

The Communication Effect of the Emotional Storytelling on Non-Profit Organizations: The Moderating Effect of Social Distance

Authors : ZhangRun, Yi-Fang Chiang, Li-Shia Huang

Abstract : The purpose of this study was to explore the impact of emotional story marketing on the fundraising effectiveness of non-profit organizations and to further clarify the communication effectiveness of emotional story types by using "social distance" which reflects individual differences, as an intervening variable in two experiments. The quasi-experimental design of the development experiment (positive warmth of the story v.s. negative sadness of the story) × social distance (near v.s. far) to clarify the effects of social distance. In this study, we designed the experimental advertising situation ourselves, and data were collected through a questionnaire survey. A total of 391 questionnaires were distributed, and data analysis and hypothesis verification were conducted through variance analysis. According to the analysis results of this study, the use of positive emotional appeals in the design of non-profit organization advertisements on issues related to the loss of children will increase the willingness of listeners to donate. For those with close social distance, there is no significant difference between the positive and "warm" emotional story ads and the negative and "sad" emotional story ads. For those with far social distance, there is a significant difference between the positive and "warm" emotional story ads and the negative and "sad" emotional story ads, with the positive and "warm" emotional appeals improving their willingness to donate. Therefore, this study suggests that NPOs should use more positive and warm emotional stories in their advertising design to enhance the fundraising effectiveness of NPO story marketing.

Keywords : story marketing, emotional appeal, social distance, willingness to donate

Conference Title : ICMAMS 2024 : International Conference on Management and Marketing Sciences

Conference Location : Tokyo, Japan

Conference Dates : December 02-03, 2024