



Advertising messages framing to encourage Indonesian young millennial consumers' intention of environmental-cause donations

Dwinita Laksmidewi*, Reinandus Aditya Gunawan

Faculty of Economics and Business, Atma Jaya Catholic University of Indonesia, Jakarta 12930, Indonesia

Article Info

Article history:

Received 24 February 2022

Revised 21 June 2021

Accepted 13 August 2021

Available online 30 April 2022

Keywords:

donation intention,
environmental cause-related marketing,
message framing

Abstract

The purpose of this study was to examine how to deliver promotional messages with the theme of environmental problems that effectively encourage Indonesian millennial consumers to donate. Study 1 examined the differences between the messages that describe causes and the messages that describe products to increase donation intentions. Study 2 examined the difference between the effects of messages with positive framing and messages with negative framing on the intention of donations. The results showed that promotional messages which explicitly show pictures of problems are responded to positively by millennial consumers. The intention of donations will be higher if the message is delivered with positive framing, illustrating the good results of donation participation. This occurs in high consumer involvement in the cause. Gender has no significant effect in this case.

© 2022 Kasetsart University.

Introduction

The problem of plastic waste is a concern to a lot of countries in the world today, including Indonesia. The amount of plastic waste entering the ocean is predicted to increase with the increasing population (Jambeck, et al. 2015). According to research by Jambeck et al. (2015), Indonesia is the second-largest producer of plastic waste in the sea after China. The reduction of plastic waste can only be done by involving the participation of producers and the public. Behavior change can help achieve the reduction of plastic waste. There are several factors

that later lead to an increase in the amount of plastic waste. Consumers now like a simple lifestyle. Plastic packaging, plastic bags, and plastic products support a straightforward and practical consumers' lifestyle.

The government emphasizes targeting millennial groups as agents of change who are increasingly aware of the environment. According to Central Statistics Agency (BPS) data, the number of Indonesians aged 20 to 35 years in 2020 was estimated to be 83 million people or 34 percent of Indonesia's total population of 271 million (Ali & Purwandi, 2017). This is the so-called millennial generation, young consumers born between 1985 and 1999 (Pendergast, 2009). The millennial generation has a significant purchasing power that impacts the future of the world economy and is the most powerful consumer group on the market (Farris, Chong, & Dunning, 2002).

* Corresponding author.

E-mail address: dwinita.laksmi@atmajaya.ac.id (D. Laksmidewi).

<https://doi.org/10.34044/j.kjss.2022.43.2.25>

2452–3151/© 2022 Kasetsart University.

The millennial generation also has an indirect economic impact by influencing most family purchasing decisions (Morton 2002; Taylor & Cosenza, 2002). The millennial generation is recognized as the most consumption-oriented generation of all (Sullivan & Heitmeyer, 2008).

Interestingly, millennials tend to have social, cultural, and environmental awareness (Koczanski & Rosen, 2019; Sheahan, 2005). Through their engagement in social media, millennials can support social causes (Paulin, Ferguson, Jost, & Fallu, 2014). However, in Indonesia, studies on the millennial generation have not been considerably done.

A company realizes the responsibility for environmental and social problems by carrying out Corporate Social Responsibility (CSR). One form of CSR is cause-related marketing (CRM), which is in the form of company initiatives directing promotion to develop awareness and attention of the public towards some social issues (Varadarajan & Menon, 1988). The CSR program conducted by such a company will influence consumer identification of the company, which will affect consumer donation behavior. It ultimately will positively influence consumer shopping behavior in stores (Lichtenstein, Drumwright, & Braig, 2004). Companies' success of environmental campaigns is very dependent on how consumers support such program (Robinson, Irmak & Jayachandran, 2012). If consumers respond positively, they will change their lifestyle or participate in donations to help environmental and social problems. Livingston (2010) stated that millennials can be reached through cause-related marketing, so how companies design campaigns and how to communicate such a program to the millennial generation consumers are essential. Unfortunately, research on green messages, especially in millennial consumers, is still limited.

Previous researches looked for factors that motivated millennials to be involved in CRM activities (Randiwela & Gunarathna, 2017). In terms of the content of advertising messages for millennials, there is research on congruence between causes and brands and their influences on millennial buying behavior (Manojkumar, Sharma, & Vasavada, 2009). Green and Peloza (2014) examined the importance of message appeal in social message communication, which is not specific only to millennial consumers. Our previous research examined cause-related marketing advertising content for millennials using the theme of anthropomorphism (Laksmidewi & Soelasih, 2019). In contrast, Müller, Mazar, and Fries (2016) examined the effect of donation messages in CRM advertising on conventional products versus green products. While there have been researches on CRM for

millennials, CRM advertising message, and research on millennials, there has been no research on green CRM messages for millennials. Thus, there is a research gap on a social purpose CRM advertising message targeted at millennials. This study aimed to examine various message communication designs in Cause-Related Marketing, a marketing program that invites consumers to buy and donate to help environmental and social problems with the target message of millennial generation consumers. The variable examined in CRM message communication was message framing. The first study would determine whether the CRM message for millennial consumers would be more effective if it displayed a product or a cause. The second study examined the positive and negative effects of framing on CRM messages. The effectiveness of CRM was measured by the attitude towards the brand, the intention to donate to environmental problems, and what is also important, was the intention to behave green.

Literature Review

Green Advertising

Green advertising aims to promote green products, environmentally friendly actions by companies, and promotions to influence consumers to behave in an environmentally friendly manner by reducing, reusing, and recycling (Banerjee, Gulas, & Iyer, 1995). According to Banerjee et al. (1995), green advertising does not have to show a product or service. Instead, the message in green advertising aims to influence consumers to behave green or buy green products and is displayed verbally and visually (Kronrod, Grinstein, & Wathieu, 2012). One example of green behavior is making donations for solving environmental problems, which companies facilitate through cause-related marketing programs. Varadarajan and Menon (1988) defined cause-related marketing (CRM) as the action of a company to contribute a portion of its profits to a particular problem (cause). Through CRM, the consumer buys the product and, at the same time, donates a part of the price paid for a reason. Müller et al. (2016) showed that cause-related marketing messages are more effectively applied to conventional products than green products. This indicates that green CRM is not limited to green products. Green CRM messages have a positive effect on attitudes towards green CRM itself and green consumer behavior (Laksmidewi & Soelasih, 2019).

Millennials Environmental Concern and Donation Intention

The research conducted by Sogari, Pucci, Aquilani, and Zanni (2017), which compared the effect of the sustainability message on millennial and non-millennial consumers, showed that millennial consumers are more sensitive to environmental issues. Furthermore, the research also pointed out that millennial involvement in the environment can be increased by including environmental messages in product promotions. Millennials who are more concerned with sustainable consumption even reject technological innovation because they adhere to the principle that sustainable products must be organic, local, and traditional (Cavaliere & Ventura, 2018). Regarding the factors that influence green behavior, research in Pakistan showed that millennials are more affected by identified motivation, namely the benefits obtained, rather than internal and external motivation (Gilal et al., 2020). Meanwhile, in Indian millennials, perceived environmental responsibility is the foundation of attitudes and intentions to buy green products (Shukla, 2019). This research on millennials showed that millennials have a concern for environmental sustainability. Previous research has also shown that millennials are concerned about donations. Chinese millennials prefer donations via mobile social media (WeChat). Their donations are most significantly influenced by trust in charitable organizations, not by celebrity influence, fun or gamification factors (Chen, 2018). Cosgrave and O'Dwyer (2020) examined millennial consumers in developing and developed countries and concluded that different ethical and religious backgrounds in these country groups create different perceptions about CRM. The important point of their research was that millennial consumers cannot be treated homogeneously. Thus, research on CRM messages tailored to millennial targets is important.

CRM Messages are Product-Focused and Cause-Focused Framing

Previous research identified that commercial advertising (profit-oriented) focused on selling goods and services, while social marketing aimed at improving society. Advertising related to social problems creates more emotional appeal than profit-oriented, while profit-oriented advertising conveys more information. Advertising that uses a message approach with an emotional appeal can affect consumer behavior (Laksmidewi & Soelasih, 2018). Visualization of a

problem can arouse emotions and stimulate sympathy and thus encourage a more positive attitude and purchase intention. If it is communicated in the form of its products without being varied, a green message will more or less be meaningful (Tam, Lee, & Chao, 2013). Match between emotions from the purchase of hedonic products and emotions caused by the image of the cause facilitates the purchase of the product being promoted. Showing the green side of the product can produce a more positive response to the product (Green & Peloza, 2014).

H1: CRM messages that focus on the cause encourage consumers to donate, rather than messages focusing on the product.

Messages with Positive and Negative Emotional framing

Message framing is used in commercial advertising, but previous research has included message framing as an important variable in green advertising (Chang, Zhang, & Xie, 2015). Message framing refers to the presentation of one of two equivalent value results, where one result is presented in a positive or earned form, and the other is presented in negative or loss terms (Chang & Lee, 2009). Negative framing is proven to have emotional appeal, influence consumer altruism, and then make consumers donate for the needy. This framing is often realized by showing pictures of people in need, thus increasing compassion and motivating the response of donors (Chang & Lee, 2009).

Donation messages for charity can be promoted through messages that are positively framed (for example, "With your help, poor children can have a chance for a bright future") or negatively framed (for example, "Without your help, disadvantaged children will stay alive in the dark") with the same goal that is the promotion of donation behavior (Chang & Lee, 2009). On the other hand, negative-framed messages are more felt against expectations. People are more used to seeing arguments that are framed in terms of positivity (i.e., gaining) rather than negativity (i.e., loss) (Chang & Lee, 2009). Negatively framed messages increase consumers' need for information on potential negative consequences and ways to avoid their occurrence because messages contain negative consequence information that evokes and offers solutions to overcome them (Chang & Lee, 2009). Similar principles can be applied to CRM. Negatively framed messages tend to arouse self-relevance, awareness, and sympathy about serious consequences if no action is taken. Consumers who are more involved with causes will tend to give donations than consumers who are less involved (Grau & Folse,

2007). For positive participation intentions, consumers can be made to have high involvement with causes (Grau & Folse, 2007; Zdravkovic, Magnusson, & Stanley, 2010). For consumers who have low involvement with causes, CRM ads use positive frames.

H2: CRM messages that are framed positively encourage consumers to donate more than messages that are framed negatively.

H3: Consumer involvement has a moderating effect on message framing on consumer intention to donate.

The Moderating Role of Gender

Gender correlates with charitable giving (Eagle, Keister, & Read, 2018). Gender supports different types of charities category (Chapman, Louis, & Masser, 2018). The researchers argue that gender identity generates a distinct focus on charitable behavior. For men, charity activities are focused on themselves, while women are more concerned within groups. This argument is related to the agentic and communal goals inherent in masculine and feminine traits (Winterich, Mittal, & Ross, 2009). The communal dimension is primarily associated with the caring, welfare and nurturing of other people. The communal nature emphasizes social relationships, interpersonal affiliation and harmony with others (Palan, 2001). In contrast, the agentic dimensions, associated with masculine gender identity, are concerned with assertiveness and control, focus on the self, self-assertion, and self-efficacy (Palan, 2001).

Previous research has shown that male and female consumers respond differently toward cause-related campaigns (Hyllegard, Yan, Ogle, & Attmann, 2010). Previous findings show that married women give less charity than married men. Meanwhile, young, non-religious women have a much higher rate of charitable giving than men (Eagle, Keister, & Read, 2018). Heidarian (2019) found gender to be a significant moderator of the effect of trust propensity on purchase intention in cause-related marketing. However, in the study of Jacobson et al. (2019) on the effectiveness of environmental conservation message framing, it was found that gender had no moderating effect. There was no significant difference by gender in the mean difference in money or time donated for positive or negative framing messages (Jacobson et al., 2019).

H4: Gender has a moderating effect on the effect of message framing on consumer intention to donate.

Methodology

This research consists of 2 studies. Study 1 aimed to test hypothesis 1: CRM messages that focus on causes are more effective than messages that focus on products to encourage the intention of consumer donations. To determine the effectiveness of the message, we measured attitudes toward the brand and the intentions of donation. To prevent other variables from affecting the results, a preliminary study was conducted to find out environmental problems that were of concern to millennial consumers. Based on the answers of 258 millennial respondents in our preliminary study, plastic waste ranked first as an environmental problem that is now their concern. The results of this preliminary study were the basis for selecting causes and products in our experimental stimulus.

Study 2 aimed to examine whether messages with positive framing or negative framing were more appropriate to invite millennials to donate for environmental problems. This study also examined the moderation role of customer involvement and gender.

Study 1

Study 1 was conducted using an experimental method with one hundred and six young consumer participants. The participants were undergraduate students from Universitas Katolik Indonesia Atma Jaya, located in Jakarta, aged 18–27 years, and consisting of 46 males and 61 females. The experiment consisted of two conditions: product-focused messages as controls vs. cause-focused messages between participants. A participant was randomly assigned to one of the two group conditions, which included 51 participants randomly assigned to group 1 (product-focused message) and 55 participants randomly assigned to group 2 (plastic waste cause-focused messages). Manipulation of independent variables was carried out on fictitious print advertisements with plastic waste—an environmental problem—as the cause. The first ad was a display of coffee products, and the second ad showed a picture of a sea full of plastic waste. In the first and second advertisements, we put the same text: Every Rp. 1000, - From Purchase, You Donate Rp. 100, - to Clean Sea from Plastic Waste. After the participants were shown stimulus ads, we measured cause-related marketing, advertising attitude, brand attitude, and intention to donate. In study 1, a mediation test was carried out with advertising message as a predictor, intention to donate as the dependent variable, and perceived CRM as mediation (Figure 1).

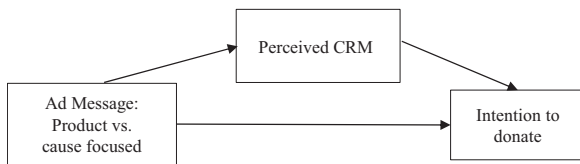


Figure 1 Research Model for Study 1

Study 2

Study 2 consisted of two groups of conditions. Condition 1 was a negative framing message group, and group 2 was a message with positive framing between participants. In Study 2, a model test was conducted with message framing as the independent variable, intention to donate as the dependent variable, consumer involvement, and gender as moderation (Figure 2). Study 2 involved 109 millennial participants. They were undergraduate students aged 17 to 26 years, consisting of 47 males and 62 females. Participants were randomly assigned to one of the two conditions; 51 participants were randomly assigned to group 1, and 58 were randomly assigned to group 2.

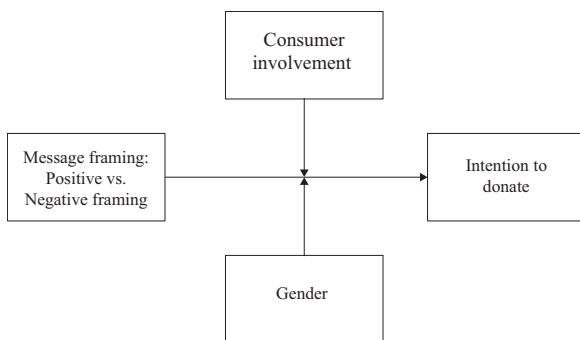


Figure 2 Research Model for Study 2

Two kinds of fictitious advertisements were designed. For positive framing condition, the advertisement showed pictures of sharks and small fish in a clean, blue sea, with the text: With Your Help, Fish in The Sea Free of Plastic Waste. Every Rp. 1000 of Your Purchases Donate Rp. 100 to Clean the Ocean from Trash. We also used the fictitious brand, “Tashijau” vegetable bags made from natural cassava - environmentally friendly. For negative framing condition, the advertisement showed a picture of fish in an ocean full of plastic garbage, with the text “Without Your Help, Fish in The Ocean Eat Plastic Waste”. The next sentence about the amount of donations was the same as the positive condition of framing, as well as information about the product and the brand. Consumer

involvement items adapted from Bigné-Alcañiz, Currás-Pérez, Ruiz-Mafé, and Sanz-Blas (2010) consisted of 6 items. The plastic waste problem for you: attractive, relevant, means a lot to me, my concern, important, a problem for me. Dependent variables used the same measuring instrument as Study 1. All items use a six-point Likert scale: from strongly disagree to strongly agree.

Results

Study 1

Manipulation Check.

We asked 4 items about cause-related marketing to check CRM manipulation in stimulus advertising. CRM items were adapted from Lichtenstein et al. (2004). The sample items were “Kedai Kopi Bunga is committed to using part of its profits for environmental problems”, “the community benefits from the contribution of Kedai Kopi Bunga”. The results showed that display advertising “plastic waste in the sea”, can better reflect CRM and was significantly different from the ad pictured product ($M_{product} = 4.5049$, $M_{waste} = 5.1409$, $F(1,105) = 24.721$, $p = .000$). This means that the manipulation was successful.

Brand Attitude.

A one-way ANOVA was performed using the average of the three questions on brand attitude as the dependent variable. Items of brand attitude were adapted from Garretson and Niedrich (2004) including statements of whether the participant likes/dislikes, happy / not happy, good/bad; positive/negative towards the advertised brand. As predicted, the main effect of brand attitude was significant ($F(1,105) = 6.388$, $p = .013$) (Table 1). Participants in the condition of plastic waste expressed a higher brand attitude than participants in the product condition ($M_{product} = 4.2451$, $M_{waste} = 4.6000$).

Intention to Donate.

We also tested One-way ANOVA with intention to donate as a dependent variable. ANOVA’s results (Table 1) showed significant differences in the intention of donations between the waste plastic and product groups. Participants in the plastic waste group had higher donation intentions than participants in the product group, and the difference between group was significant ($M_{product} = 4.3578$, $M_{waste} = 4.7955$, $F(1,105) = 9.913$, $p = .002$). Therefore, Hypotheses 1 was supported, CRM messages that focus on the cause more encourage consumers to intend to donate, rather than messages that focus on the product.

Table 1 One-way ANOVA of Research Variables

Variable	Condition (Mean)		<i>F</i>	<i>p</i>
	Cause (Plastic Waste)	Product		
Perceived CRM	5.1409	4.5049	24.721	.000
Intention to Donate	4.7955	4.3578	9.913	.002
Advertising Attitude	4.4136	4.0784	4.404	.000
Brand Attitude	4.6000	4.2451	6.388	.013

Source: Authors' own research

Mediation analysis

Next we tested whether CRM messages are able to influence consumers' perceptions of the company's CRM program by displaying the cause images and further make consumers have the intention to donate. For this purpose, we conducted a mediation test with messages containing cause vs. product as independent variables, purchase intentions as dependent variables, and CRM as mediation variables (Table 2). We used the OLS regression PROCESS SPSS macro model 4 and bootstrap analysis (Hayes, 2013). The effect of cause message (cause vs. product) on CRM perception was significant ($a = .6360$, $SE = 0.1279$, $p = .000$). However, the direct effect of cause message on consumer intention to donate was not significant ($b = -0.0072$, $SE = 0.1189$, $p = .9517$). The indirect effect of cause message on intention to donate through CRM was significant ($ab = .4448$, 95% CI .2486, .6698).

Study 2

Manipulation check

We asked for two positive framing items and two negative framing items to ensure manipulation of our stimulus. Participants in the positive framing condition on average agreed to the positive framing question

($M_{positive} = 4.4569$, $M_{negative} = 2.3235$, $F = 119.001$, $p = .000$). Likewise, participants in negative framing conditions on average answered in agreement with negative framing questions ($M_{positive} = 2.2549$, $M_{negative} = 3.8793$, $F = 59.011$, $p = .000$). This shows that framing manipulation was successful.

Perceived cause-related marketing

The two stimulus ads that were designed inform cause-related marketing programs, only different framing, one positive and the other negative framing. One-way ANOVA results showed that positive framing CRM ads can better describe CRM programs than negative framing CRM ads ($M_{positive} = 5.1034$, $M_{negative} = 2.1324$, $F = 449.309$, $p = .000$). Millennials prefer to be exposed to good consequences rather than bad consequences or prefer to be flattered rather than blamed.

Brand attitude

Items of brand attitude were the same as Study 1. Messages with positive framing produced significantly more positive brand attitude compared to negative framing messages ($M_{positive} = 4.7888$, $M_{negative} = 2.6275$, $F = 245.414$, $p = .000$). The positive effect emitted by positive messages is preferred by young millennials, which in turn makes them positive towards the brand.

Table 2 The mediation results ($n = 106$)

Predictors	Model 1 CRM β (SE)	Model 2 Donation β (SE) ^b	
Independent Variables			
Cause ^a	.6360 (.1279)*	-.0072(.1189)	
CRM		.6994(.0819)*	
R^2	.4382	.6821	
Bootstrap indirect effects ^c	β (SE)	LL 95% CI	UL 95% CI
Condition \rightarrow CRM \rightarrow Donation	.4448 (.1072)	.2486	.6698

Note: LL = Lower limit; UL = Upper Limit; CI = Confidence Interval. Unstandardized regression coefficients are reported with standard error in parentheses.

^aProduct condition as the reference category vs Cause Condition.

^bDirect and total effect.

^cBootstrap sample size = 1000.

* $p < .01$.

Source: Authors' research

This is shown by ads with positive framing messages preferred over negative framing ads ($M_{positive} = 4.5560$, $M_{negative} = 2.5294$, $F = 170.468$, $p = .000$).

Intention to donate

The message that conveyed the positive impact of donation contributions was better in encouraging the intention to donate. This is indicated by the intention of donations in positive framing conditions, significantly more positively compared to negative framing conditions ($M_{positive} = 4.9138$, $M_{negative} = 2.3676$, $F = 360.359$, $p = .000$). Therefore, Hypotheses 2 was supported. CRM messages that are framed positively more encourage consumers to intend to donate than messages that are framed negatively.

The moderation role of consumer involvement

To assess the role of consumer involvement moderation, a moderation test was conducted using OLS regression PROCESS SPSS macro, model 1, with the intention of donations as dependent variable, framing conditions as independent variables, and consumer involvement as moderating variable (Table 3). Category 1 represented positive framing, and category 2 represented negative framing. The result showed that there was a significant main effect of framing message on donation intention ($b = 3.3890$, $SE = 0.7865$, $t = 4.3090$, 95% CI(1.8295 4.9485), $p = .0000$), the main effect of consumers' involvement was significant ($b = 1.5833$, $SE = 0.2417$, $t = 6.5519$, 95% CI(1.1041, 2.0624), $p = .0000$), and the interaction between framing message and

consumers' involvement was significant ($t = 7.6220$, $p = .0000$). To probe the interaction, we conducted a floodlight analysis or Johnson-Neyman Technique (Hayes, 2013; Spiller, Fitzsimons, Lynch, & McClelland, 2013). The result of floodlight analysis showed that conditional effect of green message on purchase intention was significant when consumer involvement ≥ 3.3860 . For high involvement participants, intention of donation was more favorable if the framing message used positively framing. Meanwhile, in the lower levels of involvement participants, there was no difference between positive or negative framing message. Probing the level of involvement showed that the effect of CRM messages on intentions has a significant donation at high consumer involvement toward environmental causes. Therefore, H3 was supported.

The moderation role of gender

Previous research shows that gender has an influence on donation intention (Hyllegard et al., 2010; Winterich et al., 2009). The moderation test result (Table 3) shows that there is a significant main effect of framing message ($b = -1.9127$, $SE = 0.4548$, $t = -4.2059$, 95% CI(-2.8144, -1.0110), $p = .0001$), but the main effect of consumers' gender is not significant ($b = .4973$, $SE = 0.4196$, $t = 1.1853$, 95% CI (-.3346, 1.3292), $p = .2386$), and the interaction between framing message and consumers' gender is not significant ($t = -1.4348$, $p = .1543$). Thus, there is no difference in influence on the intention of donations between genders. Hypotheses 4 was not supported.

Table 3 The mediation results

			(n = 106)
Model 1		Donation β (SE) ^b	
Variables			
Message framing ^a (C)		3.3890(.7865)*	
Involvement (I)		1.5833(.2417)*	
C*I		1.1662(.1530)*	
R ²		0.8566	
Moderator value(s) defining Johnson-Neyman significance region(s):			
Value	% below	% above	
3.3860	1.8349	98.1651	
Model 2		Donation β (SE) ^b	
Variables			
Message framing ^a (C)		-1.9127(.4548)*	
Gender (G)		.4973(.4196)	
C*G		-.3939(.2745)	
R ²		.2745	

Note: Unstandardized regression coefficients are reported with standard error in parentheses.

^aNegative framing vs positive framing Condition.

^bDependent variables.

* $p < .01$.

Source: Authors' research

Discussion

Study 1

Study 1 results show that millennial consumers are more interested in donation-related advertisements that provide a more explicit picture of social/environmental issues. It is not enough just to provide information about cause-related marketing programs; consumers need to imagine what the problem is through images, not just solicitation in the form of text. Advertising with plastic waste at sea is preferred because it is more informative and more precise than product display ads. Therefore, consumers are more positive about the program. These results support Sogari et al. (2017), who pointed out that millennials are concerned with environmental issues, and the messages that explicitly address problems will be more effective in influencing them. Mediation testing showed the following effect; with a positive perception toward CRM program, then the consumer has the intention to donate.

Study 2

In Study 2 millennials prefer positive results from their participation in donation. A clean and beautiful sea picture gives a more positive response than a dirty sea picture full of plastic waste. Besides, millennials feel more uncomfortable receiving the message of the bad condition “fish eat plastic waste”. They feel more comfortable with the condition of “fish in the sea free of plastic waste”. Millennials were born and have grown up in a comfortable environment in contrast to previous generations born and growing up in a constructive environment. The result shows that message framing has a significant effect on the intention of donations if consumers have a high involvement with the cause. Such agrees with Grau and Folse (2007), who pointed out that consumers will be motivated to donate if they are involved with a cause. The argument of Winterich et al. (2009), in their previous study, stated that gender identity, namely masculine identity focuses on self, and feminine identity focuses on groups. However, our study did not find the role of gender moderation. Male and female participants were the same in responding to messages with positive or negative framing. The main effect of gender on the intention of donations that are not significant shows that in the intention of donations there is no difference between male and female participants.

Conclusion and Recommendation

The study results showed that CRM messages that explicitly describe the cause of environmental problems are more effective than if the message features the product. This indicates that young Indonesian millennials respond more positively to messages that directly address the cause. Indonesian ads use direct messages, not indirect delivery messages such as metaphors. However, previous research has shown that delivering messages with metaphors results in positive evaluations of products (Delbaere, McQuarrie, & Philips, 2011). The program benefits are clearly stated, so viewers don't have to think hard to capture their meaning. Marketers can consider these results in designing CRM messages for young millennials.

A further finding from this study was that messages that effectively encourage donations are those that contain positive results solving environmental problems from donation participation (positive framing), not messages that contain the negative consequences of not participating. This occurs in high involvement of the cause. This research also showed that it is necessary to encourage millennial consumers to get involved in environmental issues because this involvement will make millennials respond more positively to CRM advertisements. CRM messages are generally applied to millennial men and women because the results show that gender is not a significant moderation. The implication of this finding is the need to expose millennials to environmental problems so that their feelings of involvement are high on the problem. After a millennial becomes part of the environmental problem, marketers communicate the invitation to donate with positive framing. The limitation of this study is that it only used positive and negative framing as advertising appeal. For future research, it is necessary to examine other attractions, for example, the use of various emotional appeals, such as fear appeal, anxiety appeal (Chang, 2011), or messages that induce feelings of guilt (Cotte, Coulter, & Moore, 2005). To match the young millennial soul, it is necessary to study the use of humor appeal in CRM ads (Zhao, Roditis, & Alexander, 2019). To overcome the limitations of this study in moderating variables, we will include factors in future studies that are thought to influence donation behavior, such as materialism (Manchiraju & Krizan, 2015), and the attractiveness of social benefits for others (Green and Peloza, 2014).

Conflict of Interest

There is no conflict of interest.

References

- Ali, H., & Purwandi, L. (2017). *Millenial nusantara*. Jakarta, Indonesia: Gramedia Pustaka Utama.
- Banerjee, S., Gulas, C. S., & Iyer, E. (1995). Shades of green: A multidimensional analysis of environmental advertising. *Journal of advertising*, 24(2), 21–31. doi: 10.1080/00913367.1995.10673473
- Bigné-Alcañiz, E., Currás-Pérez, R., Ruiz-Mafé, C., & Sanz-Blas, S. (2010). Consumer behavioural intentions in cause-related marketing: The role of identification and social cause involvement. *International Review on Public and Nonprofit Marketing*, 7(2), 127–143. doi: 10.1007/s12208-010-0053-6
- Cavaliere, A., & Ventura, V. (2018). Mismatch between food sustainability and consumer acceptance toward innovation technologies among Millennial students: The case of Shelf Life Extension. *Journal of Cleaner Production*, 175, 641–650. doi: 10.1016/j.jclepro.2017.12.087
- Chang, C. -T., & Lee, Y. -K. (2009). Framing charity advertising: Influences of message framing, image valence, and temporal framing on a charitable appeal. *Journal of Applied Social Psychology*, 39(12), 2910–2935. doi: 10.1111/j.1559-1816.2009.00555.x
- Chang, C. -T. (2011). Guilt appeals in cause-related marketing: the subversive roles of product type and donation magnitude. *International Journal of Advertising*, 30(4), 587–616. doi: 10.2501/IIA-30-4-587-616
- Chapman, C. M., Louis, W. R., & Masser, B. M. (2018). Identifying (our) donors: Toward a social psychological understanding of charity selection in Australia. *Psychology and Marketing*, 35(12), 980–989. doi: 10.1002/mar.21150
- Chen, Y. -R. R. (2018). Strategic donor engagement on mobile social networking sites for mobile donations: A study of millennial WeChat users in China. *Chinese Journal of Communication*, 11(1), 26–44. doi: 10.1080/17544750.2017.1357642
- Cosgrave, D., & O'Dwyer, M. (2020). Ethical standards and perceptions of CRM among millennial consumers. *International Marketing Review*, 37(5), 863–884. doi: 10.1108/IMR-05-2019-0125
- Cotte, J., Coulter, R. A., & Moore, M. (2005). Enhancing or disrupting guilt: The role of ad credibility and perceived manipulative intent. *Journal of Business Research*, 58(3), 361–368. doi: 10.1016/S0148-2963(03)00102-4
- Delbaere, M., McQuarrie, E., & Philips, B. (2011). Personification in advertising: Using a visual metaphor to trigger anthropomorphism. *Journal of Advertising*, 40(1), 121–130. doi: 10.2753/JOA0091-3367400108
- Eagle, D., Keister, L. A., & Read, J. G. (2018). Household charitable giving at the intersection of gender, marital status, and religion. *Nonprofit and Voluntary Sector Quarterly*, 47(1), 185–205. doi: 10.1177/0899764017734650
- Farris, R., Chong, F., & Dunning, D. (2002). Generation Y: Purchasing power and implications for marketing. *Academy of Marketing Studies Journal*, 6(2), 89–101. Retrieved from <https://www.thecasecentre.org/products/view?id=124244>
- Gilal, F. G., Chandani, K., Gilal, R. G., Gilal, N. G., Gilal, W. G., & Channa, N. A. (2020). Towards a new model for green consumer behaviour: A self-determination theory perspective. *Sustainable Development*, 28(4), 711–722. doi: 10.1002/sd.2021
- Grau, S. L., & Folse, J. A. G. (2007). Cause related marketing (CRM): The influence of donation proximity and message-framing cues on the less-involved consumer. *Journal of Advertising*, 36(4), 19–33. Retrieved from <https://www.jstor.org/stable/20460811>
- Green, T., & Peloza, J. (2014). Finding the right shade of green: The effect of advertising appeal type on environmentally friendly consumption. *Journal of Advertising*, 43(2), 128–141. doi: 10.1080/00913367.2013.834805
- Hayes, A. F. 2013. *Introduction to mediation, moderation, and conditional process analysis. A regression-based approach*. New York, NY: The Guilford Press.
- Heidarian, E. (2019). The impact of trust propensity on consumers' cause-related marketing purchase intentions and the moderating role of culture and gender. *Journal of International Consumer Marketing*, 31(4), 345–362. doi: 10.1080/08961530.2019.1575316
- Chang, H., Zhang, L., & Xin, G. -X. (2015). Message framing in green advertising: The effect of construal level and consumer environmental concern. *International Journal of Advertising*, 34(1), 158–176. doi: 10.1080/02650487.2014.994731
- Hyllegard, K. H., Yan, R., Ogle, J. P., & Attmann, J. (2010). The influence of gender, social cause, charitable support, and message appeal on Gen Y's responses to cause-related marketing. *Journal of Marketing Management*, 27(1–2), 100–123. doi: 10.1080/02672571003683755
- Jacobson, S. K., Morales, N. A., Chen, B., Soodeen, R., Moulton, M. P., & Jain, E. (2019). Love or loss: Effective message framing to promote environmental conservation. *Applied Environmental Education and Communication*, 18(3), 252–265. doi: 10.1080/1533015X.2018.1456380
- Jambeck, J. R., Geyer, R., Wilcox, C., Siegler, T. R., Perryman, M., Andrady, A., ... Law, K. L. (2015). Plastic waste inputs from land into the ocean. *Science*, 347(622), 768–771. doi: 10.1126/science.1260352
- Kocczanski, P., & Rosen, H. S. (2019). Are millennials really particularly selfish? Preliminary evidence from a cross-sectional sample in the philanthropy panel study. *American Behavioral Scientist*, 63(14), 1965–1982. doi: 10.1177/0002764219850871
- Kronrod, A., Grinstein, A., & Wathieu, L. (2012). Go green! Should environmental messages be so assertive? *Journal of Marketing*, 76(1), 95–102. doi: 10.1509/jm.10.0416
- Laksmidewi, D., & Soelasih, Y. (2018). Brand action for environmental sustainability: Is brand a hero or a caregiver? *Journal of Social Science and Humanity*, 26, 183–196. Retrieved from <http://www.pertanika.upm.edu.my/resources/files/>
- Laksmidewi, D., & Soelasih, Y. (2019). Anthropomorphic green advertising: How to enhance consumers' environmental concern. *DLSU Business and Economics Review*, 29(1), 72–84. Retrieved from <https://dlsuiber.com/wp-content/uploads/2019/08/7.pdf>
- Lichtenstein, D. R., Drumwright, M. E., & Braig, B. M. (2004). The effect of corporate social responsibility on customer donations to corporate-supported nonprofits. *Journal of Marketing*, 68(4), 16–32. doi: 10.1509/jmkg.68.4.16.42726
- Livingston, A. (2010). *The secrets of advertising to gen Y consumers*. North Vancouver, Canada: Self-Counsel Press.
- Manchiraju, S., & Krizan, Z. (2015). What's materialism? Testing two dominant perspectives on materialism in the marketing literature. *Management & Marketing*, 10(2), 89–102. doi: 10.1515/mmcks-2015-0008
- Manojkumar, S. S., Sharma, M. S., & Vasavada, M. (2009). *An empirical study to measure millennial's buying behavior with reference to cause related marketing : Examining moderating role of cause brand congruence in Western India*. Paper presented at the 7th AIMS International Conference on Management, India.
- Morton, L. P. (2002). Targeting generation Y. *Public Relations Quarterly*, 47(2), 46–48. Retrieved from <https://www.scirp.org/>

- (S(351jmbntvnsjt1aadkposzje))/reference/ReferencesPapers.aspx?ReferenceID=1383352
- Müller, S., Mazar, N., & Fries, A. (2016). The cause matters! How cause marketing campaigns can increase the demand for conventional over green products. *Journal of the Association for Consumer Research*, 1(4), 540–554. doi: 10.1086/688437
- Palan, K. (2001). Gender identity in consumer behavior research: A literature review and research agenda. *Academy of Marketing Science Review*, 2001(10), 1–24. Retrieved from https://www.researchgate.net/publication/228597895_Gender_Identity_in_Consumer_Behavior_Research_A_Literature_Review_and_Research_Agenda
- Randiwela, P., & Gunarathna, D. (2017). Millennial involvement in cause related marketing in Sri Lanka. 2017 *Oxford Business & Economics Conference*. Oxford, UK. Retrieved from https://www.researchgate.net/publication/314365694_Millennial_involvement_in_cause_related_marketing_in_Sri_Lanka
- Robinson, S. R., Irmak, C., & Jayachandran, S. (2012). Choice of cause in cause-related marketing. *Journal of Marketing*, 76(4), 126–139. doi: 10.1509/jm.09.0589
- Saylor, B. S. (2005). Consumers' perceptions of and responses to green cause-related marketing (Masters thesis). University of Tennessee, Knoxville. Retrieved from <http://trace.tennessee.edu>
- Sheahan, P. (2005). *Generation Y: Thriving and surviving with generation Y at work*. London, UK: Hardie Grant Books.
- Shukla, S. (2019). A study on millennial purchase intention of green products in India: Applying extended theory of planned behavior model. *Journal of Asia-Pacific Business*, 20(4), 322–350. doi: 10.1080/10599231.2019.1684171
- Sogari, G., Pucci, T., Aquilani, B., & Zanni, L. (2017). Millennial generation and environmental sustainability: The role of social media in the consumer purchasing behavior for wine. *Sustainability*, 9(10), 1911. doi: 10.3390/su9101911
- Sullivan, P., & Heitmeyer, J. (2008). Looking at gen Y shopping preferences and intentions: Exploring the role of experience and apparel involvement. *International Journal of Consumer Studies*, 32(2), 285–295. doi: 10.1111/j.1470-6431.2008.00680.x
- Tam, K. -P., Lee, S. -L., & Chao, M. M. (2013). Saving Mr. nature: Anthropomorphism enhances connectedness to and protectiveness toward nature. *Journal of Experimental Social Psychology*, 49(3), 514–521. doi: 10.1016/j.jesp.2013.02.001
- Taylor, S., & Cosenza, R., 2002. Profiling later aged female teens: Mall shopping behavior and clothing choice. *Journal of Consumer Marketing*, 19(5), 393–408. doi: 10.1108/07363760210437623
- Paulin, M., Ferguson, R. J., Jost, N., & Fallu, J. -M., (2014). Motivating millennials to engage in charitable causes through social media. *Journal of Service Management*, 25(3), 334–348. doi: 10.1108/JOSM-05-2013-0122
- Pendergast, D. (2009). Getting to know the Y generation. In P. Benckendorff, G. Moscardo, & D. Pendergast (Eds.), *Tourism and generation Y* (pp. 1–15). doi: 10.1079/9781845936013.0001
- Purwandi, L. (2016). *Indonesia 2020: The urban middle class millennials*. Retrieved from <https://www.researchgate.net/publication/314448735>
- Spiller, S. A., Fitzsimons, G. J., Lynch, J. G. JR., & McClelland, G. H. (2013). Spotlights, floodlights, and the magic number zero: Simple effects tests in moderated regression. *Journal of Marketing Research*, 50(2), 277–288. doi: 10.1509/jmr.12.0420
- Winterich, K. P., Mittal, V., & Ross, W. T. (2009). Donation behavior toward in-groups and out-groups: The role of gender and moral identity. *Journal of Consumer Research*, 36(2), 199–214. doi: 10.1086/596720
- Varadarajan, P. R., & Menon, A. (1988). Cause-related marketing: A coalignment of marketing strategy and corporate Philanthropy. *Journal of Marketing*, 52(3), 58–74. doi: 10.2307/1251450
- Zdravkovic, S., Magnusson, P., & Stanley, S. M. (2010). Dimensions of fit between a brand and a social cause and their influence on attitudes. *Internal Journal of Research of Marketing*, 27(2), 151–160. doi: 10.1016/j.ijresmar.2010.01.005
- Zhao, X., Roditis, M. L., & Alexander, T. N. (2019). Fear and humor appeals in “The Real Cost” campaign: Evidence of potential effectiveness in message pretesting. *American Journal of Preventive Medicine*, 56(2 Suppl.1), S31–S39. doi: 10.1016/j.amepre.2018.07.033