

**DO THE RIGHT THING: THE ROLE OF PUBLIC SERVICE
ADVERTISEMENTS ON THE BEHAVIORS OF CONTEMPORARY
COLLEGE STUDENTS**

By

JESSICA JONES

**A Thesis submitted in partial fulfillment of the requirements
for the Honors in the Major Program in Marketing
in the College of Business Administration
and in the Burnett Honors College
at the University of Central Florida
Orlando, Florida**

Summer Term 2012

Thesis Chair: Dr. Carolyn Massiah

© 2012 Jessica Jones

ABSTRACT

The purpose of this research is to investigate the relationship between public service advertising and the likelihood of Generation Y to react in the prescribed manner. Public service advertising can be paid or unpaid but is used to try and influence a particular audience to act in a prescribed manner. This research will be comparing two different types of message styles, argumentative and emotional, and two contemporary prominent issues, organ donation and prescription drug abuse. The two issues are classified as either altruistic, where there is no direct benefit, or self-help, where the results are personal. Four different messages will be used: altruistic argumentative, altruistic emotional, self-help argumentative, and self-help emotional. Also, previous knowledge levels will be taken into account. All combined, the end results will measure the likelihood of an individual to perform the act, donate to the cause monetarily, or tell another person.

ACKNOWLEDGEMENTS

I would like to thank Dr. Carolyn Massiah for her encouragement and support in the development and completion of this research project. She has been instrumental in the decisions I have made about my direction in my undergraduate program beginning my sophomore year when I had her as my Introduction to Marketing course. From that year forward, I have looked up to the influence and dedication she shows to her students. Having the opportunity to work one on one has been a highlight for me at UCF. She is the primary reason I was able to take on a research project of this magnitude and could not have done it without her help.

Also, I would like to thank my committee members, Dr. Huifang Mao and Dr. Dean Cleavenger for their involvement and contribution. They were always available to provide needed insight and clarification. Their commitment to my project is truly appreciated.

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION.....	1
CHAPTER TWO: LITERATURE REVIEW.....	4
Public Service Advertising and Announcements.....	4
Message Style and Appeal Effectiveness.....	5
Knowledge Level Effects.....	6
Gender Effects.....	6
Behavioral Intentions.....	7
Research Hypotheses.....	8
CHAPTER THREE: METHODOLOGY.....	12
Participants.....	12
Research Design.....	12
Measures.....	13
Organ Donation.....	13
Prescription Drug Abuse.....	15
CHAPTER FOUR: RESULTS.....	18
Correlations.....	18
Analyses of Variance.....	18
Tests of Hypotheses.....	19
CHAPTER FIVE: DISCUSSION.....	21
Conclusions.....	21
Implications for Marketing Managers.....	22
Recommendations for Further Research.....	23
APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL.....	25
APPENDIX B: SURVEY VERSION 1.....	27
APPENDIX C: SURVEY VERSION 2.....	30

APPENDIX D: SURVEY VERSION 3	33
APPENDIX E: SURVEY VERSION 4.....	36
APPENDIX F: RESEARCH RESULTS TABLES	39
REFERENCES	44

TABLE OF FIGURES

FIGURE 1: Research Design.....	12
--------------------------------	----

CHAPTER ONE: INTRODUCTION

What is it that gets Generation Y's attention and in turn spurs action? This is becoming an increasingly popular question for public service advertising as Gen Y becomes of age and has the ability to make their own choices. When it comes to influencing this age cohort, it is important to look at what makes an ad regarding public service effective and gets the intended response, whether it is an altruistic action, or a self-help action.

Generation Y is one of the largest generations. Being the children of the baby boomers, their sheer numbers exude tremendous power to influence and transform every life stage they enter. Televisions were a household item for them when they were younger, cell phones became an everyday part of life, and having constant access to the internet was taken for granted. This generation is turning the world upside down when it comes to marketing and social issues. Marketers are having to find new ways to market to them and influence their decisions, whether it's about a brand or a lifestyle choice. However, this is no easy feat. Generation Y is mistrustful of mass media and cautious of its invasion into their privacy and personal lives (Morton, 2002).

One of the greatest questions today is, "How do we reach this generation?" It is not enough to target one information source; a company must place ads in multiple media outlets in the hopes of reaching their target market. Age-old tactics that once worked on their parents are no longer effective for Generation Y'ers. Advertisements must be edgier and more exciting. Even the slightest hint of puffery and Generation Y markets can pick it up and will disregard it

immediately. Gen Y likes “loud graphics, rapid edits, and moving cameras” Blatant and obvious means nothing to them.” (Morton, 2002, p. 47). They don’t like to be told what they already know.

With this keen sense of self-awareness, Gen Y puts social issues as a large priority and are looking for ways to better improve society. According to “The Teens Market” report cited in Omelia’s *Understanding Generation Y: A look at the next wave of US consumers*, “Teens actively demonstrate support for those less fortunate, the environment, animal rights and other socials issues through personal actions...” (Omelia, 1998, p. 90).

On the other side, this generation presents new challenges. Prescription drug abuse, for instance, is at an epidemic proportion. New drugs are constantly coming out on the market, and with that, an increase in prescriptions. Generation Y is always on the lookout for more thrill and sensations to add to their daily lives. With such easy accessibility to prescription drugs, they are far more likely to fall victim to addiction and dependency. Many teenagers are able to get the drugs right inside their homes, from their parents’ medicine cabinets. As they get older and move on to college, they have no parents to worry about. Instead, they get the drugs just as easily but from a different source.

The purpose of this research is to investigate the relationship between public service advertising and the likelihood of Generation Y to react in the prescribed manner. Public service advertising has been used for years. Whether targeting youth to join the army or trying to change

one's behavior in their best interest, the challenge is resonating with the target consumer and motivating them to act on their own.

There are two main types of messages: (1) altruistic and (2) self-help. Messages with an altruistic action require one to give up or do something which has no direct impact on them. A lot of times, they do not even get to see the results. One example of an altruistic message is organ donation. For self-help, messages are typically trying to change one's attitude or behavior in a way that will positively impact the target. This message type is easier to get across due to the direct and visible change when the prescribed action is taken.

Another variable in public service advertising is previous knowledge and usage patterns. Typically it is easier to retain information which is already known or one is familiar with. Whether or not someone has gone through an experience themselves, or by someone close to them, can also cause a direct effect on how each message is received. It is important in any advertisement to relate and make the message "hit home" in order to create the biggest impact on an individual creating a change. With a clearer understanding into how knowledge, message style, and message appeal work in conjunction, marketers can better target Generation Y.

CHAPTER TWO: LITERATURE REVIEW

Public Service Advertising and Announcements

There are two realms of advertising in the public service sector. One is public service announcements and the other is public service advertising. The main difference is that public service announcements, as cited in *Cutlip and Center's Effective Public Relations*, is "any announcement that promotes programs and services of government and voluntary agencies, which no payment is made to the station." (p. 245). Public service advertising on the other hand is created for the same purpose but is paid-for advertising.

Public service announcements and advertising are typically found in print media, radio, and on television in 10, 30, and 60-second intervals. They are also shown at the local, regional, state, and national level. Free airtime is used as a justification for renewing radio and television licenses granted by the Federal Communications Commission (FCC)(Broom & Cutlip, 2009, p. 245.). This information is reported in order to demonstrate that a station serves the public interest (Fine, 1990, p. 151). Although free airtime for public service announcements (PSA's) information is reported, the stations have free reign over when, how many times, and what type of announcement they will play. They choose these announcements based off their target audience and what will appeal to them. There are usually three criteria which are used to choose which PSA's to play: (1) the PSA must be well made, the right length, and technically right, (2)

it must avoid controversy for the director, manager, station, and owner, and (3) must appeal to the station's audience, which is why local interest ads are more often played (Fine, 1990).

One of the more prominent ad agencies which works on national campaigns is the Ad Council. According to them, there are four generalizations when evaluating the effectiveness of an ad. Does it create media interest, shift the target's framing of the issue, simplify the message, and produce creative imagery that engages the target's head (rational) and heart (emotional)? (Hess, Foleno & Perlov, 2008, p. 3).

Message Style and Appeal Effectiveness

There are many types of message appeals to choose from, but two of the more prominent types include those that are targeted at emotions, both positive and negative, and rational/argument appeals. When a marketer is trying to target the emotions, they can either focus on a positive message or a negative message. For positive messages, advertisements will provide support or try to create self-efficacy. Negative emotional appeal messages try to spark fear as the motivator. Along with fear, comes the magnitude of negative emotions. In Bagozzi and Moore's experiment (1994), they found that the greater the magnitude of the negative emotions, the stronger the empathic response. In some cases, negative emotions can be good in the sense that they motivate the recipient to act and enhance the decision to help (Bagozzi & Moore, 1994, p. 66). This may come down to a basic level of guilt proneness. When a recipient is more guilt prone, it may cause them to have stronger levels of negative emotions and cause greater message compliance across a variety of appeals (Becker-Olsen & Briones, 2009, p.1).

Rational/argument appeals are trying to focus on factual benefit. The more fact claims in an ad, the more the ad is focused on an argument appeal (Chandy, Tellis, Macinnis & Thaivanich, 2001, p. 404).

Knowledge Level Effects

Over time, consumers are conditioned to different appeals and messages and react according to what they have learned about that certain tactic. When a market is older, consumers have already had the chance to collect previous knowledge and form their opinions, which makes it hard for advertisers to create new knowledge leading to motivation (Chandy et al., 2001, p. 401.). However, when a market is younger, there is opportunity to increase awareness and raise facts which in turn will influence consumers to act in the manner suggested (Chandy et al., 2001, p. 401). In anti-smoking public service advertising, which is an older market, advertisers have to be careful not to spark a sense of defiance. In a study done by Wolburg (2004, p. 173), she found the college students who smoke responded to anti-smoking messages with “resentment at the judgmental tone of many messages; anger at being asked to change their behavior; annoyance for being told of risks they already know; and denial of the ill effects from smoking.”

Gender Effects

Within public service announcements, there are typically two kinds of ads; one targeting individuals in need of help (breast cancer and alcoholics) and the other trying to get the public to help others (most often with time or money). Generally, these two ads operate differently in terms of the direct affects they have on the message recipient. For self-help type of ads, the

message directly affects the recipient versus an altruistic help-others type of message, where the appeal is indirect (Bagozzi & Moore, 1994, p. 56). Previous research has shown that males and females respond differently and more strongly to opposite types of ads. Women often respond more to the help-others appeal and men to the help-self appeal (Brunel & Nelson, 2000). When men view messages, they use language to “protect their independence and negotiate status,” and women use language to “make connections and reinforce intimacies” (Brunel & Nelson, 2000, p. 16). Based off ones moral orientation, personal experiences, and attitudes, their interpretations of ads differ.

Behavioral Intentions

Primary behavioral intentions in regards to telling others, to perform or not perform, and likelihood to donate has not been addressed in much research, which is what this research will contribute to. However, there has been quite a bit of research regarding recall and recognition. In advertising, recognition and recall have been used as a couple of the options for measuring learning levels. For low involvement purchases made within a store, often times recognition is enough to instigate a brand purchase. High involvement purchases or decisions, on the other hand, require more learning to become recallable. The main difference between recognition and recall is that, for recognition, the stimulus is shown to an individual and that stimulus must just be “identified as having been seen or heard previously.” Recall though, the subject has to, without hint of the stimulus, describe what the stimulus was (Singh, Rothschild & Churchill, 1988, p. 72). There are several factors that affect recall and recognition, such as length and

repetition of the stimulus, time passed since the stimulus was shown, and the number of distractors (Singh et al., 1988, p. 73).

Recognition is great in a low involvement situation, but when marketers are dealing with trying to change a person's attitude and lifestyle, learning levels need to reach recall ability. In a study using four years of the Partnership Attitude Tracking Survey campaign for anti-drug use, it was shown that when an ad was in fact recalled, it led to a decreased probability of marijuana use (Block, Morwitz, Putsis & Sen, 2002, p. 1349).

Another study done by Siska and Jason, looked at AIDS awareness by displaying two types of commercials to two controlled groups several times over a period of time. Two of the questions being addressed were: (1) "Did either public service announcement increase awareness of AIDS as an important national issue?" and (2) "Did people remember the announcements?" (Siska & Jason, 1992, p. 1030). Both these commercials had a higher recall rate about specifics in the commercials than the national average when asked the day after viewing. Also, viewers of the commercials did in fact have increased awareness of the issue and ranked AIDS as an important national issue (Siska & Jason, 1992, p. 1032).

Research Hypotheses

This research will test several hypotheses regarding public service advertising messages and their influence on the college cohort, a segment of Generation Y. In this study, the impact of message style and appeal will be looked at in terms of likelihood to behave in a desired manner,

such as telling others the message, performing or not performing, and donation. Both knowledge level (high or low) and gender will be variables in regards to action.

Much of public service advertising is done to help promote a cause. Sometimes an agency is trying to simply raise awareness and create word of mouth. Other times, PSA's are trying to illicit a greater response, such as the targeted audience performing the action for themselves, or donating towards a cause. Thus, the first hypothesis is as follows:

Within messages, there are two different types: (1) self-help and (2) altruistic. Self-help messages are reaching out to the target market looking to change their behaviors and attitudes. Individuals who act in the prescribed manner will attain direct benefits that will be tangible to them and they will personally reap the benefits. On the contrary, an altruistic message requires the individual to act out of good faith. The decision to comply with an altruistic message means there will be no personal benefits. Most of the time they will not see how their behavior or contribution will benefit another individual. With a lack of tangible benefits, it appeals to another part of oneself. The second hypothesis is as follows:

H1: Self-help messages will be more influential than messages which are considered to be altruistic.

The last hypothesis dealt with message style, but there is a second factor to messages: the message appeal. For the sake of this experiment, the two appeals to be used will be emotional and argumentative. Emotional appeals can either be positive or negative. These emotions are targeted to motivate oneself to act, whether it is out of fear or self-efficacy. This tends to be a

very personal route of persuasion. On the other hand, with argumentative appeals, marketers try to provide as many facts as they can use effectively. The more facts there are in a message, the more it has an argumentative appeal. The third hypothesis is as follows:

H2: Emotional appeals will elicit a greater likelihood to behave in a desired manner than a message which uses an argumentative approach.

Another variable to be taken into consideration is the target consumer's knowledge level of the matter at hand. When a consumer has a high product knowledge, it may take less to get the message across because the consumer is already aware of the issue. Public service announcements are typically bringing up sensitive topics whether it is because someone relates to them personally or because it is an issue that causes a lot of controversy. There is a lot of background knowledge to each of the issues that may need to be brought up in order for the target audience to reach the point of motivation. For the purpose of this study, knowledge level will be broken into high level knowledge and low level knowledge. The fourth hypothesis is as follows:

H3: The higher the knowledge level of an individual, the more likely they will be to behave in the desired manner set forth by the advertisement.

Another key factor when looking at the affects a public service advertisement will have on likelihood to behave in a desired manner is gender. In 2000, Brunel and Nelson stated that little research had been done to understand how different types of messages are evaluated by diverse audiences, such as men and women. However, this is a critical aspect of any

advertisement. In today's media, many times one can discern whether an advertisement is intended for men or women, but a lot of social issues are gender indifferent. Again, past research has shown different response and strength of responses to opposite types of ads. Women often respond more to the help-others appeal and men to the help-self appeal (Brunel & Nelson, 2000). This research will be evaluating how men and women respond to different messages based off their appeal and message style. The fifth hypothesis has two parts as follows:

H4a: Females will be more likely to behave in a desired manner than males when the message style is altruistic.

H4b: Males will be more likely to behave in a desired manner than females when the Message style is self-help.

CHAPTER THREE: METHODOLOGY

Participants

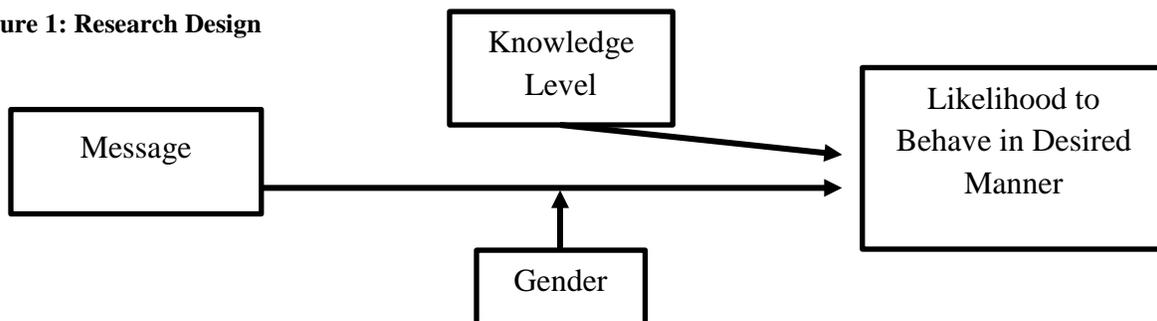
The research sample for the present study consists of undergraduate students enrolled in several marketing courses at a major southeastern university. Data were collected from 170 participants. The average age of participants was 23.25 years; 47.1 percent were women and 52.9 percent were men. Participants were provided extra credit in their respective courses for participation in the study.

Research Design

Respondents were asked to participate in a study about public service advertisements. They were then provided the survey instrument which first measured knowledge levels of either organ donation or prescription drug abuse. The survey instrument then provided a link to a video of one of the four types of public service advertisements utilized in the study which assessed likelihood to behave in a desired manner.

The basic model of this research design is illustrated below.

Figure 1: Research Design



Measures

Knowledge. Knowledge of organ donation and prescription drug abuse was assessed using a three-item scale designed by Park et al. (1994). It measures the extent of knowledge a person reports having about some specified product class. Each item is scored on a 9-point Likert scale (1= very little, 9 = very much). Park et al. (1994) report an internal consistency coefficient alpha of .91 with this scale. In the present study, the coefficient alpha for the three-item scale was .83 for organ donation and .87 for prescription drug abuse.

Behavioral Intention. The stated inclination of a person to engage in a specified behavior (telling others about the cause, participating in the cause, and/or donating to the cause) is assessed using a six-item scale designed by Oliver and Bearden (1985). Each item is scored on a 7-point Likert scale (1 = Unlikely, 7 = Very Likely). Oliver and Bearden (1985) report an internal consistency coefficient alpha of .94 with this scale. In the present study, the coefficient alphas for the six-item scale as used in this study are as follows: probability to tell others about organ donation and prescription drug abuse .94 and .95 respectively; probability of participating in organ donation of the cessation of prescription drug abuse .98 and .97 respectively; probability of donating to the support of organ donation and the support of the cessation of prescription drug abuse .98 and .95 respectively.

Organ Donation

According to Organdonor.gov, every 10 minutes, a name is added to national transplant waiting list, which equates to about 130 people every day. On any given day, on average, 79

people receive organ transplants and 18 people die waiting for a needed transplant due to the shortage of available donor organs (OD5). More than 100,000 Americans are on that list, waiting in hopes that an organ will become available (Lwin, Williams & Luh Luh, 2002). Studies report that between 50-60% of people said they would be willing to donate their organs upon death. On the contrary to these verbal statements, only 30% of American adults are registered organ donors (Undis, 2005).

Marketing organ donation in the past has been discouraging. Many organ donation companies have pressed for a change in the way organ donation is handled, which is a completely voluntary, altruistic system with no type of reward or cash prize to the donor. The act of organ donation is an “abstract concept” rooted in altruism (Horton, 1991). However, in 1984 Congress banned any type of market system due to ethical concerns of the wealthy buying their way to the top of the list (Horton, 1991). Raymond’s *Marketing the Concept of Becoming a Potential Organ Donor*, Manninen and Evens (1985) reports that “it is unreasonable to conclude that the general public is adequately informed about the need for transplantable organs and tissues.” In line with this statement, in Raymond’s study looking at the knowledge of organ donation of each person surveyed, there was a positive correlation between knowledge and attitude/willingness to donate and carry an organ donor card. He finds that of the adults sampled, 71% of people who did not carry an organ donor card did not know how to even obtain one (Horton, 1991, p. 38).

Along the lines of previous knowledge, education has also been found to be a factor in whether or not one decides to donate. The higher educated one is, the more likely they are to become an organ donor. Due to this finding, college students would be a good age group to target because they represent an “educationally advantaged” segment in the society. Not only are college students educated, but they are typically considered to be a part of a healthy age segment with little health issues (Rubens, Oleckno & Ciesla, 1998, p. 168). Also, college students are more likely to be involved in accidental death and suicide as opposed to the general population (Rubens et al., 1998 p. 168).

Prescription Drug Abuse

One growing trend among Generation Y, and especially within the college cohort, is prescription drug abuse. Prescription drug abuse “refers to the use of a prescription stimulants by an individual without a physician’s prescription for the medication” (McCabe & Teter, 2007, p.69). According to a study done by The National Center on Addiction and Substance Abuse (CASA) at Columbia University, the use of opioids, which includes drugs such as Oxycontin, Vicodin, and Percocet, increased by 343 percent. Another rise was seen in stimulants, such as Ritalin and Adderall, which had an increase of 93 percent over this same time period (Palpini, 2007). Continued research shows the most prevalent use of prescription stimulants is among young adults, 18-24 years old (McCabe & Teter, 2007). According to the Wall Street Journal’s article, *New Addiction on Campus: Raiding the Medicine Cabinet*, 2.2 million people, from 12 years of age and up, stated they had abused painkillers in the past year, with 18-25 year olds having the greatest use (Bernstein, 2008). This article reports the mortality rates from

unintentional drug overdoses were four to five times higher than they were during the heroin epidemic in the 1970's (Bernstein, 2008).

The abuse of prescription drugs has stemmed from increasing availability and easy access. Availability is nearly unrestricted due to the huge increase in the number of prescription drugs. Many students are able to get them through their parents' medicine cabinet, friends, or online pharmacies (Bernstein, 2008). Not only is the accessibility there, but about 50% of users get them for free (Palpini, 2007). College students represent the primary age group for stimulant abuse, especially during exam time when students turn towards the drugs to (1) improve concentration, (2) increase alertness, (3) help study, and (4) engage in recreational activities (McCabe & Teter, 2007, p.69).

One major concern about prescription drug abuse is that it may serve as a gateway drug to further drug use and poly drug use. McCabe and Teter have found that non-medical use of prescription drugs and other drug use is highly correlated. The chance of a college student using other drugs such as marijuana, cocaine, and alcohol is increased for a student who is abusing prescription drugs versus those who do not take prescription drugs. Over 90% of students who said they used nonprescription stimulants report using other drugs compared to the 20.8% of individuals who used drugs other than prescription stimulants (McCabe & Teter, 2007, p.72). Another concern is how loosely adolescents view prescription drugs. Because the drugs are approved by the government, they don't see them as being harmful. They think it is a "safe high" (Palpini, 2007). Even though the drugs are approved, there can still be serious consequences such

as fatal seizures, irregular heart rate, and high blood pressure, according to the National Drug Intelligence Center (Palpini, 2007). A lot of students have no concern about what drugs they are taking and mixing at the same time, or how addictive they can be (Bernstein, 2008).

CHAPTER FOUR: RESULTS

Correlations

Tables 1, 2, and 3 in Appendix F present means, standard deviations, and correlation coefficients for the dependent variables under study.

Analyses of Variance

A two-way between group analyses of variance was conducted to explore the impact of gender and advertising type on the probability of consumers acting in the desired manner in reaction to a public service advertisement. Subjects were divided into four groups according to the advertisement they viewed (altruistic emotional, altruistic argumentative, self-help emotional, and self-help argumentative). The interaction between gender and PSA type was statistically significant, $F(3,161) = 2.95, p=.04$. There was a statistically significant main effect for gender ($F(1,161) = 5.36, p=.02$) and PSA type ($F(3,161) = 14.01, p=.00$).

Post-hoc comparisons using the Tukey HSD test indicated that the mean score for the altruistic emotional PSA ($M = 4.72, SD = .18$) was significantly different from the self-help emotional ($M = 3.93, SD = .18$) and self-help argumentative ($M = 3.74, SD = .18$) PSAs. Also, the altruistic argumentative PSA ($M = 5.16, SD = .18$) was significantly different from the self-help emotional and self-help argumentative PSAs. Table 4 includes the means and standard deviations and Table 5 provides the results of the two-way ANOVA.

A one-way between group analyses of variance was conducted to explore the impact of knowledge level on likelihood that the consumers would perform in the desired manner.

Subjects were divided into two groups according to their knowledge level (Group 1: high level knowledge, group 2: low knowledge level). There was a statistically significant difference at the $p < .05$ level in likelihood to behave in the prescribed manner for the two knowledge levels: $F(1,167) = 4.87, p = .03$. Those consumers with high knowledge levels were more likely to act in the prescribed manner of the PSAs.

Tests of Hypotheses

A one-way between group analyses of variance was conducted to explore the impact of self-help versus altruistic ads on likelihood that the consumers would perform in the desired manner. There was a statistically significant difference at the $p < .05$ level in likelihood to behave in the prescribed manner for the two types of advertisements: $F(1,167) = 34.27, p = .00$. Those consumers who viewed altruistic PSAs were more likely to act in the prescribed manner of the PSAs than those viewing self-help PSAs. Thus H1 was not supported.

A one-way between group analyses of variance was conducted to explore the impact of emotional versus argumentative PSA on the likelihood that the consumers would perform in the desired manner. There was not a statistically significant difference in likelihood to behave in the prescribed manner for the two types of advertisements: $F(1,167) = .33, p = .57$. Those consumers with viewing emotional PSAs were not more likely to act in the prescribed manner of the PSAs than those viewing argumentative PSAs. Thus H2 was not supported.

A one-way between group analyses of variance was conducted to explore the impact of knowledge level on likelihood that the consumers would perform in the desired manner.

Subjects were divided into two groups according to their knowledge level (Group 1: high level knowledge, group 2: low knowledge level). There was a statistically significant difference at the $p < .05$ level in likelihood to behave in the prescribed manner for the two knowledge levels: $F(1,167) = 4.87, p = .03$. Those consumers with high knowledge levels were more likely to act in the prescribed manner of the PSAs. Thus H3 was supported.

Two one-way between group analyses of variance were conducted to explore the impact of gender on likelihood that the consumers would perform in the desired manner with altruistic and self-help PSAs level). There was a statistically significant difference in likelihood to behave in the prescribed manner for the genders: $F(1,81) = 9.81, p = .00$. Females were more likely to behave in a desired manner than males when the message style is altruistic. Thus H4a is supported. However, there was not a statistically significant difference in likelihood to behave in the prescribed manner for the genders when the ad was self-help in nature: $F(1,84) = .04, p = .85$. Females were more likely to behave in a desired manner than males when the message style is self-help in nature. Thus H4b was not supported.

CHAPTER FIVE: DISCUSSION

Conclusions

Many conclusions can be drawn from the findings of the current research. The research shows that self-help messages are not more influential than messages considered to be altruistic. In fact, the opposite occurred with those who viewed altruistic messages being more influenced. This could be due to the fact that it is harder to admit to needing help yourself. With an altruistic message, one is not admitting to any flaw that may be within his or her self, where as a self-help type issue requires one to admit, typically the first and hardest step to recovery, that they need help.

Another interesting finding is that the hypothesis suggesting that an argumentative appeals will elicit a greater likelihood to behave in a desired manner than a message which uses an argumentative approach was not supported. It can be hard for marketers to show in just 30 seconds a message that can relate to everyone and their emotions. Different stories and circumstances make different people tick and have a surge of emotions as opposed to an argumentative approach in which just facts are shown or stated. It is probably an appeal which can be applied more universally since facts are applicable to everyone.

The results indicate that the higher the knowledge level of an individual, the more likely they will be to behave in the desired manner set forth by the advertisement. This may be the case due to their level of comfort with a particular subject. If one does not feel particularly knowledgeable, then the likelihood that they would provide someone with correct guidance or information is limited and would translate into them not telling anyone. Also, there is most likely

a direct relationship between past experience and knowledge of a subject. If one has had to experience or be exposed to the social issue first hand, they probably cumulated a solid base of information regarding the subject and would therefore be more likely to behave in accordance to the message.

It is interesting to note that females are more likely to behave in a desired manner than males when the message style is altruistic. In addition, females are also more likely to behave this way when the message style is self-help in nature. One reason this could be the case is because both issues are emotionally charged. Organ donation and prescription drug abuse could both lead to death. A lot of the campaigns for organ donation revolve around how many people are waiting and how many people die every year without the receipt of the organ in need. Prescription drug abuse is also very close to the college cohort as it may be very prominent around one's friends and could, therefore, really hit home.

Implications for Marketing Managers

Marketing managers can gain several insights from the results of this research. Public service advertising must take different routes depending on the subject matter at hand. It should be noted that a subject with deep content and scientifically driven may need more of a knowledge base for public service advertising to be effective. One single ad alone may not be sufficient, but instead a series of ads in which viewers are presented with facts to build their knowledge base could be the foundation. Because knowledge level contributes to being more

likely to behave in the desired manner, taking the time to assist in building that knowledge could greatly help marketers for PSA's.

Also, it is important for marketers to note the increased difficulty in getting one to comply with a message when it is a self-help social issue. Generation Y does not like being told what to do or feeling that there is something wrong with them. This could be applied to humans generally in the sense that admitting to one's flaw is difficult. To address these types of issues, marketers may be better off using an incremental method of PSA's. Incremental messages would start off just raising the issue and eventually lead to being more personal, trying to elicit a behavior, and for one to take action.

Lastly, men were not more likely to behave in the desired manner to either emotional type ads or argumentative ads. This could raise a challenge for marketers to figure out what type of message delivery could provide the greatest results amongst the male population.

Recommendations for Further Research

There are several ways in which this subject can be researched further. One of the first suggestions would be to add in a control group in which no students are shown public service advertising. It could provide good insight into whether there is a difference after being shown either an emotional or argumentative advertisement. Another recommendation for further research would be to include a different type of PSA ad which uses an alternative route of persuasion, such as humor. Alongside of that, additional research should be conducted on other types of social issues. Another angle that should be looked at is whether an advertisement, if

done more locally based, using schools and possibly people that students could identify with personally, would have a greater effect as opposed to using ads which are completely impersonal.

APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL



University of Central Florida Institutional Review Board
Office of Research & Commercialization
12201 Research Parkway, Suite 501
Orlando, Florida 32826-3246
Telephone: 407-823-2901 or 407-882-2276
www.research.ucf.edu/compliance/irb.html

Approval of Exempt Human Research

From: UCF Institutional Review Board #1
FWA00000351, IRB00001138

To: Jessica F. Jones

Date: May 22, 2012

Dear Researcher:

On 5/22/2012, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review: Exempt Determination
Project Title: Do The Right Thing: The Role of Public Service Advertisements
on the Behaviors of Contemporary College Students
Investigator: Jessica F Jones
IRB Number: SBE-12-08481
Funding Agency:
Grant Title:
Research ID: N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Sophia Dziegielewski, Ph.D., L.C.S.W., UCF IRB Chair, this letter is signed by:

Signature applied by Joanne Muratori on 05/22/2012 11:22:49 AM EDT

A handwritten signature in black ink that reads 'Joanne Muratori'.

IRB Coordinator

APPENDIX B: SURVEY VERSION 1

APPENDIX C: SURVEY VERSION 2

The Use of Public Service Announcements in Marketing

Please view the following ad:

http://www.youtube.com/watch?v=5M8R_TuJNPQ&list=FLG8Ow75gnSELUTGPNLFqoe&index=1&feature=plpp_video

Rate the probability that you would tell others about organ donation?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

Rate the probability that you would participate in organ donation?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

Rate the probability that you would donate financially to organ donation?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

How much do you *feel* you know about Organ Donation?

Very little Very Much
1 2 3 4 5 6 7 8 9

Compared to your friends and acquaintances, how much do you feel you know about Organ Donation?

Very little
1 2 3 4 5 6 7 8 9
Very Much

Compared to an organ donation expert, how much do you feel you know about organ donation?

Very little
1 2 3 4 5 6 7 8 9
Very Much

What is your Gender? (please circle) Male Female

What is your Age? _____years

What is your major (check one): ___Marketing ___Management ___Finance

___Accounting ___Economics ___General Business

What is your year in school? (check one): ___Freshman ___Sophomore

___Junior ___Senior ___Graduate

APPENDIX D: SURVEY VERSION 3

APPENDIX E: SURVEY VERSION 4

The Use of Public Service Announcements in Marketing

Please view the following ad:

http://www.youtube.com/watch?v=7quCtHUYoyk&list=FLG8Ow75gnSELUTGPNLFgoew&index=11&feature=plpp_video

Rate the probability that you would tell others about prescription drug abuse?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

Rate the probability that you would participate in stopping prescription drug abuse?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

Rate the probability that you would donate financially to stop prescription drug abuse?

- 1) Unlikely 1-----2----3----4----5----6----7 Likely
- 2) Nonexistent 1-----2----3----4----5----6----7 Existent
- 3) Improbable 1-----2----3----4----5----6----7 Probable
- 4) Impossible 1-----2----3----4----5----6----7 Possible
- 5) Uncertain 1-----2----3----4----5----6----7 Certain
- 6) Definitely would not 1-----2----3----4----5----6----7 definitely would

How much do you *feel* you know about prescription drug abuse?

Very little Very Much
1 2 3 4 5 6 7 8 9

Compared to your friends and acquaintances, how much do you feel you know about prescription drug abuse?

Very little
1 2 3 4 5 6 7 8 9
Very Much

Compared to a prescription drug abuse expert, how much do you feel you know prescription drug abuse?

Very little
1 2 3 4 5 6 7 8 9
Very Much

What is your Gender? (please circle) Male Female

What is your Age? _____ years

What is your major (check one): ___Marketing ___Management ___Finance
___Accounting ___Economics ___General Business

What is your year in school? (check one): ___Freshman ___Sophomore
___Junior ___Senior ___Graduate

APPENDIX F: RESEARCH RESULTS TABLES

TABLE 1
Means, Standard Deviations, and Pearson Product Correlations
(n=170)

Variable	Mean	s.d.	1
1. Overall Knowledge of issue	3.68	1.92	
2. Overall likelihood that consumers will act in the desired manner	4.38	1.30	.19*

* $p < .05$ (2-tailed)

TABLE 2: Organ Donation

Means, Standard Deviations, and Pearson Product Correlations

(n=61)

Variable	Mean	s.d	1	2	3
1. Overall Knowledge of Organ donation.	3.85	1.93			
2. Likelihood consumers would tell others about organ donation.	5.10	1.29	.31*		
3. Likelihood consumers would participate in organ donation.	5.52	1.37	.20	.43**	
4. Likelihood consumers would donate to organ donation.	4.84	1.48	.07	.17	.20

* $p < .05$ (2-tailed)

** $p < .00$ (2-tailed)

TABLE 3: Prescription Drug Abuse
Means, Standard Deviations, and Pearson Product Correlations

(n=87)

Variable	Mean	s.d	1	2	3
1. Overall Knowledge of prescription drug abuse.	3.71	1.95			
2. Likelihood consumers would tell others about prescription drug abuse.	4.52	1.45	.25*		
3. Likelihood consumers would participate in the cessation of prescription drug abuse.	4.23	1.61	.13	.63**	
4. Likelihood consumers would donate to the cessation of prescription drug abuse.	2.83	1.39	.02	.43**	.54**

* $p < .05$ (2-tailed)

** $p < .00$ (2-tailed)

TABLE 4**Means and Standard Deviations for Attitude Towards Advertisement**

Advertising Type	Gender	Mean	SD
Altruistic Emotional	Female	5.17	.25
	Male	4.27	.27
Altruistic	Female	5.51	.27
	Male	4.82	.23
Self-Help Emotional	Female	4.20	.25
	Male	3.66	.25
Self-Help	Female	3.50	.27
	Male	3.98	.23

TABLE 5**Two-Way Analysis of Variance (DV = Likelihood the consumer will react in the desired manner)**

Source	S.S.	df	F-value
Advertisement Type (AT)	56.07	3	14.00
Gender (G)	7.15	1	5.36
AT x G	11.79	3	2.95
Error	214.89	161	

Corrected Model: $R^2 = .25$; $F = 7.56$; $p = .00$

REFERENCES

- Bagozzi, R. P., Moore, D.J. (1994). Public Service Advertisements: Emotions and Empathy Guide Prosocial Behavior. *Journal of Marketing*, 58, 56-70.
- Becker-Olsen, K., & Briones, R. L. (2009). Towards a drug free america: Guilt processing and drug prevention. *Journal of Research for Consumers*, (16), 1-6.
- Bernstein, E. (2008, Mar 25). New addiction on campus: Raiding the medicine cabinet. *Wall Street Journal*, pp. D.1-D.1.
- Block, L. G., Morwitz, V. G., Putsis, William P., Jr, & Sen, S. K. (2002). Assessing the impact of antidrug advertising on adolescent drug consumption: Results from a behavioral economic model. *American Journal of Public Health*, 92(8), 1346-51.
- Broom, G. M., & Cutlip, S. M. (2009). *Cutlip & center's effective public relations*. (10th ed. ed.). Upper Saddle River, NJ: Pearson College Div.
- Brunel, F. F., & Nelson, M. R. (2000). Explaining gendered responses to "help-self" and "help-others" charity ad appeals: The mediating role of world-views. *Journal of Advertising*, 29(3), 15-27.
- Chandy, R. K., Tellis, G. J., Macinnis, D. J., & Thaivanich, P. (2001). What to say when: Advertising appeals in evolving markets. *JMR, Journal of Marketing Research*, 38(4), 399-414.
- Fine, S. H. (1990). *Social marketing promoting the causes of public and nonprofit agencies*. Needham Heights, MA: A Division of Simon & Schuster, Inc.
- Hess, M., Foleno, T., & Perlov, G. (2008, November 21). *Rules of the road for public service*

advertising. Retrieved from <http://www.adcouncil.org/Impact/Research/Rules-of-the-Road-for-Public-Service-Advertising>

Horton, R. L. (1991). Marketing the concept of becoming a potential organ donor. *Marketing Health Services, 11*(3), 36-36.

Lwin, M. O., & Williams, J. D. (2002). Social marketing initiatives: National kidney foundations organ donation programs in singapore. *Journal of Public Policy & Marketing, 21*(1), 66-77.

McCabe, S.E., Teter, C.J. (2007). Drug use related problems among nonmedical users of prescription stimulants: A web-based survey of college students from a Midwestern university. *Drug and Alcohol Dependence, 91*(1), 69-76.

Morton, L. P. (2002). Targeting generation Y. *Public Relations Quarterly, 47*(2), 46-48.

Oliver, R.L. & W. O. Bearden (1985). Crossover effects I the Theory of Reasoned Action: A Moderating Influencing Attempt. *Journal of Consumer Research, 12* (December), 324-340.

Omelia, J. (1998). Understanding generation Y: A look at the next wave of US consumers. *Global Cosmetic Industry, 163*(6), 90-92.

Palpini, K. (2007, Apr 11). Campus alert to rx drug abuse. *Daily Hampshire Gazette*, pp. A1-A1.

Park, C. Whan, Mothersbaugh, D., & Feick, L. (1994). Consumer Knowledge Assessment. *Journal of Consumer Research, 21* (June), 71-82.

Rubens, A. J., Oleckno, W. A., & Ciesla, J. R. (1998). Knowledge, attitudes, and behaviors of

- college students regarding organ/tissue donation and implications for increasing organ/tissue donors. *College Student Journal*, 32(2), 167-178.
- Singh, S. N., Rothschild, M. L., & Churchill, Gilbert A., Jr. (1988). Recognition versus recall as measures of television commercial forgetting. *JMR, Journal of Marketing Research*, 25(1), 72-80.
- Siska, M., & Jason, J. (1992). Recall of AIDS public service announcements and their impact on the ranking of AIDS as a national problem. *American Journal of Public Health*, 82(7), 1029-32.
- Undis, D. J. (2005, October 21). *The organ shortage and public policy*. Retrieved from <http://www.mackinac.org/7387>
- Wolburg, J. M. (2004). The need for new anti-smoking advertising strategies that do not provoke smoker defiance. *The Journal of Consumer Marketing*, 21(2), 173-174.