HOW PEOPLE RESPOND TO ADVOCACY MESSAGES:
THE IMPACT OF MESSAGE SOURCE AND MEDIA PLATFORM ON ATTITUDE IN A NONPROFIT ENVIRONMENT.

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ABSTRACT

This paper investigates the role of message source and (social) media channels in determining consumer response to nonprofit advertising. After reviewing relevant literature, a summary model that focuses on attitude change, message acceptance and persuasion effect is presented. The study predicts an interaction effect between the message source (celebrity endorsement versus friend recommendation) and social media channel (Facebook versus Twitter). In order to test the hypothesis, the two variables are manipulated through a controlled online experiment and the analysis of the variance of data provides the general support. Other results and the implications for nonprofit advertising research and practice are discussed.