



## Doing Good, Choosing Better: Perceived Value and Consumer Intentions

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### Abstract

While purchasing, customers happily encounter prosocial activities when any social cause is related to a brand's promotional activity. Purchase-triggered donation initiatives represent a widely used form of cause-related marketing; however, limited scholarly attention has been given to how differentially the framing of such donations as gains or losses shapes consumers' intentions. Furthermore, this study investigates the mediating role of perceived value in explaining these effects. A between-subject experimental design was employed in which 320 participants were exposed to either a gain-framed or a loss-framed purchase-triggered donation message presented within a simulated coffee brand communication. Drawing on the elaboration likelihood model, the findings reveal that gain-framed purchase-triggered donation messages lead to stronger intentions to purchase compared to loss-framed messages. Moreover, perceived value significantly mediates the relationship between donation framing and purchase intention, indicating that consumers' perceptions of a brand's selfless motives play a critical role in shaping their behavioral intentions. This study contributes to the cause-related marketing literature by demonstrating that gain-framed (vs. loss-framed) purchase-triggered donation messages more effectively enhance consumers' purchase intentions through heightened perceived value.

**Keywords:** Cause-related marketing, Message framing, Perceived value, Purchase intentions, Purchase-triggered donation.

### 1. Introduction

Brands increasingly rely on socially oriented initiatives to establish differentiation and strengthen consumer relationships in competitive markets. One of the most prominent approaches in this regard is cause-related marketing, which allows firms to associate their offerings with social causes while simultaneously pursuing business objectives (Chang, 2008; Bigné et al., 2012; Deng et al., 2023). Within this domain, purchase-triggered donation has emerged as a particularly popular strategy, whereby a firm Y pledges to donate a predefined portion of sales revenue to a charity Z contingent upon consumer purchases X (Hamby, 2016). Research depicts that buyers show a greater tendency to purchase products associated with social causes (Deng et al., 2023). However, despite the growing prevalence of purchase-triggered donation campaigns, the extent to which purchase-triggered donation framing affects consumers' intentions and behaviors for buying socially responsible brands is in its nascent stages (Kuo et al., 2022), which needs to be explored.

Message framing theory suggests that logically equivalent information can be presented in ways that emphasize either positive outcomes (gain framing) or negative consequences of inaction (loss framing), leading to different psychological and behavioral effects (Chang and Lee, 2010; Kühberger and Grادل, 2013). In the context of cause-related marketing, prior findings on the relative effectiveness of gain versus loss-framed messages are mixed, with some studies favouring gain framing, others supporting loss framing, and several reporting nonsignificant differences (Tanford et al., 2020; Gong et al., 2022; Grazzini et al., 2018; Bester and Jere, 2012; Tu et al., 2013). To address these inconsistencies, this research aims to examine the impact of purchase-triggered donation framing (gain vs. loss) on consumers' intentions to buy the brands promoting social causes. From a theoretical standpoint, this study is grounded in the elaboration likelihood model (ELM), which explains how individuals process persuasive messages either through heuristic cues or through more effortful, systematic evaluation (Petty and Cacioppo, 1986). In purchase-triggered donation contexts, message framing may initially function as a heuristic signal; however, deeper processing can prompt consumers to evaluate the underlying motives driving a firm's social initiatives. Building on this logic, the present study proposes perceived values as a key explanatory mechanism linking purchase-triggered donation framing to purchase intentions.

Perceived value is widely conceptualized as a consumer's overall assessment of utility based on the trade-off between what is received and what is given up (e.g., money, time, effort), making it a particularly suitable mechanism for explaining why the same donation offer can produce different responses depending on how it is framed (Zeithaml, 1988; Sánchez-Fernández & Iniesta-Bonillo, 2007). Beyond a single "get-give" evaluation, perceived value is also treated as multidimensional, typically capturing functional/quality value, emotional value, social value, and price/value-for-money considerations, dimensions that align closely with cause-related purchase

contexts where consumers may also infer reputational and moral worth from the brand's actions (Sweeney & Soutar, 2001; Sánchez-Fernández & Iniesta-Bonillo, 2007). Importantly, a strong empirical base shows that perceived value is a key proximal driver of willingness to buy and broader behavioral intentions: classic cue-utilization research demonstrates that shifts in perceived value translate into higher willingness to purchase (Dodds, Monroe, & Grewal, 1991), and service research similarly finds value to be central in explaining behavioral intentions (Cronin, Brady, & Hult, 2000). Building on this logic, our study seeks to examine whether gain-framed purchase-triggered donation messages generate stronger purchase intentions than loss-framed messages and whether perceived value mediates the effect of donation framing on purchase intentions based on the idea that framing shapes consumers' value inferences about the brand's motives and the exchange.

By answering these questions, this research advances the cause-related marketing literature by offering a streamlined and theoretically grounded model that clarifies how purchase-triggered donation framing influences consumers' intentions directly as well as via perceived values as a psychological mechanism.

## 2. Literature Review and Hypotheses Development

### 2.1. Purchase-Triggered Donation Framing and Consumers' Purchase Intentions

Prior studies have demonstrated that purchase-triggered donation campaigns positively influence brand-related evaluations, including attitudes, trust, and intentions (Ham and Choi, 2012; Mobarak et al., 2022). Message framing refers to the presentation of equivalent information in terms of gains or losses, which can lead to systematically different evaluations and decisions (Chang and Lee, 2010; Kühberger and Grادل, 2013). In a gain-framed donation message, consumers are informed about the positive outcomes enabled by their purchase (e.g., contributing to children's education), whereas loss-framed messages emphasize the negative outcomes that result from not purchasing (e.g., missing the opportunity to help). These framing differences can alter consumers' perceptions, emotions, and subsequent behaviors, particularly in morally charged contexts such as charitable giving (Chang & Lee, 2010). To capture consumers' favorable behavioral responses to purchase-triggered donation framing, this study focuses on adoptions. Adoption is reflected in consumers' purchase intention, defined as their expressed likelihood or willingness to buy a brand's product in the near future (Becerra and Badrinarayanan, 2013). Drawing on persuasion research, gain-framed messages are generally associated with more favorable behavioral responses because they emphasize positive consequences and reduce perceived risk (Levin and Gaeth, 1988). In donation-based marketing, gain framing may strengthen consumers' motivation to support the brand by highlighting their ability to contribute to social good, thereby increasing adoption (Chi et al., 2021). Accordingly, we propose the following hypothesis:

*H<sub>1</sub>: Consumers' intentions of purchasing socially responsible brands will be higher when consumers are exposed to a gain-framed purchase-triggered donation message than a loss-framed message.*

### 2.2. Purchase-Triggered Donation Framing, Value, and Consumer Intentions

In cause-related marketing contexts, consumers do not passively accept firms' claims of social responsibility; instead, they actively engage in attributional reasoning to infer the motives underlying a brand's support for a social cause (Ellen, Webb, & Mohr, 2006; Moosmayer & Fuljahn, 2013). When consumers attribute a brand's cause-related actions to intrinsic, value-driven motives, they tend to evaluate the brand more favorably, whereas extrinsic or self-serving attributions often generate skepticism and weaken persuasion. Purchase-triggered donation initiatives are especially susceptible to such attributions because they directly link consumption behavior to social outcomes, encouraging consumers to assess whether the brand's actions genuinely create shared value or merely serve promotional objectives (Barone, Miyazaki, & Taylor, 2000; Becker-Olsen, Cudmore, & Hill, 2006). The Elaboration Likelihood Model (ELM) offers a robust theoretical framework for explaining how donation framing influences consumers' value perceptions in these contexts. According to ELM, individuals process persuasive information through either a central route, involving thoughtful evaluation of message arguments, or a peripheral route, relying on heuristic cues such as affect, moral signals, or message tone (Petty & Cacioppo, 1986). Cause-related donation messages function as both cognitive and affective cues, shaping how consumers interpret the brand's intentions and assess the overall attractiveness of the exchange. Gain-framed messages, which emphasize the positive societal impact enabled by purchasing, are more likely to foster favorable elaboration and reinforce perceptions of benevolence and value creation. In contrast, loss-framed messages highlight missed opportunities or foregone benefits, which may activate avoidance-oriented processing and increase defensive or skeptical responses (Kahneman & Tversky, 1979; Chang, 2008). These framing-induced cognitive evaluations are closely tied to perceived brand value, a central construct in consumer decision-making. Perceived value is defined as a consumer's overall assessment of a product's utility based on perceptions of what is received versus what is given up, encompassing functional, emotional, social, and symbolic benefits (Zeithaml, 1988; Sánchez-Fernández & Iniesta-Bonillo, 2007). In cause-related marketing, perceived value extends beyond utilitarian considerations to include moral and self-expressive benefits, as consumers derive satisfaction from supporting brands that align with their personal values and social ideals (Sheth, Sethia, & Srinivas, 2011; Lichtenstein, Drumwright, & Braig, 2004). Empirical research consistently shows that prosocial brand actions enhance perceived value by signaling sincerity, ethical commitment, and relational orientation toward stakeholders (Du, Bhattacharya, & Sen, 2010; Moosmayer & Fuljahn, 2013). Message framing plays a critical role in shaping these value perceptions. Gain-framed donation messages highlight incremental benefits and moral surplus, which can strengthen consumers' perceptions that the brand delivers superior overall value, whereas loss-framed messages may reduce perceived value by emphasizing obligation or missed responsibility rather than positive contribution (White, MacDonnell, & Dahl, 2011). Thus, donation framing is expected to systematically influence how consumers evaluate brand value in purchase-triggered donation contexts. Accordingly, we propose:

*H<sub>2</sub>: Purchase-triggered donation framing (gain vs. loss) has a positive impact on consumers' perceptions of brand value.*

Perceived brand value, in turn, represents a well-established antecedent of purchase intention. Extensive research demonstrates that when consumers perceive higher value, they are more likely to form favorable behavioral intentions, including willingness to buy, repurchase, and recommend the brand (Dodds, Monroe, &

Grewal, 1991; Sweeney & Soutar, 2001; Cronin, Brady, & Hult, 2000). In cause-related settings, enhanced perceived value not only reflects functional and emotional benefits but also signals moral alignment and social approval, further strengthening consumers' motivation to support the brand through purchasing (Lichtenstein et al., 2004; Pelozo & Shang, 2011). Therefore, we further propose:

*H<sub>3</sub>: Consumers' purchase intentions will be higher when consumers have higher perceptions of brand value.*

### 2.3. Mediating Role of Perceived Altruistic Value

In purchase-triggered donation programs, consumers' purchase decisions are not determined solely by the donation itself but by the extent to which such initiatives enhance the overall value they associate with the brand. Perceived value reflects consumers' holistic assessment of the benefits received relative to the costs incurred and encompasses functional, emotional, social, and moral dimensions (Zeithaml, 1988; Sánchez-Fernández & Iniesta-Bonillo, 2007). In cause-related marketing contexts, perceived value is particularly salient because the inclusion of a social cause can augment the perceived benefits of consumption beyond utilitarian outcomes (Lichtenstein et al., 2004; Pelozo & Shang, 2011). Donation message framing plays a central role in shaping perceived value. Gain-framed purchase-triggered donation messages emphasize the positive societal impact generated through consumption, which can elevate consumers' evaluations of the brand by signaling benevolence, meaningful contribution, and value creation. Conversely, loss-framed messages focus on foregone benefits or missed opportunities, which may induce discomfort or skepticism and weaken consumers' value assessments (Chang & Lee, 2009; White, MacDonnell, & Dahl, 2011). Prior research suggests that such framing differences influence how consumers cognitively integrate prosocial information into their overall value judgments (Du, Bhattacharya, & Sen, 2010). Perceived value, in turn, represents a critical psychological mechanism linking donation framing to purchase intention. A substantial body of research demonstrates that higher perceived value increases consumers' willingness to purchase by strengthening perceptions of exchange fairness and overall worth (Dodds, Monroe, & Grewal, 1991; Sweeney & Soutar, 2001; Cronin, Brady, & Hult, 2000). In cause-related contexts, enhanced perceived value also reflects consumers' satisfaction with supporting socially responsible brands, thereby reinforcing purchase intentions (Moosmayer & Fuljahn, 2013; Pelozo & Shang, 2011). Accordingly, perceived value is expected to mediate the relationship between donation framing and consumers' purchase intentions.

*H<sub>4</sub>: Perceived altruistic value mediates the effect of gain- versus loss-framed purchase-triggered donations on consumers' purchase intentions.*

In line with your study model (Figure 1), the proposed framework suggests that purchase-triggered donation framing influences consumers' purchase intention both directly and indirectly through perceived value.

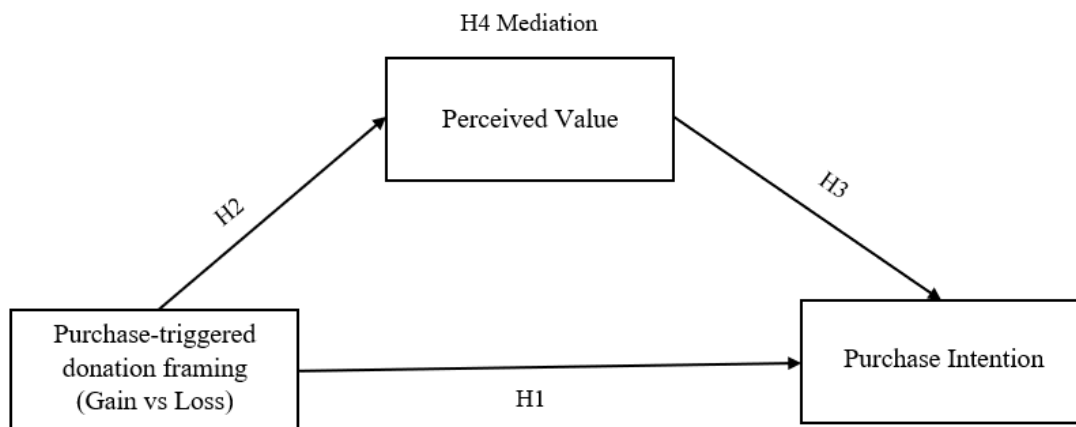


Figure 1. Proposed Model of the Study.

## 3. Methodology

### 3.1. Research Design and Participants

This study employed a between-subject experimental design to examine the effects of purchase-triggered donation framing on consumer responses. Participants (N=320) were randomly assigned to one of two experimental conditions: a gain-framed or a loss-framed purchase-triggered donation message. A between-subjects approach was selected to minimize demand effects and reduce carryover bias, consistent with prior framing research in cause-related marketing contexts (Chang and Lee, 2010; Kees et al., 2017). Data were collected using an online survey administered to adult consumers. Participants were required to be familiar with social media usage to ensure realism and engagement with the experimental stimuli.

### 3.2. Experimental Stimuli and Procedure

Participants were asked to imagine encountering a realistic promotional post from a newly introduced coffee brand (Golden Grove Coffee) on a social media platform. The coffee brand context was chosen because it is commonly used in message-framing and cause-related marketing research (Chang, 2008; Tanford et al., 2020; Cordero-Gutiérrez et al., 2023; Zeng et al., 2022). The experimental manipulation involved the gain vs. loss framing of a purchase-triggered donation message (Appendix 1). In the gain-framed condition, the message emphasized the positive social outcomes enabled by purchasing the product (e.g., contributing to children's education). In contrast, the loss-framed condition highlighted the missed opportunity to support the same cause if the product was not purchased. Importantly, both versions contained identical information regarding the donation amount, cause, visual elements, brand name, color scheme, and layout (Tanford et al., 2020). This approach ensured that framing was the only systematic difference between conditions. After viewing the assigned stimulus, participants completed a questionnaire measuring the study constructs. To reduce common method bias, the

items were presented in randomized order, and participants were assured that there were no right or wrong answers.

### *3.3. Manipulation Check*

To verify the effectiveness of the framing manipulation, the participants were asked to respond on a seven-point scale ranging from 1 (potential loss) to 7 (potential gain) for the statement, “The post I just saw included information that primarily focused on gains or losses.” Similar manipulation checks have been successfully used in prior framing studies to confirm perceptual differences between gain and loss-framed messages (Stadlthanner et al., 2022; Tanford et al., 2020). Demographic information was collected at the end of the survey.

### *3.4. Measures*

All constructs were measured using established multi-item scales adapted from prior research. Unless otherwise stated, responses were recorded on seven-point Likert scales ranging from 1 (“strongly disagree”) to 7 (“strongly agree”).

#### *3.4.1. Purchase Intention*

The purchase intention scale assessed participants’ likelihood of purchasing the coffee brand in the near future and their willingness to consider the brand as a purchasing option (Becerra and Badrinarayanan, 2013). The items included: In the near future, I would probably buy from the Golden Grove Coffee brand. In the near future, I intend to buy coffee made by Golden Grove Coffee. In the near future, I would likely buy from the Golden Grove Coffee brand. In the near future, and I would possibly buy the Golden Grove Coffee brand.

#### *3.4.2. Perceived Value*

Perceived value was measured using a multi-item scale assessing the extent to which participants perceived the brand valuable. The scale was adapted from Sweeney & Soutar, (2001). The items included: Purchasing coffee from Golden Grove would offer good value for money, Coffee from Golden Grove would be good value compared to what I would have to give up, Overall, buying coffee from Golden Grove would be worthwhile, Considering what I would receive and what I would give up, Golden Grove coffee represents good value.

## **4. Analysis Results**

### *4.1. Demographic profile*

The demographic profile of the participants included 170 males and 150 females. Most of the participants belonged to the 20–35 age range (46%). Mostly respondents had a graduation degree (51.2%), followed by undergraduates (26.7%) and postgraduates, and smaller percentages (22.1%). For social media usage, most of the respondents depicted frequent use, i.e., daily (61.0%), followed by multiple weekly usage (34.9%), and some with monthly use (4.1%).

### *4.2. Preliminary Analyses and Manipulation Check*

Prior to hypothesis testing, descriptive statistics and reliability analyses were conducted. All measurement scales demonstrated satisfactory internal consistency, with Cronbach’s alpha values exceeding the recommended threshold of 0.70, indicating adequate reliability for subsequent analyses. To assess the effectiveness of the framing manipulation, an analysis of variance (ANOVA) was performed on participants’ perceptions of whether the message emphasized gains or losses. The results confirmed that the manipulation operated as intended. Participants exposed to the gain-framed donation message perceived the message as significantly more gain-oriented than those exposed to the loss-framed message ( $M_{\text{gain}} = 5.23$ ,  $SD = 1.21$ ;  $M_{\text{loss}} = 4.82$ ,  $SD = 1.34$ ;  $F(318, 1) = 4.27$ ,  $p < 0.001$ ). These findings indicate that participants clearly distinguished between the two framing conditions, supporting the validity of the experimental manipulation.

### *4.3. Direct Effects*

To test H1, which proposed that gain-framed purchase-triggered donation messages would lead to stronger purchase intentions than loss-framed messages, a series of ANOVA tests was conducted. The results revealed a significant main effect of donation framing on purchase intention. Participants exposed to the gain-framed message reported higher purchase intention compared to those exposed to the loss-framed message ( $M_{\text{gain}} = 5.62$ ,  $SD = 0.88$ ;  $M_{\text{loss}} = 5.21$ ,  $SD = 0.94$ ;  $F(318, 1) = 9.04$ ,  $p = 0.003$ ). This finding supports H1, indicating that gain framing enhances consumers’ intentions to purchase socially responsible brand. A significant framing effect was also observed for perceived value. Participants in the gain-framed condition expressed brands as highly valuable than those in the loss-framed condition ( $M_{\text{gain}} = 5.74$ ,  $SD = 0.81$ ;  $M_{\text{loss}} = 5.29$ ,  $SD = 0.87$ ;  $F(318, 1) = 12.18$ ,  $p < 0.001$ ). This result supports H2, demonstrating that gain-framed donation messages are more effective in creating high brand value. The direct effects of purchase-triggered donation framing on perceived value and purchased intentions were also analyzed by testing the theoretical model with PROCESS Model 8 (Hayes, 2017). Purchase-triggered donation framing was coded as 1 for gain framing and 0 for loss framing. Similar to results of ANOVA, gain framing demonstrated a positive impact on perceived value ( $\beta = 0.416$ ,  $CI\ 95\% [0.326, 0.516]$ ,  $p < 0.05$ ) and purchase intention ( $\beta = 0.401$ ,  $CI\ 95\% [0.370, 0.537]$ ,  $p < 0.01$ ). Taken together, these findings provide full support for H1 and H2, suggesting that gain-framed purchase-triggered donation messages outperform loss-framed messages. Furthermore, perceived value revealed a positive effect on the consumers’ purchase intentions ( $\beta = 0.332$ ,  $CI\ 95\% [0.212, 0.390]$ ,  $p < 0.05$ ), hence proving H3 of the study.

### *4.4. Mediation Analysis*

To test H4, mediation analyses were conducted using PROCESS Model 4 (Hayes, 2017). The results indicated that donation framing had a significant indirect effect on purchase intention through perceived

value. The indirect effect was positive and statistically significant ( $\beta = 0.256$ ,  $SE = 0.05$ , 95% CI [0.198, 0.287]). Since the confidence interval did not include zero, the mediation effect was supported. After accounting for perceived value, the direct effect of donation framing on purchase intention was reduced but remained significant, suggesting partial mediation.

## 5. Discussion

The present study set out to examine how purchase-triggered donation framing influences consumers' purchase intentions. Drawing on the elaboration likelihood models this research provides empirical evidence that gain-framed donation messages are more effective than loss-framed messages in stimulating consumers to purchase a brand. Moreover, the findings highlight perceived value as a critical psychological mechanism underlying these effects. By emphasizing the positive social impact enabled by consumption, gain-framed messages appear to foster favorable consumer reactions that translate into personal purchasing intentions. These findings align with prior research suggesting that positively framed messages are more likely to elicit favorable consumer responses by reducing perceived risk and enhancing positive affect (Levin and Gaeth, 1988). Likewise, Tu et al. (2013) reported in their research that a positively framed message creates stronger attitudes toward the advertisement and the brand than a negatively framed message. Despite of this knowledge, this effect was understudied for purchase intentions. Some research depicted no significant impacts of framing on purchase intention (Bester and Jere, 2012; Tu et al., 2013). In contrast our study clearly showed that positively framed (gain-frame) messages strongly impact consumers' purchase intentions.

From an elaboration likelihood perspective, gain-framed messages likely function as peripheral cues, encouraging heuristic processing that leads consumers to form favorable evaluations without extensive cognitive effort (Petty and Cacioppo, 1986). In contrast, loss-framed messages may prompt greater scrutiny and discomfort, potentially undermining their persuasive effectiveness in donation-based marketing contexts (Grau and Folse, 2007). The present findings contribute to this stream of research by demonstrating that, when the objective is to encourage both adoption and advocacy, gain framing offers a more reliable communication strategy. Importantly, by focusing on adoption, this study clarifies how framing influences complementary consumer outcomes. A central contribution of this study lies in demonstrating that perceived value mediates the relationship between donation framing and consumer responses. The findings show that gain-framed messages enhance consumers' perceptions of a brand's prosocial motives, which in turn strengthen purchase intention. When consumers perceive a donation initiative as genuinely beneficial for society, they are more likely to trust the brand and view their own consumption as morally meaningful, thereby increasing adoption (Romani et al., 2013; Legendre and Coderre, 2018). Gain-framed messages appear particularly effective in fostering such attributions because they highlight social benefits without invoking guilt or pressure. In contrast, loss-framed messages may trigger skepticism regarding the brand's intentions, weakening perceived altruism and, consequently, behavioral responses (Becker-Olsen et al., 2006).

### 5.1. Theoretical Contributions

This study makes several important theoretical contributions. First, it extends the cause-related marketing literature by demonstrating that purchase-triggered donation framing has meaningful implications for consumer adoption (purchase intentions). Second, this study offers a more parsimonious and analytically precise approach to understanding consumer responses to socially responsible marketing. This refinement contributes to conceptual clarity and enhances the applicability of findings for both scholars and practitioners. Third, the integration of the elaboration likelihood model provides a robust theoretical foundation for explaining how and why framing effects operate in purchase-triggered donation contexts. The findings demonstrate that framing influences not only direct intentions but also consumers' deeper evaluations of brand motives, thereby reinforcing the importance of psychological inference processes in cause-related marketing research.

## 6. Managerial Implications

The findings of this study offer several actionable insights for managers designing and implementing purchase-triggered donation campaigns. First, the results clearly indicate that gain-framed donation messages are more effective than loss-framed messages in encouraging consumer outcomes. Managers seeking to increase consumers' purchase intentions should therefore emphasize the positive social outcomes enabled by consumption, such as supporting children's education, rather than highlighting missed opportunities or negative consequences. Second, the mediating role of perceived altruistic value underscores the importance of communicating sincerity and selflessness in cause-related marketing initiatives. Managers should ensure that donation messages clearly convey the brand's genuine commitment to the cause, as consumers are highly sensitive to perceived motives behind corporate social actions (Becker-Olsen et al., 2006; Romani et al., 2013). Transparent communication regarding how donations are allocated and the tangible impact of consumer participation can further enhance altruistic perceptions and, in turn, strengthen purchase intention. Third, the study highlights the strategic value of focusing on encouraging purchases. Positive ads amplify the reach and credibility of donation campaigns, particularly in social media environments where peer recommendations play a critical role in shaping consumer decisions (Sparks and Browning, 2011). Managers can leverage gain-framed donation messages in digital communications to motivate consumers to actively share the brand within their social networks. Overall, by aligning donation framing strategies with consumers' moral expectations and emphasizing altruistic value, firms can enhance the effectiveness of purchase-triggered donation campaigns while simultaneously advancing both social and commercial objectives.

## 7. Limitations and Directions for Future Research



Despite its contributions, this study has several limitations that suggest avenues for future research. First, the experimental context was limited to a coffee brand, which may constrain the generalizability of the findings to other product categories or service settings. Future studies could examine whether the observed effects of donation

framing and perceived value hold across different industries. Second, the study focused exclusively on purchase intentions. While purchase intentions are central to brand success, future research could extend the model to include additional consumer responses, such as brand trust, emotional attachment, or long-term loyalty, to provide a more comprehensive understanding of the impact of purchase-triggered donation campaigns. Third, although this study intentionally adopted a simplified mediation-only framework, future research could explore boundary conditions that may influence framing effects. For instance, individual differences in involvement with the cause, moral identity, or prior donation behavior may shape how consumers respond to gain- and loss-framed messages (Chang, 2008; Grau and Folse, 2007). Investigating such factors could offer deeper insight into when and for whom donation framing is most effective.

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Gain-framed message	Loss-framed message
<p><b>Take advantage of the opportunity to make a difference!</b></p> <p>If you purchase our coffee blend today, we will be able to donate 10% of our earnings to support a children's education charity that provides school supplies to underprivileged kids.</p> <p>If you purchase now, you will have the chance to contribute to childrens education.</p>  <p>GOLDEN GROVE</p>	<p><b>Don't miss the opportunity to make a difference!</b></p> <p>If you don't purchase our coffee blend today, we will not be able to donate 10% of our earnings to support a children's education charity that provides school supplies to underprivileged kids.</p> <p>If you decline to purchase now, you will miss the chance to contribute to childrens education.</p>  <p>GOLDEN GROVE</p>

Appendix 1. Gain-framed vs. loss-framed Stimulus.

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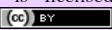
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