctional than other online platforms (Elvira-Lorilla et al., 2023). Therefore, the factors that may influence the donation intentions to in this particular online platform require further investigation.

More specifically, the limited exploration of donation intentions within the context of social media fundraising has only focused on non-content factors, such as follower count and engagement metrics (Elvira-Lorilla et al., 2023). Content factors, which are the design of fundraising posts, have not received sufficient attention. Fundraising information posts are the tools used by organisations to communicate their messages through social media (Tafesse & Wien, 2017). The attractiveness of its design to potential donors is a prerequisite for increasing audience behaviour intentions (Lin et al., 2017). Text and visual elements are important components of the post (Sorensen et al., 2017). However, the impact of these two components on donation intentions is currently unclear.

Message framing as an attribute of text is widely used in charity appeals to motivate individuals to help the vulnerable (Geiger & Moore, 2022). The way in which message frames are expressed affects people's responses and behaviours (Hallahan, 1999). In charitable donations, the gain message frame focuses on the positive outcomes of taking the act of giving, while the loss frame stresses the negative outcomes of not donating (O'Keefe & Jensen, 2006). Although research on the persuasiveness of gain- and loss-framed messages has been investigated under many domains, there has been limited exploration under social media fundraising. In addition, there is controversy in the existing research as to which frame is more effective (Erlandsson et al., 2018). Exploration and confirmation the message framing effect in the social media fundraising context are needed (Tugrul & Lee, 2017). There is a large volume and diversity of information in social media, and how to attract potential donors is a key issue for organisations (Fernández-Luque & Bau, 2015). Therefore, it is necessary to identify more effective messaging framing to provide guidance to NPOs in designing fundraising posts.

Visual element as an important part of post design can be used for achieving vividness of the post (De Vries et al., 2012). Studies have shown that the vividness of a post can enhance its salience (Lin et al., 2017). More specifically, Sabate et al. (2014) indicated that posts on Facebook that include visual factors are more engaging than text-only posts. However, the range of current research exploring visual factors in social media posts is very limited. Studies have focused on images, including image content and colour (Small & Verrochi, 2009). Typeface design has been severely overlooked as a widely used visual element in marketing (Chu et al., 2022). Much of the existing research (e.g., Izadi & Patrick, 2020; Schroll et al., 2018) suggested that the choice of fonts has a significant impact on an individual's behavioural intention. Therefore, typeface design should be considered in fundraising posts to help NPOs capture the attention of potential donors and increase donation intentions.

In conclusion, there is a gap in investigating the factors that influence donation intention in the context of social media fundraising, especially in terms of message framing and typeface design factors. Considering the current challenges faced by NPOs in making choices about social media fundraising strategies, this study now explores this direction.

1.3 Research Objectives and Research Questions

This study aims to address the current gaps and challenges by focusing on understanding how message framing and typeface design influence individuals' donation intentions in the context of social media fundraising. Additionally, perceived credibility is examined as an underlying mediating mechanism between the interaction of message framing and typeface design on donation intentions. The three specific objectives of this study are as follows:

The first objective is to explore the effect of message framing on donation intentions in social media fundraising. Specifically, to explore which message frames, gain or loss, are more likely to elicit high donation intentions.

The second objective is to understand the effect of the interaction between message framing and typeface design on donation intentions. In detail, to understand the effect of cue congruence, which is the matching of gain message framing with handwritten typeface design, and loss message framing with typewritten design, on donation intentions. Handwritten and typewritten fonts are two typical types of typeface design, each evoking different feelings in readers, which in turn influence the likelihood of their engagement in charitable donations (Chu et al., 2022; Schroll et al., 2018). The extent to which different cues within a message convey similar meanings has a significant impact on how readers process and respond to the information (Doyle & Bottomley, 2006; Smith & Shaffer, 2000). Considering the importance of the matching textual (message framing) and visual (typeface design) factors in a post to the delivery of fundraising content, this study explores how the interaction of these two factors affects donation intentions.

The final objective is to examine perceived credibility as a mediating variable in the interaction effect between message framing and typeface design on donation intentions. Perceived credibility refers to the audience's belief in the trustworthiness and reliability of a source, significantly influencing how they respond and act on the presented information (Kim & Song, 2020; Wathen & Burkell, 2002). Many studies have identified perceived credibility as a mechanism that influences intentions and behaviour (Cheung et al., 2009). The role of perceived credibility is heightened in the context of social media, where the mixing of various types of information online can lead users to perceive post content as unreliable (Flanagin & Metzger, 2007). Therefore, this study explores the role of perceived credibility in the proposed research. To achieve these objectives, this study proposes the following three research questions:

RQ1: How does message framing affect donation intentions in social media fundraising?

RQ2: How does message framing interact with typeface design to affect donation intentions?

RQ3: Does perceived credibility mediate the interaction effects of message framing and typeface design on donation intentions?

1.4 Research Design

In order to answer the research questions, this study adopts quantitative research approach. Specifically, a 2 (gain vs. loss framing) \times 2 (handwritten vs. typewritten typeface design) between-subject experiment was conducted using an online survey. Data was collected through CloudResearch's MTurk Toolkit. Subsequent data analysis was performed using IBM SPSS. The final sample for this study consisted of 275 adults residing in the United States.

1.5 Significance of the Study

This study enhances the understanding of post design (message framing and typeface design) in social media fundraising and its influence on donation intentions. The present study enriches the literature related to message framing, typeface design, and perceived credibility and provides important managerial implications.

First, this study shows the impact of message framing on donation intentions in the context of social media fundraising. While existing research has examined the persuasiveness and effectiveness of message frames in various contexts, the findings have been inconsistent (O'Keefe & Jensen, 2008). This controversy may be influenced by different contexts (Yilmaz & Blackburn, 2020). The role of message framing in social media fundraising requires further research. Therefore, this study provides evidence in the social media fundraising context for the controversy over the effectiveness of gain or loss message framings.

Second, this study expands the literature on typeface design. Few studies have investigated the effect of typeface design in social media fundraising (Chu et al., 2022). In addition, the limited existing research has not considered the interaction between typeface design and other factors. Therefore, by exploring the interaction effect of typeface design and message framing on donation intentions, this study brings the concept of typeface design into the social media context and fills a gap in the existing literature.

Third, this study extends the perceived credibility theory. Previous research (e.g., Liu et al., 2018) has typically treated perceived credibility as an outcome rather than a mediating process influencing message effectiveness. By considering perceived credibility as a key mediator, this study provides a more detailed understanding of the mechanism by which message framing and typeface design influence an individuals' donation intentions. This understanding not only enriches the theory of perceived credibility in the context of social media fundraising but also provides new perspectives on how to improve the effectiveness of fundraising messages.

Finally, from a practical perspective, this study has direct implications for NPOs, digital marketers and social media managers who design and execute fundraising campaigns. Understanding which message framing is more effective, and content effectiveness also depends on visual element, provides NPOs with new and effective fundraising message strategies. Furthermore, the study highlights the importance of considering potential donors' perceived credibility to improve the success fundraising campaigns.

1.6 Organisation of the Dissertation

This dissertation is organised into five chapters. Chapter One provides the introduction. The remaining chapters are structured as follows:

Chapter Two presents the literature review and hypothesis development. The literature related to donation intention, online donation, social media fundraising, message framing and typeface design is first reviewed to develop the hypotheses and conceptual framework. Chapter Three is the research methodology, explaining the choice of methodology, experimental design, sample and data analysis methods. Chapter Four is the results. Chapter Five presents the discussion and conclusion, including a detailed discussion of the findings, implications, limitations, suggestions for future research, and a summary of this study.

Chapter Two: Literature Review

2.1 Introduction

As discussed in the previous chapter, further insight is needed into how the design of social media fundraising posts, including both textual and visual content, affects individuals' intentions to donate. Therefore, this chapter will review the literature most relevant to donation intention and social media post design (specifically message framing and typeface design) from the perspective of the development of donation methods, that is, traditional, online, and social media. This review will provide the foundation for the present study. Following the literature review, the research hypotheses and conceptual framework will be introduced.

2.2 Donation Intentions

Donations are defined as actions of voluntarily helping or supporting other individuals or groups without expecting any direct reward (Kurniawati et al., 2021). These behaviours can take different forms, typically including monetary donation, blood, organ, in-kind donation and volunteer time (Gershon & Cryder, 2017; Sura et al., 2017). Of these ways, the most important is monetary donation (financial contributions), as it can provide the necessary resources for sustainability of charitable organisations (Beldad et al., 2014). In addition, monetary donations can be made not only in physical form but also online, which is most suitable for social media platforms. Therefore, this study will focus on monetary donations.

Intentions refer to an individual's predisposition or psychological state to perform particular actions (Gugenishvili, 2022). Intention to donate reflects people's willingness and efforts to make actual donations to NPOs (Bilgin & Kethüda, 2022). Planned behaviour theory suggests that intention is the most direct determinant of behaviour (Ajzen, 1991). From this perspective, donation intention is the antecedent and closest predictor of actual donation behaviour (Choi et al., 2018; White et al., 2016). Therefore, understanding the factors that trigger donation intentions has become the focus of many studies (Chen et al., 2019).

Over the past fifty years, charity marketing has gained significant academic attention and has gradually developed as a field (Kumar & Chakrabarti, 2021). Previous research has extensively explored the factors that influence consumer intentions. Most of these studies have used interdisciplinary research such as psychology, sociology and economics and have covered the micro, meso and macro levels.

The micro level is mainly the donor dimension. Related research has focused on sociodemographic and psychological factors. For instance, Mesch et al. (2006) found that married men were more likely to donate than single men. Additionally, a study by Wiepking and Maas (2009) confirmed that a high level of empathy has a direct positive effect on charitable donation intentions and behaviours. The meso-level can be described as the organisation dimension. Organisational effectiveness is an important aspect that influences an individual's intention to donate. For example, organisations with high performance measures attract more donors than those with low ones (Sargeant & Hudson, 2008). Sargeant and Woodliffe (2008)

argued that organisational awareness and reputation have a significant impact on donation intentions. At the macro level, external environment dimension such as religion, social pressure, and charitable policies are significantly related to donation intentions. For instance, the existence of religious beliefs affects people's willingness to donate (Gibson, 2008). DellaVigna et al. (2012) found that people are more likely to perform charitable behaviours in a social setting. In addition, a low tax policy for people can increase donation motivation (Chua & Wong, 1999). Overall, many of the factors included in these three levels have been well researched. However, donation patterns are continuously changing, and the key influencing factors are changing with it and requiring ongoing exploration.

2.3 Evolution - Online Donations

Traditionally, NPOs have attracted potential donors for financial support through various methods such as telemarketing, door-to-door fundraising, television advertisements, and direct mail fundraising. These ways have enjoyed widespread popularity for many years, and numerous existing studies (e.g., Obermille & Spangenberg, 2000; Smith & Berger, 1996; Thornton et al., 1991) have investigated them. However, these methods have gradually become less effective with the advent and proliferation of the Internet (Hoefer, 2012). Online donations have become a new mainstream fundraising strategy for charitable organisations (Bin-Nashwan & Al-Daihani, 2020).

The number of contributors to online donations has been steadily growing over the years and covering different age groups (Koksal et al., 2021; Statista, 2024). This growing trend proves online donations can be effective in raising the needed funds and support for NPOs from the public. For long-term survival and growth, charitable organisations around the world are gradually shifting their fundraising methods from offline to online. For organisations, the Internet creates a more efficient and convenient way to raise funds, and allows them to better reach a variety of populations without geographical distance or time constraints (Shier & Handy, 2012). Moreover, the Internet is an important platform for promoting charitable events, receiving multiple resources and raising awareness of organisations (Reddick & Ponomariov, 2012). There is no doubt that online donations offer many benefits. At the same time as NPOs recognise these advantages, they also need to understand the factors that influence the motivation of potential donors to contribute.

So far, researchers have spent a great deal of effort studying the factors that influence people's intentions to donate online. Micro-level (donor-related) factors, such as personal impulses, have been shown to influence people's willingness to donate (Bennett, 2009; Zhu et al., 2020). The manual-to-online transition introduces additional influencing factors in people's decision to donate. These factors are related to technology or online platforms and have expanded academic exploration in identifying antecedent factors that influence donation intentions. Different from traditional donation methods, the meso-level of online donation influencing factors is not only about the characteristics of charitable organisations but also the

features of the Internet and online platforms. For example, Sura et al. (2017) found that technical features of the Internet including security and privacy have an impact on attitudes and intentions to donate. The reputation and visibility of online donation platforms are directly related to individuals' donation behaviour (Shier & Handy, 2012). From a macro perspective, stakeholders are concerned about the lack of government regulation and legislation of online donation platforms. Durdenic (2017) pointed out that many countries, such as Croatia, have not yet launched specific legislation for raising funds on online platforms.

Although many of the influencing factors have been well discussed in existing studies, most do not consider the diversity of online donation methods. The commonly used methods of online donation include email fundraising, website donations, and social media fundraising (Castillo et al., 2014; Harken et al., 2023). Website donations have received more attention in existing studies (e.g., Kang & Norton, 2004; Zhang et al., 2021). However, social media fundraising as an important method needs to be explored more.

2.4 Social Media and Fundraising

A social media refers to digital platforms that enable individuals, communities, and organisations to create, share and interact with content and information online (Kietzmann et al., 2011). Social media initially served as a convenient way for people to connect with family and friends, but it soon developed into a variety of functions and has now become an essential part of modern communication. Due to the widespread popularity of social media, these platforms have become an important marketing tool for NPOs (Young, 2017). The characteristics of social media give it a unique advantage over traditional media and other online donation methods, such as websites, crowdfunding platforms and payment portals (Auger, 2014).

Firstly, social media platforms are widely accessible. They have the potential to go viral and reach out to different audiences, which leads to increased awareness of NPOs and their causes (O'Keeffe & Clarke-Pearson, 2011). Second, social media campaigns are more cost-effective. Organisations can use social media for free to promote charitable activities without the need for a large financial investment (Lovejoy & Saxton, 2012). Thirdly, social media platforms offer high interactivity. They provide users with real-time communication, participation in discussions and community building (Obar & Wildman, 2015). Finally, social media supports a diversity of content formats. With the aid of mobile and network technology, users can generate multiple forms of content, such as text, images and videos (Obar & Wildman, 2015). Such innovative features have attracted many charitable organisations to use social media platforms, which aims to share and interact with followers (Elvira-Lorilla et al., 2023; Lovejoy & Saxton, 2012).

Over the past two decades, a growing number of NPOs are integrating social media into their fundraising activities, and social media fundraising has become a new fundraising way (Saxton & Wang, 2013). Initially, most research (e.g., Bortree & Seltzer, 2009; Waters et al., 2009) focused on examining how charitable organisations utilise social media platforms to

achieve effective communication and interaction with potential donors. One notable study by Lovejoy and Saxton (2012) updated the features of Web 1.0 tools, summarised the characteristics of Web 2.0 and provides a foundation for further research. They identified three key functions of social media: *information*, *community*, and *action*, by investigating the use of Twitter by the 100 largest charitable organisations in the United States (Lovejoy & Saxton, 2012). Subsequently, some other studies reconfirmed the information function of social media platforms for organisations (Guo & Saxton, 2014; Svensson et al., 2015). Furthermore, several studies (e.g., Ballew, 2015; Mano, 2014) found that using social media platforms improves community follower's engagement, contribution and donation action.

With the use of social media proven effective for NPOs, the focus of research has shifted to exploring the determinants of social media fundraising success. In the growing number of studies on social media fundraising, most (e.g., Harris et al., 2021; Tian et al., 2021) focused on the influence of NPOs social media performance. A study by Elvira-Lorilla et al. (2023) further analysed posts from multiple social media platforms, and found that the number of followers (representing NPOs' effort) and engagement with followers (including likes, comments and shares) positively affect donation intention and behaviour. However, the influence of these existing studies on donation intentions has mainly centred on non-content factors.

Almost a decade ago, Auger (2014) highlighted the importance of rhetorical content, communication type, and message framing in social media fundraising posts. However, to date, researchers' practice of studying social media posts at the level of message design has been limited. Despite research on the antecedents of donation intentions across multiple levels (micro, meso, and macro) and different donation modes (manual and online), the specific contents of social media posts that facilitate donation intentions are still unclear.

2.5 Design of Social Media Fundraising Posts

Posts are at the heart of any successful social media strategy (Tafesse & Wien, 2017). Social media posts support a wide range of media types, including text, photos, videos, emojis, and website links, and serve as the primary ways by which organisations communicate their message to their audience (Tafesse, 2016). Effective social media posts can help organisations increase audience engagement, promote action, build brand image and increase influence (Kim et al., 2015).

The fundraising post is specific type of social media post with a clear purpose. It is an important tool for NPOs and other entities hoping to raise funds via social media (Tafesse & Wien, 2017). Fundraising posts typically use storytelling and visuals to call for action, which can be effective in mobilising support and driving donations (Bilgin & Kethüda, 2022). Therefore, understanding how to craft the text that conveys the fundraising message and visual appeal is an essential for creating posts and increasing donation intentions for organisations.

2.5.1 The Written Content - Message Framing

Text is the most common format used to spread fundraising information (Geiger & Moore, 2022). Charitable organisations use text to provide information about projects to stakeholders and try to persuade potential donors with the information (Majumdar & Bose, 2018; Ordanini et al., 2011). Framing, as a key attribute of text, refers to the way of presenting information in order to influence the audience's feelings or behaviour (Hallahan, 1999). Many previous studies have revealed that message framing has an important effect in donation action (Chang & Lee, 2009; White & Peloza, 2009).

Prospect theory is the basis of message framing, which suggests that the framing way influences people's decision-making and choice-making behaviour, especially in terms of gain and loss (Kahneman & Tversky, 1979; Tversky & Kahneman, 1981). Thus, message framings are often categorised into gain (positive) and loss (negative) depending on how they are expressed (Levine et al., 1998). The gain message framing highlights the benefits received from taking action, while the loss message framing emphasises the potential losses resulting from lack of action (Huang et al., 2021). In addition, according to prospect theory, Kahneman and Tversky (1984) suggested that people are generally loss averse, tending to avoid risk when facing potential gains but becoming risk-seeking when trying to avoid certain losses. A series of existing studies, largely based on insights from prospect theory, have explored the role of gain and loss message framing (O'Keefe & Jensen, 2006).

Message framing was initially designed to explain and influence decision-making in economic activities (Loroz, 2007). While it originated in the context of economics, the concept has since been broadly applied across various fields, such as health communication (e.g., Kim, 2011; Williams et al., 2001), marketing (e.g., Grau & Folse, 2007), donation behaviour (e.g., Cao, 2016; Tugrul & Lee, 2017), environmental communication (e.g., Baek & Yoon, 2017; Bertolotti & Catellani, 2014; Lu, 2016), and political activity (e.g., Bizer et al., 2010; Borah, 2011). However, previous empirical evidence on the effect of message framing is controversial.

Table 1 shows a variety of quantitative research studies that have evaluated the impact of message framings in different contexts. Some studies found that messages framed in loss terms can create a sense of responsibility due to the serious consequences for others, thus leading to a more positive response from audiences (e.g., Amatulli et al., 2019; Chang & Lee, 2009). For instance, Chang and Lee (2009) suggested that loss-framed messages elicit more behavioural intentions than gain-framed messages when promoting charitable donations. Conversely, other studies proposed that gain framing message is closely linked to altruistic appeals, which are strongly persuasive than loss one (e.g., Kim & Kim, 2013; Yilmaz & Blackburn, 2020). For instance, Kim and Kim (2013) revealed that the positive green framing led to more positive attitudes towards visit intentions and environmentally friendly activities in the hospitality industry. Furthermore, Nelson et al. (2021) indicated that the choice of message frame has no effect on behaviour. Some meta-analyses (e.g., O'Keefe & Jensen, 2008) have

found the same finding. Therefore, these mixed findings indicate that gain and loss message framings have different impacts in various contexts and require further research in the context of social media fundraising.

In addition to the direct effects of message framing on thoughts and behaviours in previous studies shown in Table 1, many studies have further investigated the effects of message frames in different contexts by exploring different moderators, including donation proximity (Grau & Folse, 2007), product category (Kureshi & Thomas, 2018), perceived susceptibility (Cao, 2016), approach/avoidance motivation (Jeong et al., 2011), and advertising appeal (Tang et al., 2022). For example, Grau and Folse (2007) found that close donation distance (local) and positive message framing lead to higher purchasing behaviour. Cao (2016) found that loss-framed message was more effective in participants with higher levels of perceived sensitivity. Given the significant effect of moderators, this study proposes that typeface design plays a crucial role in the influence of message framing on donation intentions, as described in the next section.

Table 1*Illustrative Previous Studies Investigating the Impact of Message Framing*

Study	Context	Dependent variables	Key findings
Meyerowitz and Chaiken (1987)	Health communication	The attitude, intention, behaviour of breast self-examination (BSE)	Participants who read the loss framing message-based manual showed more positive BSE attitudes, intentions and behaviours than the others.
Rosenblatt et al. (2019)	Food health communication	Food product health warnings	Health warnings that used negative message framing were more effective than positive message framing.
Kim and Kim (2014)	Green marketing	Visiting intention, Environmentally friendly activities (EFA)	The positive green framing led to more positive attitudes towards visit intentions and EFA.
Ganzach and Karsahi (1995)	Consumer behaviour	Credit card usage and amount of spending	Loss message framing had a much greater impact on consumers than gain framing.
Amatulli et al. (2019)	Green consumption	Donation	Negative frames resulted in more donations than both neutral and positive frames.
Nelson et al. (2021)	Environmental behaviour	Plastic bag use	There was no statistically significant difference between positive and negative frames in affecting people's decision to refuse to use plastic bags.
Reinhart et al. (2007)	Organ donation	Message reaction, Donation intention	A gain-framed message elicited a more positive response than a loss-framed message.
Chang and Lee (2009)	Charity advertising	Behavioural intention	Negative (loss)-framed messages were more effective than positive (gain) ones.
Yilmaz and Blackburn (2020)	Online fundraising	Online donation intentions	Gain-framed messages can lead to higher intentions to donate than loss-framed messages.
Bizer et al. (2010)	Political rhetoric	Attitude and behavioural intentions	The negatively framed attitudes were held with more certainty than were positively framed attitudes.

2.5.2 The Visual Element - Typeface Design

The term visual has been studied in consumer psychology for decades. Kosslyn et al. (1983) described visuals as mental representations that produces the experience of "seeing" in response to visual stimuli. This experience has become a routine aspect of many users' lives due to the widespread use of smartphones and social media. Visual cues can capture attention, enhance or complement textual content, and thereby influence consumers' prosocial intentions and behaviour (Cryder et al., 2017; Koutromanou et al., 2023). Most of the existing literature on visual elements in charity fundraising, such as the studies by Small and Verrochi (2009) and Hou et al. (2023), primarily focuses on the content of images (e.g., human figures, facial expressions) and the properties of colour (e.g., hue, saturation, brightness). However, one important visual factor, typeface design, has still not been explored enough in the charity context, especially in social media marketing. In practical applications, typeface design serves as a fundamental visual element across various marketing materials, including product adverts, posters, and packaging (Henderson et al., 2004).

The main typeface types can be classified as handwritten and typewritten based on different attributes (Schroll et al., 2018). The two typeface designs differ in three main aspects. Firstly, they appear to be generated by different entities. Handwritten typefaces are defined as similar to human writing, whereas typewritten fonts are considered to be printed by machines (Liu et al., 2019). Secondly, from an aesthetic perspective, handwritten fonts typically feature slanted, curved, and irregular strokes, while typewritten fonts are characterized by straight, square, and uniform lines (Chu et al., 2022). The last aspect is association. Handwritten typeface design conveys a sense of personality, emotion and humanity (Schroll et al., 2018). In contrast, the typewritten message typically represents formality and authority (Mackiewicz & Moeller, 2004).

In order to make fundraising posts appealing to donors, selecting the right typeface design is crucial. Typeface's influence on consumer behaviour has been shown by scholars in several domains, including product packaging (Schroll et al., 2018), label design (Izadi & Patrick, 2020), menu (Liu et al., 2019), charitable activities (Chu et al., 2022) and consumer review (Tassiello et al., 2018). For example, Izadi and Patrick (2020) found that product labels containing handwritten typeface increased the likelihood of consumer choice compared to typewritten labels. However, in social media fundraising, only a few studies have focused on the impact of typeface design, and they have not considered the role of text. Therefore, different from previous research, this study focuses on the interaction effects of typeface design and message framing in the context of social media fundraising. Specifically, this study investigates how the interaction between typeface design and message framing influences donation intentions.

2.6 Hypotheses Development

After the literature review, three gaps were identified in the existing research. Firstly, the impact of the post design as an important communication tool on donation intentions within social media fundraising has not received sufficient attention. Secondly, the role of message framing is controversial, and empirical research in social media fundraising contexts is limited. Finally, the importance of typeface design has been overlooked in current research on the interaction of message framing and visual elements. Therefore, in order to address these gaps and expand existing research, this study proposes to develop research hypotheses and a conceptual model.

2.6.1 Message Framing and Donation Intentions

Unlike product promotion, policy advocacy or health communication, where message framing is self-oriented and primarily about the audience's own interests or losses, fundraising messages are mainly related to altruistic behaviour (McGregor et al., 2012). Therefore, the key to effective fundraising message design lies in capturing attention, a task that becomes increasingly critical within the complex and information-saturated environment of social media. The text content of a fundraising post can be framed either by a gain-framed message (e.g., "Your donation will provide a family with clean water and improve their health") or a loss-framed message (e.g., "Without your donation, a family may not be able to get clean water, which could harm their health") to increase intent to donate. As previously mentioned, existing studies on the effects of gain-framed versus loss-framed messages have shown inconsistent findings. However, in both cognitive and emotional terms, the loss-framed message is more favourable, especially in social media fundraising contexts.

From a cognition perspective, negative information is valued by people more than positive information because of the possible severe consequences it shows (Nan, 2007). Additionally, as people are more comfortable with viewing messages presented in a positive way, they may react more strongly when confronted with a negatively framed message that challenges their expectations (Buda & Zhang, 2000). Levin et al. (1998) suggested that when a message is presented in a way that is not in line with expectations, it attracts more attention and consideration.

From an emotional perspective, loss message framing evokes negative emotions in the audience due to the negativity bias and loss aversion (Chang, 2007). People's negative emotions that arise from not taking altruistic action can trigger their self-association, empathy, and a need to process the information (Chang & Lee, 2009). These psychological states showed by many studies (e.g., Agrawal & Duhachek, 2010; Duhachek et al., 2012) to be extremely persuasive in leading receivers to change their attitudes and take responsible behaviour. Therefore, message receivers are likely to be more willing to donate to avoid the discomfort associated with loss aversion. Based on this reasoning, the following hypothesis is proposed:

H1: A loss-framed fundraising message will elicit greater donation intentions compared to a gain-framed fundraising message.

2.6.2 Interaction Between Message Framing and Typeface Design

Although the use of message framings (gain or loss) can increase the persuasiveness of a text or message, as confirmed by many studies, the meta-analytical study by O'Keefe and Jensen (2007) demonstrated that the direct effect of message frames is not always significant. The findings are inconsistent, suggesting that other factors may moderate this effect by altering the emotional or perceptual tone of the message. In practice, charities often consider how to effectively increase people's donation intention by combining visuals (e.g., typeface design) with message framing (Cryder et al., 2017; Xiao et al., 2021). Typeface design is capable to shape individuals' interpretations and emotional responses to charitable appeals (Chu et al., 2022). The characteristics of different typefaces and the emotions they convey can interact with message framings to increase or diminish their persuasive effect on potential donors. Therefore, typeface design, as a contingent variable, is suggested to moderate the effect message framings on donation intentions.

As mentioned above, typewritten fonts are commonly used in official documents, legal texts and contracts, and are seen as powerful and formal (Mackiewicz, 2005). Loss message framing focuses on the consequences of not taking a certain action, by emphasising risks, dangers and conveying a sense of pressure (Stadlthanner et al., 2022). Thus, they are aligned in delivering seriousness and importance. In addition, when presenting a loss-framed message in a typewritten font, the formal and authoritative feeling associated with the font can amplify the reader's focus on the negative outcome (Erlandsson et al., 2018; Schroll et al., 2018).

On the other hand, gain-framed messages are designed to trigger positive emotions such as hope, excitement, and inspiration by stressing the benefits of taking a certain action (Cryder et al., 2013; Erlandsson et al., 2018). The irregular and imperfect qualities of handwritten fonts can make them appear more authentic and create a sense of warmth and connection (Chu et al., 2022; Kim et al., 2021). Hence, the emotional connection emphasised by both gain message framing and handwritten fonts makes them well-suited for each other.

Many previous studies explored stimulus consistency between different formats, such as music-message consistency (Kellaris et al., 1993), picture-text consistency (Van Rompay et al., 2010), and picture-message framing consistency (Chang & Lee, 2009). According to the processing fluency theory, when different cues convey consistent meanings, they can facilitate information processing and elicit positive consumer responses (Doyle & Bottomley, 2006; Van Rompay & Pruyn, 2011). In contrast, when visual and textual messages are inconsistent, readers struggle to process and remember information (Smith & Shaffer, 2000). Therefore, the following hypotheses are proposed:

H2a: For loss-framed fundraising messages, the typewritten typeface design will elicit greater donation intentions compared to a handwritten typeface design.

H2b: For gain-framed fundraising messages, the handwritten typeface design will elicit greater donation intentions compared to a typewritten typeface design.

2.6.3 Perceived Credibility as a Mediator

This study further proposes that perceived credibility mediates the interaction effect of message framing and typeface design on donation intention. Perceived credibility refers to the degree to which an individual or message is perceived by the receiver as credible, trustworthy and reliable (Wathen & Burkell, 2002). It is a subjective judgement of the receiver, influenced by a variety of factors, including the source of the information, the content, and the way it is presented (Kim & Song, 2020; Tormala & Petty, 2004). In the context of social media, perceived credibility in this study is defined as the believability of a fundraising post from the potential donor's perspective (Metzger, 2007).

When viewing fundraising messages, readers process both visual and textual information simultaneously (Zheng et al., 2024). Prior studies indicated that having consistency between marketing mix elements or cues (e.g., picture, typeface and message) is an essential precedent for consumers' perceived credibility (Huang & Liu, 2020; Wang et al., 2024). The congruency of different cues can facilitate the cognitive processing of consistency, leading the audience to experience a subjective sense of credibility (Cheng & Zhang, 2023; Unkelbach, 2007). For example, a study by Van Rompay and Pruyn (2011) indicated that a luxurious font paired with a slender water bottle shape results in higher consumer credibility than when paired with a wide, casual shape. Therefore, it is reasonable to predicted that in social media fundraising posts, the matching between message framing and typeface design (i.e., a gain-framed message with a handwritten font and a loss-framed message with a typewritten font) may enhance the audience's perceived credibility.

Additionally, previous research (e.g., Kasri & Indriani, 2021; Liu et al., 2018) pointed out that potential donors' perceived credibility in online fundraising campaigns influences their engagement and intention to donate. Before making an online donation, donors often have concerns about the security and authenticity of the online platform and its information (Castillo et al., 2011). Consequently, potential donors primarily rely on the perceived credibility of the fundraising information when deciding whether to contribute to a charitable project (Purwandari et al., 2023). I therefore believe that message framing and typeface design consistency in social media fundraising posts can enhance the perceived credibility of potential donors, thereby increasing their donation intentions. The following hypothesis is proposed:

H3: Perceived credibility will mediate the impact of message framing and typeface design in fundraising posts on donation intentions.

2.7 Conceptual Model

Based on the preceding literature review and hypothesis development (see Table 2), this study proposes a conceptual model for the message framing effect (see Figure 1). Recognising that social media is a crucial fundraising platform for NPOs, the framework is designed to

enhance understanding of how the design of fundraising posts influences donation intentions. Specifically, the framework posits that message framing directly impacts donation intentions within the context of social media fundraising. Typeface design acts as a moderator, interacting with message framing on donation intentions. Moreover, the interaction between message framing and typeface design is mediated by perceived credibility, which in turn affects donation intentions.

Figure 1

Conceptual Model

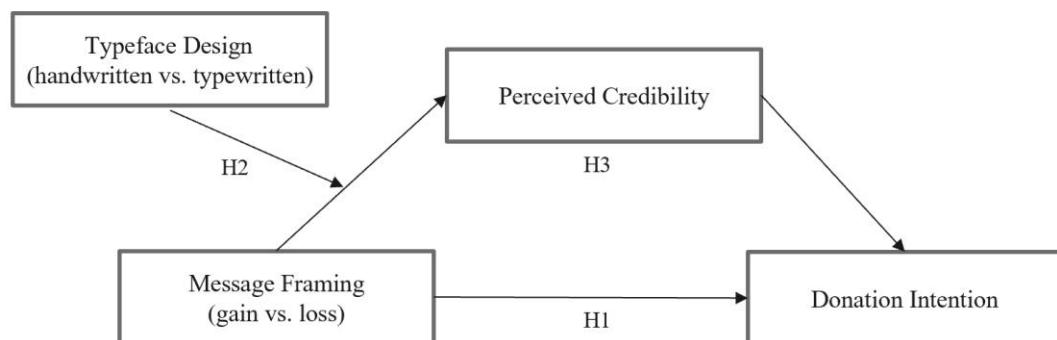


Table 2

Overview of the Tested Hypotheses

No	Hypothesis
H1	A loss-framed fundraising message will elicit greater donation intentions compared to a gain-framed fundraising message.
H2a	For loss-framed fundraising messages, the typewritten typeface design will elicit greater donation intentions compared to a handwritten typeface design.
H2b	For gain-framed fundraising messages, the handwritten typeface design will elicit greater donation intentions compared to a typewritten typeface design.
H3	Perceived credibility will mediate the impact of message framing and typeface design in fundraising posts on donation intentions.

2.8 Summary

This chapter provided a detailed review of the existing literature, focusing on the studies related to donation intention, online donation, social media fundraising, message framing, and typeface design. The literature review identified important trends, findings, and gaps in the current research, which informed the development of specific hypotheses. These hypotheses propose relationships between the core variables of interest, including message

framing, typeface design, perceived credibility, and donation intentions. Additionally, a conceptual model was introduced to visually present these relationships. In the next chapter, the research methodology will be outlined, detailing the approach used to test the hypotheses and validate the conceptual model.

Chapter Three: Research Methodology

3.1 Introduction

The purpose of this chapter is to outline the research methodology and design employed in this study to explore the message framing and its interaction with typeface design on donation intentions in social media fundraising campaigns, with a specific focus on the mediating role of perceived credibility. This chapter details the research design, data collection method, and analytical techniques used to address the research questions and test the hypotheses presented in Chapter Two.

Given the experimental nature of this study, a quantitative research design was selected to systematically measure hypotheses. The chapter will begin by discussing the foundation of the study - the choice of research paradigm. Subsequently, specific research method, design, sample, stimulus materials, procedures, measurements, data analysis, and ethical considerations will be presented. These aspects will be described below.

3.2 Research Paradigm

The research paradigm is an overarching philosophical framework or worldview that guides how the entire research is conducted (Lincoln et al., 2011). The importance of choosing a research paradigm lies in its role in determining how researchers understand and approach their study, as well as how the research process is carried out, including the posing of research questions, the choice of methods, and the analysis of results (Kamal, 2019; Schwandt, 2001).

A research paradigm is founded on the ontology and epistemology of a particular research project. Ontology refers to the nature of reality and, more specifically, answers the question, "What is reality?" (Crotty, 1998). Epistemology is concerned with study of knowledge and how we understand reality (Gray, 2018). The primary focus of this study's research questions is to explore how the design of social media fundraising posts affects potential donors' intention to donate. Therefore, the selections made in terms of ontology, epistemology, paradigm, and methodology in this study are all aimed at addressing this question. The following paragraph and the next section will elaborate on each of these choices.

Firstly, in terms of the ontology, this study adopts the realist position. Realism believes that there exists an objective reality independent of human perception or consciousness (Sayer, 1992). Under this position, the phenomena that exist can be objectively measured and analysed (Creswell & Creswell, 2023). Therefore, the realist position can provide a reasonable philosophical basis for the study. Then, this study adopts objectivism in epistemology. Objectivism means knowledge is objective and reflects the reality that actually exists, regardless of the observer (Jonassen, 1991). The focus of this research project is to try to reveal objective truths that align with this epistemology stance. Finally, positivism is identified as the research paradigm, based on realism and objectivism, and the focus of this study is on testing hypotheses

and establishing causal relationships (Park et al., 2020). Positivism believes that knowledge is gained through an objective and quantifiable approach to responses or behaviour (Williamson & Johanson, 2017). Positivism focuses on quantitative data, deductive reasoning and generalisability (Gilliland & McKemmish, 2004). It combines deductive reasoning with individual behaviour to uncover causal relationships that can predict patterns of human activity (Neuman, 2014).

3.3 Research Methodology

Methodology refers to the systematic plan or approach that a researcher uses to conduct a study (Freebody, 2003). It is consistent with the ontology, epistemology, and paradigm and is driven by the nature of research questions (Berryman, 2019). In this study, a quantitative approach is used to understand how message framing and typeface design in social media fundraising posts influence individuals' donation intentions.

Quantitative research is a research technique for the systematic investigation of phenomena through the collection and analysis of numerical data (Coghlan & Brydon-Miller, 2014). This research methodology aligns with the positivist paradigm and is mainly characterised by its ability to test theories and hypotheses, measure causality and generate generalisable findings (Morgan, 2007; Mulisa, 2022). Quantitative research applies to studies that control for intervening variables, which are the mediator, moderator and extraneous variables (Johnson & Christensen, 2014). Moreover, researchers are able to maintain objectivity and minimise bias when using quantitative research (Coghlan et al., 2018). Researchers in communication and marketing often employ quantitative research to understand phenomena or events that affect sample populations' attitudes and behaviour (Allen, 2017). Therefore, Quantitative research is an appropriate methodology for this study.

Quantitative research typically uses questionnaires, structured observation, or experiments to collect statistically significant information from a sample population (Allen, 2017). An online experiment is used in this study. In more detail it is a between-subjects experiment. A between-subjects experiment is that different participants are assigned to different conditions. The benefits of this method include avoiding participant carryover and order effects, and clearly identifying the effect of the independent variable on the dependent variable (Charness et al., 2012). The next section provides an explanation of the experimental design.

3.4 Research Design

In order to test the conceptual model and hypotheses, an appropriate research design was required. A 2 (gain-framed vs. loss-framed) × 2 (handwritten vs. typewritten) between-subjects factorial design was selected using an online survey. Participants were randomly assigned to either a gain-framed or loss-framed message, which was combined with either handwritten or typewritten typeface design. Differences between subjects across these

conditions were critical to understanding their behaviour. According to this design, four experimental conditions were set up (see Table 3).

Table 3

Experimental Conditions

Experimental Condition	Message Framing	Typeface Design
1	Gain	Handwritten
2	Gain	Typewritten
3	Loss	Handwritten
4	Loss	Typewritten

3.5 Sample and Data Collection

An online survey questionnaire was created using Qualtrics, an online survey platform, based on this research. Before the formal release of the questionnaire, 20 individuals were invited to participate in a pre-test of the survey. According to the results and feedback from the pre-test, the content and order of the questionnaire were adjusted. The final version of the survey was then published on CloudResearch.

CloudResearch is one of the most commonly used data collection platforms. Several studies (e.g., Ibarra et al., 2018) confirmed that participants recruited through CloudResearch provide high-quality data. Additionally, CloudResearch is integrated with platforms such as Qualtrics, SurveyMonkey and MTurk, allowing access to a large and diverse pool of participants (Douglas et al., 2023). For this data collection, volunteers were recruited through CloudResearch's MTurk Toolkit. To ensure successful data collection, participants were informed that the questionnaire would take approximately two minutes to complete. Furthermore, participants who completed and submitted the questionnaire received a compensation of \$0.40.

The sampling frame consists of adults aged 18 and older residing in the United States (U.S.). The U.S. has a diverse population in terms of demographics, socioeconomic status, and cultural backgrounds (Jensen et al., 2021). It is also one of the countries with the largest number of social media users, with a social media penetration rate of 80.9% in 2024 (Singh, 2024). In addition, the U.S. ranks among the top 10 countries in the world on the Giving Index (Charities Aid Foundation, 2023). Thus, setting the location of the experiment in the U.S. can ensure that the sample is representative and applicable. MTurk filtered participants based on this limitation to ensure that only those who meet the criteria could participate in the questionnaire.

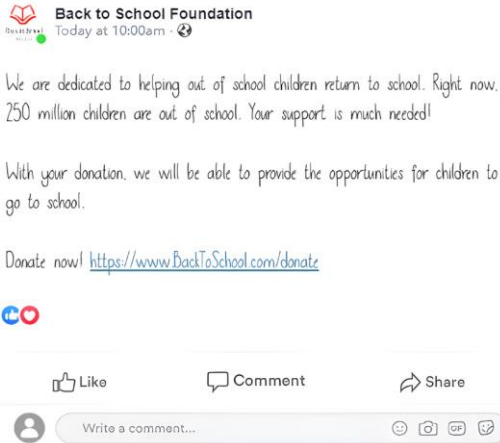
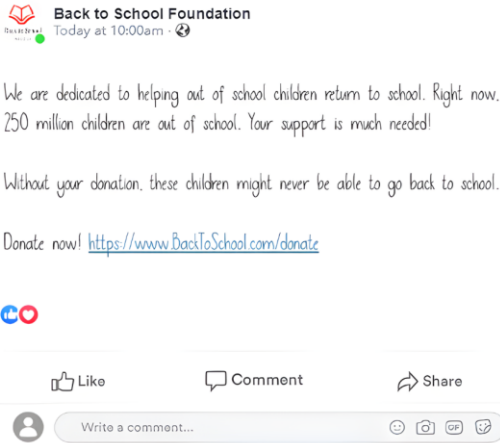
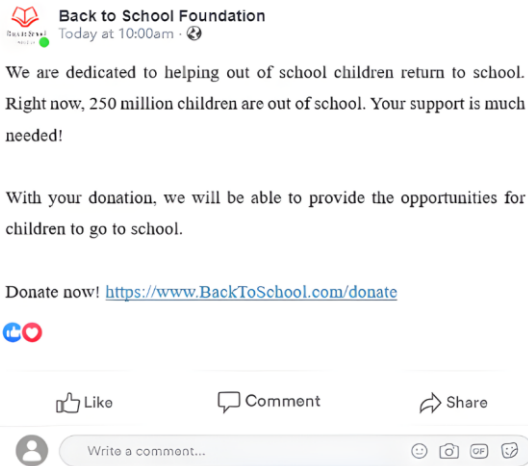
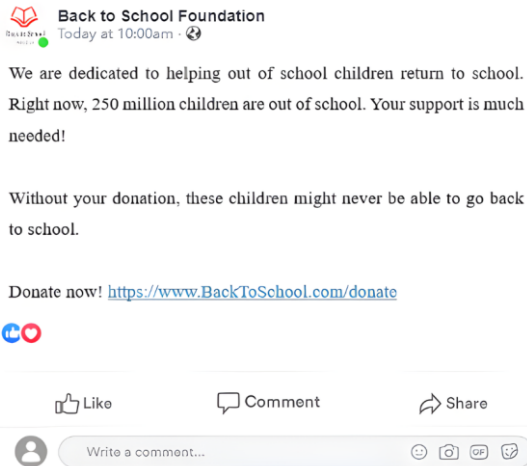
3.6 Stimulus Material

The manipulation in this study focused on social media fundraising posts. In order to test two variables, message framing and typeface design, four fundraising posts were created (see Figure 2). For the stimulus materials, a fictional charitable organisation named "Back to School" was created. This NPO aims to help out-of-school children return to school. The stimuli for each condition included a brief description of the Back to School Foundation and a version of the NPO's Facebook post. Except for manipulating the two variables, the Facebook post layout and other content remained consistent across conditions.

Message framing was manipulated by creating either a gain-framed or loss-framed message. The gain-framed message described the benefits of donation (e.g., "With your donation, we will be able to provide opportunities for children to go to school"). The loss-framed message described the downside of not donating (e.g., "Without your donations, these children might never be able to go back to school"). For the typeface design manipulation, the original font used on social media (Facebook) was used in the typewritten typeface condition, whereas the "DJB This is Me" font was used in the handwritten typeface condition (Schroll et al., 2018).

Figure 2

Stimulus Material

Gain-framed message	Loss-framed message
<p data-bbox="395 405 788 443" style="text-align: center;">Handwritten typeface design</p> <div data-bbox="343 495 845 936"><p>Back to School Foundation Today at 10:00am · 🌐</p><p>We are dedicated to helping out of school children return to school. Right now, 250 million children are out of school. Your support is much needed!</p><p>With your donation, we will be able to provide the opportunities for children to go to school.</p><p>Donate now! https://www.BackToSchool.com/donate</p><p>Like Comment Share</p><p>Write a comment...</p></div>	<p data-bbox="976 405 1369 443" style="text-align: center;">Handwritten typeface design</p> <div data-bbox="924 495 1426 936"><p>Back to School Foundation Today at 10:00am · 🌐</p><p>We are dedicated to helping out of school children return to school. Right now, 250 million children are out of school. Your support is much needed!</p><p>Without your donation, these children might never be able to go back to school.</p><p>Donate now! https://www.BackToSchool.com/donate</p><p>Like Comment Share</p><p>Write a comment...</p></div>
<p data-bbox="400 1084 783 1122" style="text-align: center;">Typewritten typeface design</p> <div data-bbox="343 1180 873 1644"><p>Back to School Foundation Today at 10:00am · 🌐</p><p>We are dedicated to helping out of school children return to school. Right now, 250 million children are out of school. Your support is much needed!</p><p>With your donation, we will be able to provide the opportunities for children to go to school.</p><p>Donate now! https://www.BackToSchool.com/donate</p><p>Like Comment Share</p><p>Write a comment...</p></div>	<p data-bbox="976 1084 1369 1122" style="text-align: center;">Typewritten typeface design</p> <div data-bbox="924 1180 1453 1644"><p>Back to School Foundation Today at 10:00am · 🌐</p><p>We are dedicated to helping out of school children return to school. Right now, 250 million children are out of school. Your support is much needed!</p><p>Without your donation, these children might never be able to go back to school.</p><p>Donate now! https://www.BackToSchool.com/donate</p><p>Like Comment Share</p><p>Write a comment...</p></div>

3.7 Research Procedures

For participants, the research procedure primarily consists of three sections within the questionnaire: the participant information sheet, research-related questions, and demographic information. The survey on the Qualtrics was set up to be mandatory for each question, so participants can only proceed to the next section after completing the current one. Participants first read the participant information sheet and selected "Yes, I agree to participate in the survey" to begin answering the survey. Following this, participants were randomly shown a fundraising post (i.e., the stimulus), which has been set up in Qualtrics. Based on the fundraising post they viewed, participants responded to questions in the second section. These questions included the identification of message framing and typeface design, the perceived credibility of the fundraising information, and their intention to donate. Participants then completed demographic information, such as gender, age, race, and education level. Finally, participants were informed that the NPO mentioned in the fundraising post was fictitious.

3.8 Measurements

The measures used in this study have been well used and validated in previous studies. These measurements were adapted to fit the context and objectives of this study. Moreover, all items were measured using a 7-point Likert Scale, ranging from strongly disagree (1) to strongly agree (7).

To measure perceived credibility, participants were asked what they felt about the fundraising post. A 4-item scale adapted from Gavilan et al. (2018) was used, which included the following statements: "I believe the fundraising information presented in this post is trustworthy," "I believe the fundraising information presented in this post is dependable," "I have confidence in the fundraising information presented in this post," and "I believe the fundraising information presented in this post is responsible." In addition, to assess donation intentions, participants were asked to consider their willingness to fundraise for the NPO after having read its fundraising post. Donation intention was assessed via three items: "The probability that I would donate money to the Back to School Foundation is high," "My willingness to donate money to the Back to School Foundation is high," and "The likelihood of my donating to the Back to School Foundation is high," adapted from Liu et al. (2018).

The manipulation of message framing and typeface design was checked through two questions. Message framing manipulation was examined by asking participants to indicate the extent to which the messages in the post had a beneficial or negative impact on out-of-school children (1= strongly disagree, 7 = strongly agree). In addition, participants were asked to indicate the extent to which the fundraising message looked handwritten or typewritten (1= definitely typewritten, 7 = definitely handwritten; Huang & Liu, 2020).

3.9 Data Analysis

In this study, the collected valid data were analysed using IBM SPSS (Statistical Package for the Social Sciences) Version 28. IBM SPSS is a statistical software with functions

such as statistical analysis, data processing, prediction and testing models (Nwogwugwu & Ovat, 2021). After data collection was completed, the dataset of responses presented as numerical values was downloaded from Qualtrics. The file was then uploaded to IBM SPSS for consolidation and cleaning. In SPSS, each question of the questionnaire was labelled and coded.

After completing the data preparation, the demographic analysis of the sample was carried out to ensure that the sample was representative. A descriptive analysis was then conducted to summarise the means and standard deviations of the measurement items to establish a baseline for subsequent analyses. In addition, the most commonly used reliability metric, Cronbach's alpha, was employed to conduct a reliability analysis of the measurement items, ensuring the internal consistency and reliability of each scale construct (Tavakol & Dennick, 2011).

Given the 2 (gain vs. loss) \times 2 (handwritten vs. typewritten) between-subject online experiment used in this study, manipulation checks were performed to confirm whether participants correctly identified gain or loss frames, and whether handwritten or typed fonts were used. Many researchers ensure the validity of manipulations by conducting manipulation checks (Hauser et al., 2018). Manipulation checking was performed using an independent samples t-test. This is a comparative test that uses interval or ratio values to examine whether there is a significant difference between the means of two independent groups (Fiandini et al., 2024).

The hypotheses presented above were tested using different ways in SPSS. Hypothesis 1, which compares the effects of gain and loss message framing on donation intentions was also tested using an independent samples t-test. The interaction of message framing and typeface design on donation intentions (hypotheses 2) was analysed using a two-way ANOVA. It is suitable for detecting the interaction between two factors and understanding how they jointly influence the outcome (Assaad et al., 2015). A subsequent pairwise comparison was conducted to further understand the effects of matching. The final hypothesis was tested using a two-way ANOVA and PROCESS v4.2 Model 8. Model 8 is an ideal tool for studying complex relationships, specifically those involving moderated mediation, where the mediating process is moderated by external variables (Hayes, 2017).

3.10 Ethical Considerations

Ethical considerations were a fundamental part of this study and were aimed at protect the rights and well-being of the participants during the entire research process. Any research involving human participants requires adherence to ethical guidelines (Manton et al., 2014). This study followed the ethical standards specified by the Auckland University of Technology Ethics Committee (AUTEK), and ethical approval was granted.

Participants were provided with a participant information sheet which detailed the purpose of the study, procedures, potential risks and benefits, and the researcher's contact details (see Appendix B) before they formally began to participate in the survey. Participants provided

informed consent by clicking "Yes, I agree to participate in the survey". The study process did not involve any harm or negative effects on the participants. All participants volunteered and had the right to withdraw from the research at any time with no consequences.

The study used an anonymous online questionnaire that did not involve any questions about identity and identifiable information and strictly protected the privacy of the participants. The raw data will not be disclosed to any third party and will be permanently deleted after 6 years of secure storage. In addition, every participant interested in the study topic can access the study findings via a publicly available URL.

3.11 Summary

This chapter focuses on outlining the research methodology, including the paradigm, design, sample, measurement, data collection and analysis. The study was explored using a positivist paradigm and a quantitative approach. A 2x2 between-subjects experiment was used to test the hypotheses. Participants were recruited through CloudResearch's MTurk Toolkit, and data were collected through an online questionnaire. The data were then analysed using IBM SPSS statistical software. The results of these analyses are presented in detail in the next section.

Chapter Four: Results

4.1 Introduction

To test the above hypotheses, this section discusses in detail the results of analysing the experiment. SPSS version 28 was used to analyse the impact of message framings (gain and loss) on donation intentions, with perceived credibility as a mediating variable and typeface design as a moderating variable.

4.2 Sample

In total, 275 adults residing in the U.S. responded to and submitted the questionnaires. All participants were randomly assigned to one of four experimental conditions (see Table 4). Sixty-seven participants viewed the fundraising post information presented in the gain message framing and handwriting, while 68 participants viewed the fundraising post with gain-framed message and a typewritten typeface design. Under the loss-framed message, the number of participants who viewed fundraising posts in both handwritten and typewritten was 70. The demographic profiles of all samples are shown in Table 5.

Table 4

Distribution Across Conditions

Experimental Condition	n	Percentage (%)
1	67	24.36
2	68	24.73
3	70	25.45
4	70	25.45

Table 5*Demographic Profiles*

		n	Percentage (%)
Gender	Male	152	55.27
	Female	117	42.55
	Non-binary/Third gender	4	1.45
	Prefer not to say	2	0.73
Age (group)	18-24 years old	12	4.36
	25-34 years old	89	32.36
	35-44 years old	74	26.91
	45-54 years old	52	18.91
	55-64 years old	25	9.09
	65 years old or over	23	8.36
Ethnicity	Caucasian	192	69.82
	African American	25	9.09
	American Indian/Alaska Native	4	1.45
	Asian	28	10.18
	Hispanic/Latino	20	7.27
	Mixed/Multiracial	4	1.45
	Other	2	0.73
Level of Education	Less than high school	3	1.09
	High school graduate or equivalent	29	10.55
	Some college	38	13.82
	Associate degree	31	11.27
	Bachelor's degree	131	47.64
	Master's degree	34	12.36
	Professional degree	2	0.73
	Doctorate degree	7	2.55

According to Table 5, the overall sample includes a higher proportion of male (55.27%) participants compared to females (42.55%). In addition, four participants (1.45%) identified themselves as transgender, while two others preferred not to disclose their gender. The respondents represented a comprehensive range of age groups. 4.36% of respondents aged 18-24 years, 32.36% aged 25-34 years, 26.91% aged 35-44 years, 18.91% aged 45-54 years, 9.09% aged 55-64, and 8.36% of respondents older than 65 years old. The racial distribution of respondents was diverse, with the majority being Caucasian or white (69.82%), followed by Asian (10.18%), African American (9.09%), and Latino (7.27%). With regard to the highest level of education of the sample population, the majority of participants had post-secondary education, including some college (13.82%), an associate's degree (11.27%), and a bachelor's degree (47.64%). A portion of the participants held master's (12.36%), professional (0.73%), and doctoral (2.55%) degrees. These data reflect a relatively high level of education within the samples. Based on the results of the above analyses, it was notable that the sample is reasonably representative of the U.S. population regarding demographic characteristics, particularly race (with a majority of white participants) and age (with the largest group being 20-34 years old) (USA Facts, 2022).

4.3 Data Examination

After collecting demographic information, the data were further tested and analysed using SPSS Version 28. First, Cronbach's alpha measure was first used to test the reliability of the data set. Then, manipulation checks were conducted using the t-test to ensure that the message framing and typeface design were successfully manipulated as expected. Finally, the proposed hypotheses were tested using an independent sample t-test, two-way ANOVA and PROCESS v4.2 Model 8, respectively. The results of these analyses are detailed in the following sub-sections.

4.3.1 Missing Data

As outlined in the previous chapter, each question of the questionnaire on Qualtrics was set to be mandatory, and participants only continued the questionnaire and submitted it after answering the questions. Only successfully submitted questionnaires were downloaded and transferred to SPSS for descriptive analysis. Therefore, the dataset was complete, and there was no missing data, which allowed for further analysis to be conducted directly.

4.3.2 Reliabilities

In order to test the internal consistency and reliability of the scales used in the questionnaire, the results of all items were assessed using Cronbach's alpha coefficients. Hair et al. (2010) suggested that a Cronbach's alpha value higher than 0.7 is required to indicate that the reliability of the scales is acceptable. Table 6 demonstrates the results of analysing the mean, standard deviation and Cronbach's alpha for each relevant item of the questionnaire.

The Cronbach's Alpha for the 4-item perceived credibility scale is 0.94, and the value for the 3-item donation intention scale is 0.95. Both results indicate excellent internal consistency. These suggest that the items on the scale are highly correlated and likely measure the same underlying construct of perceived credibility and donation intention. Given this high level of reliability, the scales can be used in further analyses for both constructs.

Table 6

Items and Reliabilities

Constructs and items	Mean	Standard Deviation	Cronbach's alpha (α)
Perceived Credibility			0.937
I believe the fundraising information presented in this post is trustworthy.	4.03	1.714	
I believe the fundraising information presented in this post is dependable.	4.01	1.734	
I have confidence in the fundraising information presented in this post.	4.05	1.823	
I believe the fundraising information presented in this post is responsible.	4.28	1.695	
Donation Intention			0.945
The probability that I would donate money to the Back to School Foundation is high.	3.39	1.881	
My willingness to donate money to the Back to School Foundation is high.	3.73	1.947	
The likelihood of my donating to the Back to School Foundation is high.	3.42	1.938	

4.3.3 Manipulation Checks

In the experiment, the effectiveness of the manipulation was checked based on whether social media fundraising messages were perceived to be gain (positive) or loss (negative) message framing. As previously mentioned, a 7-point Likert scale was used to measure the extent to which participants disagreed or agreed with the statements. An independent sample t-test was then conducted on each participant's scores. The results of the analyses indicated a significant difference ($t(273) = 18.91, p < .001$) between the gain ($M = 5.61, SD = 1.63$) and loss message framing groups ($M = 2.12, SD = 1.43$). This indicates that participants successfully identified the two different conditions of message framing, confirming that the manipulation was effective.

To assess the typeface design manipulation, participants were asked to indicate the extent the fundraising message looked handwritten or typewritten, ranging from looking like definitely typewritten (1) to looking like definitely handwritten (7). An independent sample t-

test was performed based on the data collected. The results showed that there was a significant difference between the group exposed to the handwritten typeface design ($M = 4.09$, $SD = 1.91$) and the group exposed to the typewritten typeface design ($M = 1.93$, $SD = 1.71$), $t(269) = -9.85$, $p < .001$). Thus, the manipulation was successful.

4.3.4 Donation Intentions

To test whether fundraising posts using different message framings have an effect on donation intentions (H1), an independent sample t-test was performed. The results showed that the donation intentions differed significantly between the two message framings ($t(273) = -2.30$, $p = .022$), supporting H1. Specifically, the donation intention for the loss-framed message ($M = 3.57$, $SD = 1.85$) was higher than gain-framed message in the social media fundraising post ($M = 3.01$, $SD = 1.83$).

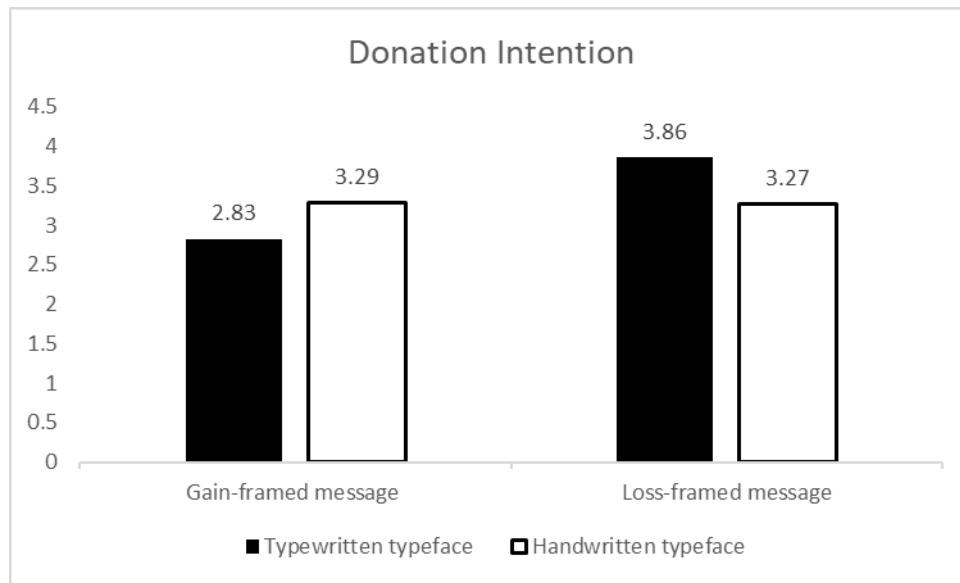
4.3.5 The Interaction Effect

In order to test the interaction effect between message framing and typeface design on donation intentions (H2a & H2b), a two-way ANOVA was carried out. The results revealed that the interaction effect between typeface design and message framing on donation intentions was significant ($F(1, 271) = 5.69$, $p = .018$, $\eta^2_p = .021$). This indicates that the effect of message framing on donation intentions varied depending on the typeface design used (visualised in Figure 3). In addition, the main effect of typeface design was not significant ($F(1, 271) = 0.089$, $p = .765$, $\eta^2_p = .000$), suggesting no overall difference in donation intentions between typewritten and handwritten typeface designs.

The planned contrast confirmed partial expectation. As hypothesised (H2a), the typewritten typeface design paired with loss-framed fundraising messages led to higher donation intentions compared to gain-framed messages ($M_{\text{loss-framed}} = 3.86$, $SD = 1.94$ vs. $M_{\text{gain-framed}} = 2.83$, $SD = 1.71$; $F(1, 271) = 11.04$, $p = .001$). This supports H2a, confirming that loss-framed messages are more effective in a typewritten format. However, for handwritten typeface design, there was no significant difference between the gain-framed and loss-framed fundraising messages on people's donation intentions ($M_{\text{gain-framed}} = 3.29$, $SD = 1.93$ vs. $M_{\text{loss-framed}} = 3.27$, $SD = 1.71$; $F(1, 271) = .004$, $p > .10$), which rejects H2b.

Figure 3

Effects of Message Framing and Typeface Design on Donation Intentions



4.3.6 Mediation Analysis

A two-way ANOVA was conducted to examine the effects of message framing (gain-framed vs. loss-framed) and typeface design (typewritten vs. handwritten) on perceived credibility. The analysis revealed that neither the main effect of message framing, $F(1, 271) = 0.32, p = .572, \eta^2_p = .001$, nor the main effect of typeface design, $F(1, 271) = 1.62, p = .204, \eta^2_p = .006$, were statistically significant, indicating that these factors alone do not significantly influence perceived credibility. However, a significant interaction effect was found between message framing and typeface design, $F(1, 271) = 5.66, p = .018, \eta^2_p = .020$, suggesting that the combination of these two factors plays a crucial role in shaping perceived credibility.

In order to further test the mediating role of perceived credibility, a moderated mediation analysis was conducted using PROCESS Model 8 with 5000 samples and 95% confidence intervals (Hayes, 2017). The donation intention is treated as the dependent variable. The independent variable is the message framing, the moderator is typeface design, and the mediator is the perceived credibility. The results showed a significant interaction effect between message framing and typeface design on perceived credibility was significant ($\beta = -0.91, SE = .38; t = -2.38, p = .018$), and perceived credibility on donation intention ($\beta = 0.82, SE = .05; t = 16.77, p < .001$).

The bootstrapping results indicated that the moderated mediation by a perceived credibility is significant and the confidence interval excluded zero (index of moderated mediation = $-0.75, SE = .32, 95\% CI = [-1.402, -0.146]$), supporting H3. Specifically, perceived credibility mediated the impact of message framing on donation intention in the typewritten typeface design condition (indirect effect = $.46, SE = .23, 95\% CI = [.013, .925]$). Conversely, for the handwritten typeface design, the indirect effect was not significant (Effect = $-0.285, SE = .22,$

95% CI = [-.710, .127]), indicating that perceived credibility does not significantly mediate the relationship between message framing and donation intentions in this context.

4.4 Summary

This research proposes that the message framings and typeface designs used in social media posts can influence the donation intentions of potential donors. Through an online questionnaire posted on MTurk through the CloudResearch, 275 responses were eventually received from participants. The results of the dataset analyses showed that the loss message framing elicited a greater willingness to donate than the gain message framing. Loss-framed messages presented in typewritten typeface design were more effective in driving donation intentions, while there was no significant difference in handwritten condition. Moreover, the finding suggested that matching message framing with typeface design increases perceived credibility, which in turn increased people's donation intention. These findings are discussed further in the next section.

Chapter Five: Discussion and Conclusion

5.1 Introduction

In this section, a detailed discussion of this study's findings is provided in relation to the hypotheses and existing literature. The theoretical and practical implications of the findings are explored, emphasising the study's contribution to multiple areas such as social media fundraising, message framing effect, and typeface design. Furthermore, this chapter acknowledges the limitations of this study and suggests directions for future research. The conclusion offers a comprehensive overview of the study's findings and implications.

5.2 Discussion of Results

This sub-section discusses the effects of message framing in social media fundraising posts on donation intentions, the interaction between message framing and typeface design on donation intentions, and the mediating role of perceived credibility. The following table (Table 7) summarises the hypotheses results of this study.

Table 7

Summary of the Results of the Tested Hypotheses

Hypothesis	Result
H1: A loss-framed fundraising message will elicit greater donation intentions compared to a gain-framed fundraising message.	Supported
H2a: For loss-framed fundraising messages, the typewritten typeface design will elicit greater donation intentions compared to a handwritten typeface design.	Supported
H2b: For gain-framed fundraising messages, the handwritten typeface design will elicit greater donation intentions compared to a typewritten typeface design.	Rejected
H3: Perceived credibility will mediate the impact of message framing and typeface design in fundraising posts on donation intentions.	Supported

5.2.1 The Effects of Message Framing

The findings of this study provide empirical support for the hypothesis (H1) that a loss-framed fundraising message elicits greater donation intentions compared to a gain-framed fundraising message. This finding is consistent with the phenomenon of loss aversion in prospect theory proposed by Tversky and Kahneman (1981), which suggested that individuals usually prefer to avoid losses rather than seek gains. Furthermore, this result aligns with the research by Chang and Lee (2009, 2010) who found that loss-framed messages were more persuasive than gain-framed messages in the context of charitable appeals, and extends the applicable context to social media fundraising.

In the context of social media fundraising, the effectiveness of loss message framing can be attributed to its emphasis on the potential consequences of inaction, which elicits a stronger emotional response from the audience (Erlandsson et al., 2018). In detail, when potential donors are advised that without their donations might negatively impact vulnerable groups, they may experience a sense of tension and responsibility, which in turn elicits their intention to donate. Furthermore, users are often exposed to a huge amount of information on social media, which can affect their perception of topics and content (Gunaratne et al., 2020). In this context, the powerful negative emotions generated by the loss message framing help to reinforce perception and processing of the information.

5.2.2 The Effects of the Interaction between Message Framing and Typeface Design

The significant interaction between message framing and typeface design showed that these two factors combine to influence donation intentions in the social media fundraising context. Hypothesis 2a proposed that loss-framed messages that are presented in typewritten form elicit higher donation intentions, and the data supported this hypothesis. In line with congruence theory (Chang & Lee, 2009; Schneider et al., 2001), this result confirms that the effectiveness of fundraising posts is amplified by the matching effect of typewritten typeface and loss-framed message. This finding is parallel to the study by Huang and Liu (2020), which noted that machine fonts led to higher levels of intent to donate than handwriting for competency-focused donation appeals.

However, Hypothesis 2b of this study, which proposed that a gain-framed message presented in handwritten form elicits a higher intention to donate, was not supported by the analyses. There was no significant difference between loss-framed and gain-framed messages in the handwritten font condition. This finding is inconsistent with those of Huang and Liu (2020), which indicate that the combination of warm appeals and handwriting can lead to higher consumer willingness to donate. The main reason for this discrepancy may be the social media environment. Social media users value the authenticity and emotional connection expressed in posts, which influences their attitudes and engagement behaviours (Kowalczyk & Pounders, 2016). Handwriting creates a sense of humanity and evokes feelings of sincerity and trust (Liu et al., 2019). This typeface design could make the choice of message framing (gain or loss) less important, as handwriting itself can convey enough implication to increase donation intentions. Thus, handwriting typeface design would equalise the impact of gain or loss message framing, leading to similar donation intentions regardless of the choice of message framing.

5.2.3 The Effects of Perceived Credibility

The results of this study confirm the perceived credibility mediates the effects of message framing and typeface design on donation intentions in a social media fundraising context. Specifically, the combination of message framing (gain and loss) and typeface design (handwritten and typewritten) influences the perceived credibility of the message, which in turn affects an individual's intention to donate.

The significant mediation effect highlights the key role that perceived credibility plays in the effectiveness of fundraising messages. Consistent with previous research, it confirms that the interaction of different elements can increase consumers' perceived credibility (Van Rompay & Pruyn, 2011). Thus, individuals who perceive the message as more credible are more likely to express a stronger intention to donate, supporting the findings of existing studies (e.g., Feng et al., 2017; Liu et al., 2018). Furthermore, it is worth noting that although the mediating role of perceived credibility was confirmed, its effects were not significant in the handwritten typeface condition. The reason for this may be that the informality and personalised tone represented by handwritten fonts weakened the perceived credibility of the message (Mackiewicz, 2005).

5.3 Theoretical Implications

This study has four main theoretical contributions. First, it expands the literature on social media fundraising. Social media fundraising is an emerging and evolving fundraising method that requires in-depth research to improve understanding of this fundraising mode (Kennedy & Sommerfeldt, 2015). Although factors influencing donation intentions in social media fundraising contexts have been studied (e.g., Elvira - Lorilla et al., 2023; Harris et al., 2023), this study has a different emphasis. It focuses on exploring the impact of post content factors, including textual and visual factors, on donation intentions. The insights gained from this study provide a foundation for future research on the content design of fundraising posts.

Second, this study contributes to the research on message framing effects. The effects of gain message framing and loss message framing have been explored in several areas in existing research, but which message framing is more effective is controversial (Homar & Cvelbar, 2021; Stadlthanner et al., 2022). Moreover, research on the role of message framing under social media fundraising is very limited. The findings of this study provide strong evidence to support the effectiveness of loss message framing in the context of social media fundraising, which helps to address inconsistencies in the existing literature on message framing effects.

Third, it expands the range of visual design literature. Existing research on donation primarily focuses on how the message is expressed, but the typeface design in which the information is presented is also important in a potential donor's decision-making. Typeface design has not received enough attention in the donation field literature. To bridge this gap, this study explores how message framing and typeface design interact to influence donation intentions. While existing research on typeface design focuses on packaging (Schroll et al., 2018) and logo design (Izadi & Patrick, 2020), this study expands the visual design, particularly in typeface design literature, to the field of social media fundraising.

Finally, this study contributes to the fundraising literature on consistency theory. Prior research has shown the importance of consistency between message framing and other factors (e.g., photo shape; Zheng et al., 2024) in influencing donation behaviour. This study introduces the novel factor of typeface design and suggests that the interaction of message framing and typeface design significantly affects donation intentions. In addition, this study identifies the

mediating role of perceived credibility based on the effects of message framing and typeface design consistency on donation intentions. Thus, this study also extends the theory of perceived credibility.

5.4 Managerial Implications

Designing an effective fundraising strategy is critical to the survival and growth of charitable organisations. The findings of this study provide valuable managerial insights to help NPOs develop effective strategies.

First, this study provides guidance on message framing selection for NPOs' fundraising strategies. In a competitive and user-sceptical social media environment, choosing more effective message framings is critical to attracting donors. Studies have shown that existing NPOs mainly use positive (gain) message framing in their information delivery, with very few posts using loss message framing (Auger, 2014). The results of this study suggest that using loss message framing in social media fundraising posts is effective in increasing willingness to donate, providing strong evidence to support NPOs' choice of message framings in the future.

Secondly, this study indicates that message framing-typeface design consistency has a positive impact on donation intentions, which provides an innovative fundraising post design strategy for charitable organisations. It is worth noting that it is easy and inexpensive to change font types when designing posts. Cost savings are crucial for any charity organisation. Therefore, this design strategy can help charitable organisations to increase the donation intentions of potential donors in a simple and cost-effective way.

Finally, this study confirms the importance of perceived credibility in social media fundraising. An individual's perceived credibility has a positive relationship with donation intentions. On social media platforms where information is abundant and often difficult to verify, users rely on the content of the information to assess the level of perceived credibility (Li & Yeh, 2010). Therefore, the study suggests that charities should prioritise using fundraising content with consistent multiple factors to enhance perceived credibility, which in turn increases donation intentions.

5.5 Limitations and Future Research

As with all research, this study has limitations and can provide suggestions for future research. Firstly, only two types of typeface design, handwritten and typewritten, were considered in this study. Future research could focus on other font designs, such as serif and sans serif.

Second, this study only examined the effects of message framing, typeface design, and perceived credibility on donation intentions. Although behavioural intentions can effectively predict actual behaviour, people's intentions do not always translate into actual actions (Hassan et al., 2016). Therefore, future research could investigate the effects of message framing, the interaction of message framing with typeface design and the mediating role of perceived credibility on actual donation behaviour.

Finally, future research could increase the generalisability of this study's findings by exploring different experimental scenarios, stimulus materials, and cultural contexts. This study was conducted to understand participants' donation intentions through experimental situations, which is different from how they perceive social media in real life. Future research could examine the findings of this study in a real-life scenario. Additionally, the data collection for this study was limited to adults residing in the U.S. Individuals' perceptions of donation and visual factors may differ across cultures. Moreover, the stimulus material used in this study was about a specific cause, that is, saving children who are out of school. Data from a 2022 survey showed that education is the sector that receives the most donations per online donation of any NPOs in the U.S. (Statista, 2024). Future studies could use stimulus materials that focus on other sectors, such as health and the environment.

5.6 Conclusion

Three research questions were posed at the beginning of the study. The first question is, "How does message framing affect donation intentions in social media fundraising?". This study found that loss message framing had a more positive effect on potential donors' donation intentions than gain message framing. The next question is, "How does message framing interact with typeface design to affect donation intentions?". In this study, message framing and typeface design had a significant interaction on donation intentions. Specifically, for loss-framed messages, the use of typewritten typeface design elicited higher donation intentions than handwritten typeface design. In contrast, for gain-frame messages, there was no statistically significant difference between using typewritten and handwritten fonts on donation intentions. The last question: "Does perceived credibility mediate the interaction effects of message framing and typeface design on donation intentions?". The findings confirmed that perceived credibility mediated the interaction effects of message framing and typeface design on donation intentions. It is important to note that the mediating effect of perceived credibility was significant in a typewritten typeface, while it was weak and insignificant in a handwritten typeface.

In conclusion, this study provides important insights into the design of social media fundraising posts, particularly regarding the role of message framing and typeface design in affecting donor intentions. Furthermore, the study highlights the critical role of perceived credibility as a mediator. This study not only advances academic knowledge on social media fundraising, message framing effects, visual design, consistency theory, and perceived credibility but also provides practical strategies for charitable organisations. As social media fundraising continues to develop, the findings of this study could help organisations develop more effective fundraising posts, ultimately improving their ability to attract donors and achieve financial goals. Although this study has limitations, it lays the foundation and provides direction for future research.

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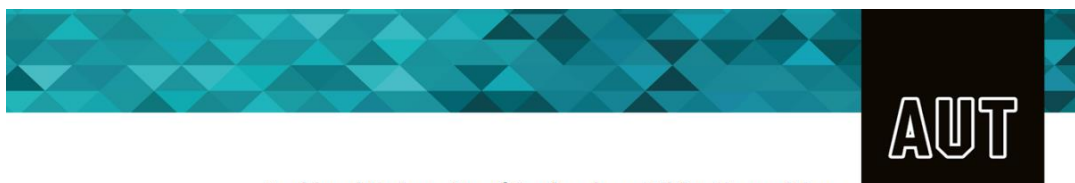
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Appendices

Appendix A: Ethics Approval



Auckland University of Technology Ethics Committee (AUTEC)

18 April 2024

Jungkeun Kim
Faculty of Business Economics and Law

Dear Jungkeun

Re Ethics Application: **24/68 Social Media Fundraising: How message framing and typeface design influence donation intentions**

Thank you for your responses to AUTEC's conditions.

Your ethics application has been approved for three years until 18 April 2027.

Standard Conditions of Approval

1. The research is to be undertaken in accordance with the [Auckland University of Technology Code of Conduct for Research](#) and as approved by AUTEC.
2. All public facing documents must have the AUTEC approval number and be of a high standard of spelling and grammar. Dates on the Information Sheet(s) and Consent Form(s) must be consistent.
3. Any amendments to the project must be approved by AUTEC prior to being implemented.
4. A progress report is due annually on the anniversary of the approval date.
5. A final report is due at the expiration of the approval period, or, upon completion of project.
6. Any serious or adverse events must be reported to AUTEC, this includes unforeseen issues that might affect continued ethical acceptability of the project.
7. AUTEC grants ethical approval only. You are responsible for obtaining management permission for access from any institution or organisation at which your research is being conducted and you need to meet all ethical, legal, public health, and locality obligations or requirements for the jurisdictions in which the research is being undertaken.

The application number and title need to be referenced on all correspondence related to this project.

All forms are available online <http://www.aut.ac.nz/research/researchethics>

For any enquiries, please contact ethics@aut.ac.nz

(This is a computer-generated letter for which no signature is required)

The AUTEC Secretariat

Auckland University of Technology Ethics Committee

Cc: jyn5312@autuni.ac.nz

Appendix B: Participant Information Sheet



Participant Information Sheet

Date Information Sheet Produced:

20/3/2024

Project Title

Social Media Fundraising: How message framing and typeface design influence donation intentions

An Invitation

My name is Jingwei Zhou and I am studying Bachelor of Business (Honors) program at Auckland University of Technology in New Zealand. I am currently working on research that aims to explore the impact of message framing and typeface design on donation intentions in social media fundraising.

Your participation in this research is extremely valuable. Your ideas will enrich this research and help me deepen my understanding of how nonprofit organizations (NPOs) can optimize their fundraising strategies in the digital age.

Please be aware that this survey is completely voluntary and anonymous. Your input will be kept strictly confidential and secure. You have the right to withdraw at any point before completing the survey without any negative consequences.

What is the purpose of this research?

In the digital era, the vast majority of NPOs frequently utilize social media in their fundraising strategies. The popularity of social media fundraising provides NPOs with a promising avenue, but also challenges them. How to stand out from the numerous and diverse messages on social media, attract people's attention, and promote their donation behavior is one of the pressing issues to be addressed.

This research aims to investigate the effects of message framing and typeface design on donation intentions in the context of social media fundraising, with a focus on the mediating role of perceived credibility.

Message framing refers to how information is presented to influence perception and decision-making. Two message framings will be explored: gain (positive) framing and loss (negative) framing. Gain-framed messages emphasize the benefits of a decision or action (e.g., regular exercise can improve your health), while conversely, loss-framed messages emphasize the downsides (e.g., lack of exercise can lead to health problems). This research will explore the role of different message framings on donation intentions in social media fundraising.

This research builds upon existing literature on fundraising strategies and consumer behaviors to address significant gaps in understanding how visual and message elements influence donation behavior in the digital fundraising environment.

This research is part of my program for the Bachelor of Business (Honors) in marketing at Auckland University of Technology in New Zealand. Moreover, the findings of this research may be used for academic publications and presentations.

How was I identified and why am I being invited to participate in this research?

You have been invited to participate in this study because you are a member of the Amazon MTurk survey system, an adult (18 years old or above) currently residing in the United State.

How do I agree to participate in this research?

The first block of the questionnaire is the brief information of research and at the bottom of this section you can indicate your agreement by clicking "Yes, I agree to participate in this survey".

Submitting the survey implies consent, if you change your mind, you can exit by closing the browser. However, once the survey has been submitted, it cannot be withdrawn as the data is anonymous.

What will happen in this research?

The questionnaire contains three parts: brief information, questions related to the experiment, and demographic section. Participants will need to read the post and answer each question.

What are the discomforts and risks?

The possibility of discomfort or risks is extremely low. This questionnaire is anonymous and does not contain any questions that could reveal the identity or identifying information of the participant.

How will these discomforts and risks be alleviated?

If you experience any discomfort or risk during the process of answering the online survey, you have the right to quit immediately without any consequences.

What are the benefits?

Participation in the questionnaire will help participants gain a broader and deeper understanding of the factors that influence their intention to donate in the context of social media fundraising. This understanding will help participants make more informed decisions when supporting charities in the future, especially in the context of social media. In addition, participants will be able to express their views through this questionnaire, and this valuable data will effectively provide useful perspectives on strategies for attracting donors to nonprofit organizations, and even the wider community. By analyzing participants' views, the findings are likely to contribute to the academic understanding of fundraising strategies in the digital age.

How will my privacy be protected?

The questionnaire you will be participating in is anonymous and does not contain any questions that could reveal the participant's identity or identifying information, such as name, address, telephone number, and email address. To ensure the confidentiality of the data collected, all information related to the questionnaire will be kept secure. Only the supervisor and the researcher will have access to the raw data. In addition, the data collected will be permanently deleted after 6 years of storage.

What are the costs of participating in this research?

It will take you around 5 minutes to complete this questionnaire. After completing the questionnaire, you will receive a bonus of about US\$0.40.

What opportunity do I have to consider this invitation?

This is a questionnaire for voluntary participation. You will have two weeks to consider this invitation. If you need further information, please contact the research team. In addition, you can withdraw at any point before completing the questionnaire without any adverse consequences.

Will I receive feedback on the results of this research?

If you are interested in the results of this research, please use the URL below to follow it up. The results will be updated around mid-August 2024.

https://docs.google.com/document/d/1Cw_BAqaHUWqM9wxRBjNpOuMzLE4HKssVAJ9UKwSLaC4/edit?usp=sharing

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, *Dr. Jungkeun Kim, jungkeun.kim@aut.ac.nz, and +64-9-921-9999 Ext.5091.*

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEK, *ethics@aut.ac.nz, (+649) 921 9999 ext 6038.*

Whom do I contact for further information about this research?

Please keep this Information Sheet for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:

Jingwei Zhou

Email: jyn5312@autuni.ac.nz

Project Supervisor Contact Details:

Dr. Jungkeun Kim

Email: jungkeun.kim@aut.ac.nz

Phone: +64-9-921-9999 Ext.5091

Approved by the Auckland University of Technology Ethics Committee on 18/04/2024, AUTEK Reference number 24/68.