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International aid campaigns in Eastern Europe: are they effective?

Master Thesis

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Abstract

Recent reports have shown interesting findings on the attitude of Europeans towards international aid in developing countries. The reports suggest that people from Eastern Europe, in particular, are less interested in these issues and less willing to take action in order to support humanitarian aid or donate money to charity. Based on these findings, this study is focused on the effect of awareness raising campaigns on the consumer attitude and behavior in relation to international aid campaigns. The study is focused on Slovakia as a case country representing the region of Eastern Europe.

This thesis provides an insight into the problem of the humanitarian organizations which are implementing communication campaigns in this region and may not be achieving the desired results. Another problem the thesis focuses on is from the point of view of the audience, as there appears to be a possibility of misunderstanding of the development problems due to the miscommunication of the messages, leading to the audience's unawareness and passivity towards development aid.

In order to shed light on the problem and provide an understanding, the philosophical stances applied in the research are social constructionism and interpretivism. The relevant literature including certain theories of consumer behavior, an overview of social marketing, awareness raising campaigns, appeals used in marketing and types of messages is elaborated.

The primary data was collected by means of semi-structured interviews in combination with photo elicitation method and the analysis was done by means of template analysis. As a result of the analysis, several findings were discovered, confirming the presence of the abovementioned problem in Slovakia and potentially in the Eastern European countries. The supposed problem was found out to be not only a result of the ineffective social marketing campaigns, but it is also highly affected by the bigger, more complex issues that are present in this context. The data on the consumers' perception gathered in this qualitative research provides a foundation for further research within consumer studies with a possibility of elevating the study to other groups of consumers, countries or regions, or to take into consideration other sociological factors that were omitted in this thesis. The study may also

provide a basis for practical implications for organizations or individuals to be considered during the process of creating social marketing campaigns focused on international aid.

Keywords: social marketing, communication campaigns, international aid, consumer behavior

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1. Introduction

A recent report from the European Commission included several findings on the attitude of Europeans towards international aid in the developing countries. The data shows that specifically, people from Eastern Europe tend to be less interested in such issues, they do not care so much and are also less willing to take action in order to support international aid or donate money to charity organizations (European Commission, 2018). Although this can be a result of numerous factors, such as historical, economic or geopolitical influences, this study takes into consideration the effect of awareness raising campaigns on the consumer attitude and behavior in relation to international aid.

Based on that, there arises a problem from the point of view of the humanitarian organizations as there may be more efficient ways of implementing the communication campaigns in this region. For the organizations, such problem may result in not achieving the desired results and not obtaining the necessary support in terms of financial resources, goodwill or even volunteers. A problem arises also from the point of view of the audience, since there may be a possibility of miscommunication of the messages and the subsequent misunderstanding of the development problems and the reasons why they need to be tackled, resulting in the unawareness of the audience about the issues and their inactivity.

The aforementioned communication campaigns are an integral part of marketing strategies applied by various organizations, for instance, the ones focusing on health-related issues, well-being of individuals, environmental problems or the social causes and international aid in the disadvantaged regions (Rob Donovan & Henley, 2010). As a marketing tool which serves the organizations to promote and realize their main idea, and a tool the consumers are coming into contact with daily, the clear, correct and meaningful presentation of messages is crucial for reaching the goal and creating a successful campaign (Heath & Heath, 2010; Perloff, 2003). However, wrong use of marketing campaigns can have negative effects not only on the organization promoting social causes but also on the consumers, with possible negative consequences on their future attitude and behavior (Perloff, 2003). For this reason, the thesis focuses mainly on the visual aspect of the campaigns, as well as the messages they communicate.

This study is concentrated on consumers from Eastern Europe, focusing on the specific case of Slovakia as a representative country of the region. Although the Eastern European countries share numerous similarities in terms of the culture, system, historical background and economic situation (Ramet, 1998), the researcher acknowledges the existing differences between them and recognizes that the study of the case country may shed light on the issue in the concerned area, but not to provide the absolute knowledge of the situation in the whole region.

In the modern globalized world, Eastern European countries are, perhaps not yet effectively, trying to challenge the status quo of international aid and cooperation, which confirms that the Western countries and their citizens are much more involved in the global events, as well as humanitarian aid. On top of that, studying the potential ineffectiveness or even backlashes of the social marketing campaigns may provide other researchers with a foundation for further studies focused on consumer groups, divided based on the historical, cultural, or geographical differences.

Ultimately, the thesis aims to explore the area of social marketing and consumer behavior in detail, to understand why the group of consumers in Eastern Europe, focusing on Slovakia, does not react to the international aid campaigns in the way that is desired by the communicators.

1.1. Problem formulation

The introduction to the problem leads to the formulation of the following research questions:

Why are awareness raising campaigns focusing on international development aid not effective in Eastern Europe?

How does the audience in Slovakia perceive the messages communicated through international aid campaigns and what communication challenges are there?

In order to answer the presented research questions, the thesis is structured in several steps, starting with outlining the key problem in the first place. The researcher will then explain the philosophical stances considered throughout the research, i.e. social constructionism and interpretivism. Afterwards, the literature on the topics related to social marketing,

communication campaigns and main theories of consumer behavior will be presented, followed by the methodological section consisting of a detailed description of the research process, starting with a general overview of the research design and continuing with the elaboration of data collection and data analysis. The chapter is followed by the analysis of the collected primary data, the discussion concentrated on the results in relation to the literature and the ultimate conclusion of the whole study.

2. Philosophy of Science

In the section of Philosophy of Science, the researcher will describe the two subjective philosophical stances that are present in the thesis, i.e. the ontological position of social constructionism and the epistemological position of interpretivism.

2.1. Ontology

Social constructionism is an ontological stance explaining one of the subjective approaches to understanding reality and its nature. On a very abstract level, social constructionism claims that knowledge is dependent on the individual's consciousness. As Burr (2013, p. 4) points out, understanding of reality is both culturally and historically specific to each individual. Every person has a different course of life, background, education, knowledge, and they are a product of numerous social processes and interactions. All of these factors influence the way individuals perceive and make sense of the world. Equally, social interactions add up to this process and result in modifying the individuals' cognition and perception of reality and based on this, it can be stated that the meaning of reality is not created separately and independently, but in coordination with other individuals (Burr, 2013, pp. 2–11).

Based on the aforementioned explanation, each individual understands and experiences the reality differently. For this reason, there is not a single objective definition of what is reality, as it is not created solely by human nature, natural forces or other physical influences. Put differently, reality is socially constructed, and it is a product created not only by each individual, but also the interactions between individuals, their coordination and co-creation (Burr, 2013).

On top of that, it is necessary to emphasize that social constructionism rejects objectivity, as individuals experience the world differently and not a single person is able to step out of their humanity and encounter the world objectively. The social constructionist type of research, therefore, encourages the researcher to keep in mind the subjectivity of individuals' perspectives and the researcher as well, especially throughout conducting interviews (Burr, 2013, p. 172).

2.2. Epistemology

Interpretivism, as a contrasting epistemological stance to positivism, deals with the way how individuals study the knowledge, and rejects the exclusively objective and quantitative perception. Unlike the arguments of natural sciences, interpretivism insists on the notion that individuals *"actively interpret or make sense of their environment and of themselves; that the ways in which they do this are shaped by the particular cultures in which they live; and that these distinctive cultural orientations will strongly influence not only what they believe but also what they do."* (Hammersley, 2013, p. 26) According to interpretivists, it is impossible to understand why individuals behave as they do while ignoring their uniqueness in terms of understanding and making sense of the reality (Hammersley, 2013, Chapter 2).

Therefore, interpretivism emphasizes the differences between people. The researcher is required to keep in mind the differences and varying perspectives of people involved in the research (as well as herself). Due to the subjective nature of interpretivist epistemology, generalization of the findings is not possible. Apart from continually taking into consideration the differences between people, the researcher ought to resist marking people's attitudes as irrational or illogical. The assumption that people's attitudes are justifiable and meaningful must prevail (Hammersley, 2013, Chapter 2).

2.3. Implementation in the thesis

Due to the researcher's approach and her philosophical positions within the thesis, the researcher is unable to escape the subjectivity that is present throughout the whole study. Comprehension of the philosophical stances aids the researcher in understanding that achieving the absolute truth and the perfect generalizable answer to the research question is in this case impossible.

However, what is possible is to study the field of the research through the perspectives of the participants while keeping in mind their unique perceptions and influences, as well as through their understanding of the reality (in this case the factors connected to social marketing campaigns) that is socially constructed. The researcher is, nonetheless, able to achieve an understanding of how the individuals interpret communicated messages, how they process their meanings and how the whole procedure influences their behavior and attitude.

3. Literature Review

In the following section, the existing literature supporting this research will be analyzed to find the answer to the research question and understand why people in Eastern Europe tend to be less interested in international aid. The researcher will review the literature in the field of social marketing, communication campaigns and consumer behavior.

3.1. Social marketing

The idea of social marketing as a set of techniques used for promoting ideas that will benefit society, as well as individuals, dates back to the 1970s, with Philip Kotler being one of the main marketing authors leading the debate about this new approach (Wood, 2008, p. 77). In contrast to marketing as it is generally understood, social marketing benefits the target audience, as well as the society as a whole, or a specific segment or a group within the society. In other words, social marketing does not possess the primary goal of earning money, it rather aims to change the behavior of individuals through campaigning and communicating messages and aims for a larger societal change. To be precise, although social marketing may often be used by charities raising money for certain causes, its main goal is not a financial gain of an individual (Kotler & Lee, 2009).

As it is a very broad term, social marketing is used, for example, for raising awareness on health-related issues, environmental issues, promoting good causes or aid for disadvantaged individuals or even whole societies (Rob Donovan & Henley, 2010). It is also used for encouraging individuals to support international aid, as is the case of this thesis.

3.1.1. 4 Ps

A set of main tools marketers use is named the *marketing mix* and it consists of the so-called “4Ps”, i.e. product, price, place, promotion. Although social marketing should hardly be seen only as a different use of standard marketing, omitting the goal of making money, it still possesses many similar properties. Marketing scholars agree on the fact that these four tools, despite being used mostly in connection with commercial marketing directed at selling products to buyers, can also be used in the case of social marketing (Kotler & Zaltman, 1971).

Firstly, the term *product* does not necessarily have to be a tangible, physical item. In social marketing, it stands for the outcome and benefits of the campaign, as the audience is usually encouraged to make a change in their behavior. Therefore, it may also be understood as services, ideas, practices and abstract messages that are communicated throughout the campaign (Wood, 2008, p. 79).

According to Wood, the social *price* can be understood in different ways, for example, the costs of the organization for conducting the campaign, or from the other perspective, the price the audience has to pay in order to act in line with the product. Similarly to the social product, the price can also have a different appearance, and it does not have to be a financial cost (Wood, 2008, p. 80).

Social distribution, or *place* as commonly used in the marketing mix, describes the actual methods that are being used in order to transfer the social product to its target audience. In other words, it is the distribution of ideas and messages in appropriate places (Wood, 2008, p. 81).

Promotion comprises different communication channels that the organization decides to use in order to promote their social product and reach the desired target audience. Promotion varies from one campaign to another, depending on the specific goals and ideas (Wood, 2008, p. 82).

3.2. Appeals

In order to target and persuade the relevant groups of consumers to “buy” an idea, social marketing uses different kinds of appeals. Three main appeals, that have both negative and positive attributes, will be examined: fear appeal, guilt appeal and positive appeal.

3.2.1. Fear appeal

Fear appeal is best described by the Protection Motivation theory of consumer behavior developed by Rogers in 1975. Fear appeal and the Protection Motivation theory is based on persuading or influencing the attitude of consumers by invoking fear. The theory claims that individuals are likely to respond to advertisements invoking the feeling of fear, as they naturally want to protect themselves from mental or physical threats (Rogers, 1983, p. 469). Apart from showing the potential threat, the campaigns focusing on fear appeal show also

the solution to the potential problem. With that being said, invoking fear and recommending the way to deal with it may lead to the desired reaction of the consumer, who buys either the idea or the product that is sold thanks to this method. For example, this theory is particularly efficient in terms of campaigns or advertisements promoting either products which help people quit bad habits such as smoking or drinking, or campaigns encouraging individuals to pay more attention to their potential health issues. However, fear appeal does have a potential of delivering counter-productive results, as it may backlash and leave the audience with negative emotions of annoyance or displeasure (Brennan, Binney, Parker, Aleti, & Nguyen, 2014, p. 83).

3.2.2. Guilt appeal

Guilt appeal is also considered to be an appeal connected to negative emotions. According to Huhmann and Brotherton (1997), there exist three different types of guilt, i.e. reactive, anticipatory and existential guilt. The reactive guilt is responsible for a buyer's reaction when some factors trigger their personal standards that were violated in the past and make them feel guilty, whilst the anticipatory guilt should serve as a way of avoiding potential disappointment (Huhmann & Brotherton, 1997).

However, the existential guilt *"is experienced as a result of the awareness of a discrepancy between one's well-being and the well-being of others"* (Huhmann & Brotherton, 1997, p. 37). This type of guilt is strongly associated with compassion and empathy that individuals feel towards the others, who may be in a less fortunate situation, for example, people living in poverty, homeless people, or people excluded from the society for various reasons. Although guilt appeal provides similar negative emotions of irritation or annoyance as fear appeal, it is widely used in social marketing campaigns and it will also be the main factor related to campaigns examined further in the thesis.

3.2.3. Positive appeal

The opposite of the two previously described appeals is the positive appeal, focusing on invoking positive emotions within the audience. Donovan, Henley & Moorhead (1998) define positive appeal as *"appeals eliciting or promising positive emotions as a result of using a product or adopting a recommended behavior."* Indeed, positive appeal can be a way to communicate a message to the consumer in a way that leads to their positive emotions and

reaction, even when the message is dealing with some bigger and serious issues, including the development aid as is the theme of this thesis. Therefore, positive appeals tend to be used also in communication campaigns focused on development aid.

From the point of view of the researcher at this stage of the study and after investigating the literature on this field, it is impossible to conclude which appeal is the most successful one in providing the desired outcome to the social marketer. Each case of campaign is different and, therefore, requires a different approach, and since the appeals have both positive and negative aspects to them, the researcher may only have subjective assumptions regarding the application of certain appeals, but not any objective knowledge.

3.3. Consumer behavior theories

Although the previous section touches upon the topic of consumer behavior, it is necessary to define the term as it is used in this thesis. Consumer behavior is generally defined as a dynamic interaction or behavior consisting of people's thoughts, attitude, and actions related to consumption processes (Peter & Olson, 2010). Put differently, consumer behavior is the way people act in consumption. It also includes external factors that are responsible for influencing people's thoughts and actions, such as advertisements, product packaging, appearance or even reviews. Therefore, the process is completely dynamic, everchanging, and unique for each consumer, although specific consumer segments do have similarities in their consumer behavior (Peter & Olson, 2010, p. 5).

It is necessary to emphasize that change in behavior per se is preceded by a change in attitude, which is a psychological construct defined by Perloff (2003, p. 39) as *"a learned, global evaluation of an object (person, place, or issue) that influences thought and action"*. As the attitude plays a key role in influencing thoughts and eventually leads to behavioral change, it is necessary for the communicators to keep in mind this fundamental fact and create the appropriate form of message in order to achieve the most valuable outcome in an efficient way (Perloff, 2003).

Apart from the previously mentioned Protection Motivation theory which is connected to fear appeal, there exist numerous consumer behavior theories with different viewpoints and considerations of the consumer. The theories usually take into consideration the most general

approach, i.e. the consumer who buys a tangible product for money, which means that the theories elaborating on the consumer behavior in connection with social marketing campaigns are limited. For the purposes of this research, multiple theories will be defined in order to provide an overview of theoretical background, necessary for the researcher to find and state their position within consumer behavior in relation to marketing campaigns.

3.3.1. Marshallian theory

Firstly, the most general theory of consumer behavior is the one developed by Alfred Marshall - the microeconomic theory. It suggests that an individual acts rationally and has all the necessary information about the market. Furthermore, the consumer is also absolutely aware of his needs and desires. However, the theory only takes into consideration the influence of the price of the product and the consumer's income on their behavior. According to this, the buyer is likely to spend his income on the best goods, which will provide him with the greatest personal satisfaction and utility, while taking into account the price of the desired product as well as the price of other similar goods (Asamoah & Chovancova, 2011).

In spite of this theory being one of the essential consumer behavior theories explaining the basics of consumer attitudes and actions, the theory is not quite utilizable in the field of social marketing as it is very much dependent on the product and its price, as well as the income of the buyer who usually buys a tangible product for their own needs, and not an idea. However, it is fundamental for marketing researchers to understand the basic theories of consumer behavior in order to take a position within the field of multiple theories.

3.3.2. Pavlovian theory

The Pavlovian model of consumer behavior is based on positive associations, meaning that individuals are capable of learning certain processes after associating them with specific evocations. The four main components of the model are drive, cue, response, and reinforcement. *Drive* stands for the primary motivation or a feeling, leading an individual to action. *Cue* is a determinant of the individual's response, deciding on its timing, place, and way. *Response* is the actual reaction, and *reinforcement* of the experience is necessary in order to configure an individual to act in a certain way (Kotler, 1965, pp. 40–41).

The model is easily applicable in marketing studies, as it emphasizes the necessity of repetitive advertisements, and advertisements that are strong and memorable in order to provide sufficient cues and drives for the consumer. With regard to social marketing, the Pavlovian theory substantiates the importance of clear, memorable and meaningful campaigns which not only catch attention of the consumer, but will also make him remember them by reinforcement and repetition. When the process is successful, the consumer is likely to adopt the desired behavior for the future. The theory can be also applied to the brand image, which when associated with something positive can immediately provoke the desired consumer reaction towards advertisements (Kotler, 1965, pp. 40–41).

Therefore, based on this theory, the crucial step is the first one, i.e. winning the consumer and invoking the positive reaction that will persist. However, the theory does not shed much light on the potential situation of a consumer who may start to change their habits or attitude and drift away from the desired behavior.

3.3.3. Self-determination theory

The self-determination theory is another one which can be incorporated under behavior theories of consumers exposed to social marketing campaigns. According to this theory developed by Deci and Ryan (2000), the motivation of consumers may be intrinsic, i.e. come from within themselves, as opposed to be coming from external factors, since people prefer to have autonomy and make decisions by themselves. The theory suggests that people have a predisposition for aiming to achieve personal growth and desire ability to be independent in decision-making. However, the theory does not completely exclude external factors. In fact, external motivation may be crucial for people in order to encourage them towards self-determination (Brennan et al., 2014, p. 90).

Based on this theory, three main psychological needs are identified as a basis of self-motivation of individuals, namely competence, relatedness and autonomy. Furthermore, the research leading to the theory suggested that when comparing individuals whose motivation is mostly intrinsic or authentic, and the ones that are motivated by external factors, the first group of people tends to show more interest and enthusiasm (Ryan & Deci, 2000, p. 69). Based on this finding, it can be concluded that a person's very own motivation is a determining factor for their actions.

For the purposes of studying consumer behavior, despite lacking a more specific connection to social marketing studies, the self-determination theory provides a useful background in terms of understanding that an individual's motivation leading to action is very much connected to their intrinsic characteristics. In other words and in connection to the theme of this study, the theory serves as a confirmation to the assumption that the audience exposed to social marketing campaigns does not react solely based on the quality or content of the message, but the audience's reaction is very much dependent on their personal qualities and background.

3.3.4. Factors influencing consumer behavior

Subsequently, significant point to be mentioned with regards to the consumer behavior and theories are the numerous factors which influence individuals in their decision-making process. These characteristics are namely **cultural** (culture, subculture, social class), **social** (groups and social networks, family, roles and status), **personal** (age and life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept) and **psychological** (motivation, perception, learning, beliefs and attitudes). The final behavior of the consumer is a result of these multiple factors, which are necessary to be considered by the marketers in the process of creating campaigns and tailoring them for the target consumer segment (Kotler & Armstrong, 2018, pp. 158–173).

3.3.5. Hierarchy of Needs

It is also necessary to note that individuals tend to act according to the Hierarchy of Needs, a model developed by Abraham Maslow in 1943, which explains what drives people to behave as they do. Although the needs are unique to each individual, the model describes that an individual ought to satisfy their most basic needs in the first place, in order to proceed further in satisfaction of their less pressing needs and desires. Therefore, the *physiological needs* of a person, such as hunger and thirst, ought to be ensured first, before proceeding to a higher *need of safety*. Afterwards, there are *social needs* of belonging or love, followed by the *needs of self-esteem* and recognition. At the top of the model, there is a level of *self-actualization needs*, i.e. self-development and realization of a person (Kotler & Armstrong, 2018, pp. 171–172).

When looking at Maslow's model, it is noticeable that an individual's motivation for helping others in need is a part of the highest level - of the desire for self-actualization. For successful campaigns, marketers may build on this knowledge in order to develop their strategies in a way which would target the individuals' needs for self-actualization.

3.4. Communication campaigns

Due to the fact that the messages of the communication campaigns and the reaction of the audience, i.e. consumer behavior, are so closely intertwined, the communication campaigns will be examined from the historical point of view in the following section.

Historically, communication campaigns directed at masses were not having the desired effect. Namely at the beginning of the second half of the 20th century, due to the ineffectiveness of the campaigns, it was believed that they were completely hopeless, and the experts shared this pessimistic viewpoint. In 1973, Mendelsohn presented a new theory, claiming that the ineffectiveness of campaigns was caused by the communicators promising unachievable results, expecting the audience to accept their messages enthusiastically, without even questioning them. Therefore, the campaigns were not targeted at a specific audience, which caused them to be ignored or misunderstood (Weintraub Austin & Pinkleton, 2006, p. 297).

The solution to this problem was believed to be in three steps, i.e. targeting messages, assuming that the target audience is not interested in the messages and setting reasonable goals (Weintraub Austin & Pinkleton, 2006, p. 298). Although it is inarguably necessary to define a target audience and direct the communication campaign at a specific segment, there is a question of whether creating the campaign with an already pessimistic assumption of the audience being uninterested in the messages can provide successful results. Assuming that the audience will automatically react negatively to the campaign and adapting the campaign to this type of reaction may result in a negative reaction of the audience which might in fact be interested in the message of the campaign. Nonetheless, Mendelsohn's theory remains relevant even in the modern era, thanks to its applicability.

In 1989, McGuire developed a domino model of persuasion in communication campaigns. According to this model, there are 12 steps that have to be acknowledged by successful

campaigns, which reflect on the decision-making process of the audience and their behavior (Weintraub Austin & Pinkleton, 2006, p. 300).

Exposure as the first step does not guarantee an absolute persuasion of the audience; it only means that the message is being transferred to the audience. The second step is **attention**, as it is necessary to attract the audience by a clever, fetching message that is not shallow. **Involvement** in the campaign may mean attiring the audience in case they find the message as somewhat relevant even to themselves and their own lives. Learning what to do, **comprehension** and correct interpretation of the message is another aspect of a successful campaign. **Skill acquisition** represents the importance of the audience to be able to actually do something about the call to action that may be included in the message. If the audience lacks relevant skills or they do not know how to get involved, they are likely to stop paying attention to the campaign. After success of the previous steps, the **attitude change** follows, and people are persuaded by the campaign. **Memory storage** as the seventh step is crucial as people are exposed to dozens of messages every single day, and in order to act on a particular message they have to remember it, to store the information in their memory. To keep the audience interested, **information retrieval** and repetition is necessary so that the audience does not forget about the message. Following Mendelsohn's pessimistic supposition that people might not be interested in the message, the audience needs **motivation** and to see a benefit for themselves in order to follow through. As a result of successfully following the previous steps, the change in (or reinforcement of already established) **behavior** follows, and this is a good prospect for keeping people interested. In case of new and changed behavior, its **reinforcement** is necessary so that the audience does not have second thoughts or starts to speculate about the correctness of their decision. As the last step in the decision-making process of the audience, there is **postbehavior consolidation**. The receiver of the message evaluates the campaign message and their own behavior, and if the campaign is successful, they establish this new information in their already existing world view (Weintraub Austin & Pinkleton, 2006, pp. 300–304).

The aforementioned process provides a good overview of an ideal course of the audience's reaction to the campaign message. In an ideal situation, the campaign would be successful thanks to its perfectly developed, attiring content. However, the approach of focusing solely

on the message completely excludes the uniqueness of each individual in the audience, and the study of the target audience itself, and therefore, sentences itself to failure.

Based on the literature, the truth remains that previously, i.e. in case of many campaigns in the 20th century, the communication campaigns were often not as effective due to the lack of research of the target audience. Nowadays, the attitude of companies towards information campaigns seems to be shifting. The communicators appear to be realizing that persuading the audience and making the consumer buy into their idea requires a lot more in terms of studying and understanding the consumers as persons constructing the reality individually, rather than focusing solely on the content of the message itself.

From a different perspective, according to Perloff, awareness raising campaigns or communication campaigns do in fact follow the same principles as general, commercial advertising, while still having different features. The main distinction is the fact that commercial advertisements aim to sell a tangible product in order to make a profit for the company, whereas information campaigns are selling and promoting an idea, usually with a good intention and related to a specific social cause. For this particular reason, information campaigns tend to be more difficult for implementation, as it is not easy to change somebody's behavior or encourage them to "buy" an idea (Perloff, 2003, p. 305).

Keeping in mind the differences in the audience, the researcher is to concentrate now on the reflection about the message and its content. Based on the work of Austin and Pinkleton (2006) that was elaborated in this chapter, there is a concern of whether people react as logically to the messages as expected based on the domino model, and whether it still remains as relevant and accurate as it was three decades ago.

3.4.1. Principles of campaign messages

The integral part of information campaigns is message, the core idea which is being communicated to the audience through the campaign developed by the communicator. There exist multiple ways of developing a successful message for a social marketing campaign. For the purposes of this study, the researcher differentiates two opposite types of messages, i.e. rational and emotional, in order to gain an overview and understand what sort of messages may be more efficient for campaigns focused on social causes and international aid.

First of all, the marketers agree on one of the most important aspect of messages, which is applicable for both rational and emotional messages. It is their credibility, as it decides on the way the consumers are going to process the message. The communicator of the message ought to pay attention to the target audience, as it is necessary for the audience to find the message credible. Otherwise, they will hardly shift their attitude or opinion towards an issue. Moreover, people tend to believe ideas based on their background, their past experience, influence of their family, friends or authorities. For this reason persuading an audience with already established beliefs to accept or believe in a new idea may be particularly difficult, and the message ought to be developed well (Heath & Heath, 2010, p. 133).

3.4.2. Messages

As previously mentioned, McGuire's domino model comes with a limitation when it assumes that the audiences react logically to the messages. However, social marketers tend to rely mostly on emotional campaigns, as people are more likely to respond emotionally. The assumed logical reaction to rational, factual messages containing facts, figures, statistics and proofs, can be proven wrong. For instance, Heath and Heath (2010, p. 168), in their work elaborate on a research conducted in 2004 at Carnegie Mellon University, which was supposed to explore how people react to emotional messages, particularly in terms of contributing to a charity. During the study, each individual in the group of respondents was given the same amount of money and they were given an opportunity to donate some amount of money to a specific cause. The first message was structured in a rather formal and general way, including statistics on hunger, poverty, food shortages, evictions and other issues in African countries. The second message described a story of a particular girl who was threatened by poverty and hunger and in need of financial support in order to survive (Heath & Heath, 2010, p. 168).

The results of the research showed that people were more likely to contribute to charity when the second message was presented to them, meaning that they were willing to take action when presented with a particular story of one individual. This result may show that overwhelming people with a huge problem which affects millions of people makes them feel hopeless and they do not realize their ability to help, as opposed to presenting a single story where they see the exact problem and its possible solution. According to Heath and Heath,

this research also proves that people think more analytically when they are exposed to mass statistics and their emotional response is suppressed (Heath & Heath, 2010, p. 169). Based on this research, it is possible to assume that using emotional messages focusing on a specific case in awareness raising campaigns may be more efficient in persuading people to change their attitude towards a certain issue. In other words, people tend to care more about individuals than about masses. However, this does not completely defy the messages containing general statistics or information, the work of Heath & Heath solely concludes that focusing on a particular case may be more efficient.

3.4.3. Persuasion

An essential part of communicating messages via social marketing campaigns is persuasion. Perloff (2003, p. 8) defines persuasion as *“a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of a message, in an atmosphere of free choice.”* Based on this definition, persuasion appears to be a process which follows a number of steps and does not necessarily happen immediately. The persuader or communicator shall not be viewed as assertive or forceful, enforcing their views on other individuals, but rather as someone who gradually directs individuals towards a change in their attitude. Persuasion uses words and symbols in order to communicate the desired messages (Perloff, 2003, p. 9). Based on that, it can be claimed that persuasion can be verbal, non-verbal, and it can also take a form of a picture or other visual element, as mentioned above.

As persuasion serves as a tool of convincing people, its other goal is to consciously influence, and, therefore, change another person's attitude or thoughts. An important point is that according to Perloff (2003, p. 10), people convince themselves. People are also responsible for their reaction to the persuasive messages they are being exposed to. In fact, communicators of the persuasive messages are rarely able to convince people unless that is what they actually desire. It is people themselves who decide on their behavioral change, which is also dependent on their already existing attitudes, beliefs and values. The communicator is therefore only a transmitter of a certain message, who is able to shape and mould the individual's point of view but only to a certain degree. In other words, they *“plant the seeds for healthy self-influence”* in the mind of an individual (Perloff, 2003, p. 11). With

that being said, this point is crucial for the researcher of this project to keep in mind throughout the whole study, as it also states that no matter what persuasion strategy the communicator may apply, there is an inarguable chance that they may never convince each and every individual, unless they are already inclining towards the communicated message.

Moreover, three types of persuasive communication are distinguished: shaping, reinforcing and changing. Persuasion can *shape* and moderately influence an individual's opinion, when the communicator does not aim at completely changing it. Persuasive communication is also able to *reinforce* an already existing attitude or opinion of an individual and make them more committed. Lastly, under certain conditions, persuasion can indeed completely *change* an individual's behavior or attitude and provide a desired outcome which completely differs from the previous state (Miller, 1980, cited in Perloff, 2003, p. 19). In this thesis, the types of campaigns aiming to persuade the audience are connected to all three types of persuasive communication defined by Perloff.

3.5. European consumers' attitude towards development aid

After analyzing the literature on consumer behavior and social marketing campaigns, the focus of this section is directed specifically at the attitude of European audience towards campaigns raising awareness on international aid in the developing countries. For the purposes of this thesis, the audience is divided into Western and Eastern Europe, and these two parts shall be analyzed and compared mostly by means of already conducted research – Eurobarometer, by European Commission. (2018)

Since there exist geopolitical, economic, cultural and historical constructed differences among European countries, for the purposes of this thesis and based on the work of Sabrina Ramet (1998), the researcher considers countries which were under Soviet influence after the Second World War as belonging to Eastern Europe (Ramet, 1998). Furthermore, the thesis takes Slovakia as a case country for the research as a representative of the countries belonging to Eastern Europe.

Based on the recent research providing an overview of European countries and their residents' perception of international development aid, it can be concluded that countries in

Eastern Europe have a very different reaction to the question of whether it is important to help people in developing countries. Taking the question to illustrate this issue, only around 70% of respondents from Eastern Europe (e.g. Latvia, Bulgaria, Estonia) believe that international aid is important, as opposed to Western European countries such as Luxembourg, Germany or the United Kingdom where more than 90% of people believe so. Although the figures may not seem too different, they in fact stand for a large number of people (European Commission, 2018). The data therefore proves the assumption of the difference between these countries and regions.

This brings the researcher to the case of Slovakia as a state that represents the Eastern European countries in this thesis. Based on less recent data from ERNOP from the years 2004, 2007 and 2012 about donations to different charitable goals, only 14% of Slovaks donated to international aid (Hoolwerf & Schuyt, 2013). Moreover, the data collected and an in-depth analysis by Eurobarometer from the year 2015 concentrated on Slovakia substantiates the fact that the concerned people are certainly less interested in international aid. In the case of Slovakia, 79% of people think development aid is important, which is well below the average of European respondents of around 90%. On top of that, as much as 43% of respondent do not believe that tackling issues in developing countries has a consequence and influences them as European citizens (as opposed to the European average of 28%) (European Commission, 2015).

In sum, the statistics and the data confirm that the issue of unwillingness of Eastern Europeans to support international aid is existing. Apart from that, one of the factors influencing people's attitude towards international aid are the aforementioned awareness raising campaigns, which are the main topic of this thesis.

To conclude, apart from providing the reader with a justification of Eastern Europe and Slovakia as a case chosen for this study, this theoretical section presented the fundamental definitions of the major themes of the thesis, such as social marketing, communication campaigns, consumer behavior, and the subtopics and theories connected to them. It serves as a foundation on which the researcher can build the following parts of the thesis, namely the development of the interview guide, the interviews, their subsequent analysis and findings.

4. Methodology

The following section provides an overview of the research procedure, including a detailed description of each step undertaken by the researcher. The use of semi-structured interviews and photo elicitation method as a tool of primary data collection is justified, as well as the choice of template analysis as the method for analyzing the data.

4.1. Research design

The aim of this thesis is to explore why a specific group of consumers does not react to social marketing campaigns in the way that is desired by the communicators. Based on that, qualitative research is the strategy chosen by the researcher in order to find an answer to the research question, as it analyzes not only the facts and figures but also the interactions, experiences and documents (Kvale, 2007).

As a first step in this study, the researcher studied the literature in the field of social marketing, campaigning and consumer behavior, as described in Chapter 3. Afterwards, in terms of the methodology of the project, the exact research process is described so that the researcher obtains the most relevant data in the most efficient way. After thorough contemplation about different types of data collection methods in qualitative research, the researcher decided to conduct semi-structured interviews combined with photo elicitation to collect primary data from the interviewees. For instance, as opposed to focus groups, the researcher came to the conclusion that individual interviews may provide more data that will be genuine and possibly more honest, since in the case of focus groups, there exists a higher risk of individuals either influencing one another or not being willing to share some personal opinions and thoughts (Bryman, 2012, pp. 516–518).

The way of recruiting interviewees for this study is done by purposive snowball sampling. Although snowball sampling is not necessarily always purposive, it can be also used in this way. This type of sampling is based on the researcher asking their acquaintances for recommendations on the individuals who would be suitable for participating in the research (Tongco, 2007).

Based on the nature of the research question, the researcher aims to gain a general overview of the audience on the social marketing campaigns, not focusing on one specific consumer

segment but aiming to include the general public as a whole. The interviewees are, therefore, chosen based on their gender and age, with different backgrounds, so that the researcher would have a mixed group of interviewees, not concentrated on a specific audience. As Kvale (2007) suggests, the number of the interviewees should be based on the aim of the research, and therefore, there is not a specific number of participants which is suggested for particular types of interviews. The final number of recruited interviewees is decided only after the researcher realizes that data saturation is reached and doing more interviews would not bring more value to the research.

Based on that, the researcher ended up recruiting six interviewees, who were born, raised, and live in Slovakia. Since the recruitment was done by snowball sampling, the researcher asked her family members and a few friends to think of possible candidates who would be willing to participate in the interviews. The researcher chose from several suggestions of possible interviewees and then the concerned relatives and friends contacted them on behalf of the researcher. Apart from that, the researcher aimed at sustaining the diversity of the interviewees in terms of their occupation and age, so that the sample would represent as many diverse groups as feasible. However, the researcher was aiming to maintain a balance between the genders, in order to have the same number of male and female participants, so that none of the genders would dominate and the researcher would get both masculine and feminine insights. This aim was successfully achieved, with 3 men and 3 women as interviewees.

The names of the six interviewees remain anonymous due to the ethical considerations that will be explained further in this chapter. Therefore, the researcher developed codes from the initials of their first names combined with their age, which will be used in the analysis instead of the real names of the participants, as seen in the following table.

Code	Gender	Age	Occupation
M18	Female	18	High school student
L22	Male	22	Medical student
D27	Male	27	Retail salesperson
K30	Female	30	Office assistant
Z45	Female	45	Regional Court judge
J57	Male	57	IT specialist

After conducting the interviews, the data collected and recorded had to be transcribed so that the template analysis would be possible. As a result of the manual transcription of the data, which is often perceived as a long and time-consuming process, the researcher gained a good overview of the collected data and developed a good foundation for the following analysis. This was significant for an easier orientation among the numerous pages of text that were due to be coded and analyzed.

Afterwards, the researcher decided to use the template analysis as the method for analyzing the interviews, since the interview guide created before the interviews was built not only upon the themes covered in the questions, but also the visual examples of communication campaigns - the images shown to the interviewees. The interview guide shall be provided in the following section, which is concentrated on more specific information about the interview process. The images (used as posters, magazine adverts, billboards and social media posts) that were used during the interviews will be shown and explained under the following section explaining the process of data collection.

4.2. Data collection

Apart from studying and analyzing the secondary data – the literature connected to social marketing and consumer behavior, the primary data is collected by a combined method. In order to collect data from individuals that are necessary for answering the research question, the researcher decided to use a combination of semi-structured interviews with photo elicitation method, as mentioned in the previous section.

The reason behind this choice is that there exists an assumption that due to the nature of the research question, the interview questions may be perceived as too abstract and difficult to understand when the individuals are not given a specific example. This combined method is also used to avoid any misunderstanding and confusion between the researcher and the interviewees, as they may understand the abstract questions in a different way from what the researcher assumes. This might be a result of different knowledge of the theme, in comparison with the researcher who focuses on the topic of campaigns and international aid. Moreover, the researcher also assumes that the interviewees will be more likely to speak openly and express their opinions when they see concrete images of the exemplary campaigns.

4.2.1. Interviews

The method of conducting interviews was chosen as a tool for collecting data in this research, and therefore, it is necessary to define what exactly interviews are. According to Kvale (2007), semi-structured interviews are the most common in qualitative research, providing the interviewer with a structured script and prepared questions, while still keeping the freedom and openness to changes and follow up questions throughout the conversation.

The interview process consists of seven main stages, which the researcher followed in this study. Firstly, the *thematizing* phase is a necessity for formulation of the purpose of the research before beginning with the interviews. The *design* is then created based on the knowledge that is desired to be gained by means of the interviews. Only after that, *interviewing* based on a pre-developed interview guide follows. When the interviews are finished, the interviewer must *transcribe* the data in order to make the appropriate *analysis* possible. Evaluation and *verification* are the sixth step, in which the researcher assesses the validity, generalizability and reliability of the results. Consequently, the *reporting* phase serves for communication of the results and the conclusion of the investigation (Kvale, 2007, pp. 34–35).

The aforementioned interview guide was developed to provide the researcher with a script that structures the process and provides the interviewer with guidance throughout the interview, so that the questions posed would be more or less similar in all interviews. The guide ought to help avoiding the possibility of wandering too far from the main topic. The

interview guide should include both thematic and dynamic questions which are brief and simple, with thematic questions focusing on the topic of the interview and aiming to gain the desired knowledge, and dynamic questions serving as a tool for keeping the flow of the interview and the conversation going (Kvale, 2007, pp. 56–58).

Based on Kvale’s work (2007), the interview guide was developed. The researcher divided it into two parts, the first one being focused on the photo elicitation which will be described in an independent subsequent section. The questions in the first part, focused on the interviewees’ opinions about the pictures, were asked several times, as the pictures were not presented all at once. The second part is concentrated on more general topics and consists of key questions the interviewee should answer in order to provide a more in-depth view of the issue.

First part	Reason for asking the question
1. Have you noticed any campaigns focusing on international aid in your everyday life?	- <i>to see whether people already encountered some memorable campaigns</i>
2. How do you feel when you see this picture?	- <i>to find out the interviewee’s opinion about the shown image</i>
3. Would this image motivate you to care about the issue or donate money for the cause?	- <i>to find out the interviewee’s opinion about the shown image</i>
Second part	Reason for asking the question
4. What would have to be shown in the campaign so that it would catch your interest?	- <i>to see whether the interviewees are aware of their own preferences about the campaigns they are exposed to</i>
5. What do you think should not be used in this kind of campaigns, what would be inappropriate?	- <i>to find out if there are some wrong depictions that have a counterproductive effect</i>
6. Would you rather see campaigns that are targeting your emotions or presenting facts?	- <i>to see whether interviewees are in favor of emotional or rational messages</i>

7. If you were to design a campaign to raise awareness about international aid, how would you do it?	- to find out whether the interviewees would focus on positive appeal, fear or guilt, facts and figures, or anything else
8. Would you prefer to see the problems or the solutions in the campaigns?	- to see whether showing the results and concrete solutions might be successful
9. Do you think people in Eastern Europe or Slovakia care about these issues? Why should they care?	- to shed light on the situation in Eastern Europe from the point of view of the Slovak people, not statistics
10. What would you suggest to be done to make people in Eastern Europe care about these issues?	- to see whether the interviewees even think if the situation could be improved, and how

Due to the semi-structured nature of the interview, the researcher often ended up asking the questions in a mixed order. As each interview was different, the researcher had to be as flexible as possible in order to maintain the dynamic flow of the conversation and adapt to the ideas and answers of the interviewees, sometimes even omitting some questions as the interviewees answered them even before being asked.

4.2.2. Photo elicitation method

Photo elicitation method is a way of using photographs in research interviews. The main principle of the photo elicitation method is showing images to an interviewee during the interview and obtaining a commentary from them based on the image. The images serve as a facilitation of the interview, in the sense that the visual information helps the interviewee process the question and evoke feelings, thoughts or memories (Glaw, Inder, Kable, & Hazelton, 2017).

As Harper (2002) points out, *“the difference between interviews using images and text, and interviews using words alone lies in the ways we respond to these two forms of symbolic representation”*. According to his work, the reason for this is physical, as human brain processes visual images and information more easily than information in verbal form. This is based on evolution, as older parts of brain are responsible for processing visual information. Images used along with words, therefore, evoke more brain activity than words alone and the

photo elicitation method may potentially provide the researcher with more in-depth information. Moreover, images are also more likely to evoke feelings or particular memories (Harper, 2002).

In conclusion, the combination of semi-structured interviews with the photo elicitation research method allows for a more collaborative interview, meaning that the researcher is not quite the leader of the conversation, but the dialogue is conducted by both parties almost equally. Based on that, this combined method was chosen as the most efficient for this type of study, as it touches upon a potentially sensitive topic of international aid, which may be further extending to the field of humanitarianism, philanthropy and altruism in general.

The following images with messages were used and shown to the interviewees as examples of the visual part of the communication campaigns that are implemented by organizations in Slovakia when raising awareness or calling for donations to different causes related to international aid in developing countries. The examples were chosen randomly, although the researcher aimed at covering the most relevant campaigns and organizations and the sample suggests a prevailing use of images containing photos of children. The larger versions of the images can be found attached in Appendix 2.

- **Set of images 1**

During the feasting season before Easter, Slovak Catholic Charity annually organizes a fundraising called “Box for Africa”, which changes over the years, with these banners shared on social media and the website, but also as posters and leaflets.



Image 1. “Poverty is stealing his education. You can give him a chance for a better future. Eric: 9 years old.” – 2013



Image 2. "Box for Africa 2018: Join us in helping poor families and children in Sub-Saharan Africa. Your gift changes lives of children." – 2018



Image 3. "Box for Africa 2019: A small gesture can do a lot" – 2019

Source: <https://www.charita.sk/>

- Image 4: "Become a Jesus in Congo" – Magna, 2018



An image depicting a pregnant young girl, possibly in a church, standing in the light with dark background.

Source: <https://www.magna.sk/spravy/tlacove-spravy/magna-hlada-jeziska-do-konga-ste-to-vy>

- Image 5: "Don't let me die" – Magna, 2004



Depicting a HIV positive child, accompanied by a long text with instructions on how to donate to support and help HIV positive kids and prolong lives of the children.

Source: <https://www.magna.sk/o-nas/nasa-praca/kampane/nenechajte-ma-zomriet>

- **Set of images 2**



Image 6: "Children in Yemen need your help" - UNICEF



Image 7: "Syrian children are running from their homes" - UNICEF

Source: <https://www.unicef.sk/>

- **Set of images 3**



Image 8: "Save their future, donate regularly" - UNICEF



Image 9: "For every child a smile" - UNICEF



Image 10: “Even school may mean happiness. Become a regular donor and help children get up on their own feet.” - UNICEF

Source: <https://www.unicef.sk/>

The 10 images were shown to the interviewees individually or in sets, as indicated. However, after conducting the first interview, the researcher realized that there needed to be an adjustment in the way the pictures were presented to the interviewees. The image number 9 ought to be moved to the last set of pictures, since it was previously put among the set of pictures 6 and 7 and did not fit within the set. It was more reasonable to put it in the category of images that seemed to be of more positive nature.

4.3. Data analysis

The tool used for analyzing the transcriptions of the interviews is the qualitative template analysis based on finding common themes among the data that are being analyzed. Template analysis possesses iterative nature, meaning that the whole procedure is not linear, but the researcher rather moves back and forth among the different stages of the analysis (King & Brooks, 2018).

As King and Brooks (2018) point out, the process of the analysis consists of several steps which the researcher followed. First of all, the researcher must familiarize herself with the data, which begins with the process of transcription of the verbal data and simultaneous reflection on it. When the data is in the textual form, the preliminary coding can start with identifying key ideas within the text, which will help the researcher identify relevant themes and give them labels, i.e. codes (King & Brooks, 2018).

Afterwards, themes need to be organized in clusters and the researcher has to find meaningful relations between them. The production of initial template and the following application and development of the template refers to the process of going back to the data, identifying the

relevant segments and labeling them with representative codes related to the developed thematic categories (King & Brooks, 2018).

Based on this theory, the researcher developed multiple primary codes during the first round, many of them being quite repetitive and appearing throughout all of the interviews. The codes were then grouped into themes. The number of themes was smaller than the number of preliminary codes and the researcher had to move back and forth between the transcriptions, codes, preliminary themes and analyze the relationships between them. The development of reasonable and logical final themes required several read throughs. The researcher ended up with 11 key general themes and 6 themes that were a result of the questions asked with help of visual examples, during photo elicitation.

The 11 main themes are the following: *campaign visibility, presentation of problems or solutions, emotional and rational messages, inadequate imagery, preference of appeals, lack of trust in the campaigns and charities, financial situation of the individuals, economic situation of the country, problem to be solved by the wealthy, gaining the audience's interest and suggestions for improvement.*

Apart from that, there are 6 other themes resulting from the photo elicitation, namely: *positive appeal, controversial examples and guilt appeal, male versus female reactions, personal information in messages, coercive messages, authenticity and trustworthiness of messages.*

Consequently, the final interpretation as the last step involved concluding the results under each theme, finding patterns between them and forming the answer to the research question (King & Brooks, 2018).

Due to the iterative nature of the study, template analysis was chosen by the researcher as the most efficient method for processing the data. The main reason is that as opposed to the grounded theory, for example, template analysis provides the researcher with more possibilities and freedom in terms of the development of the themes and their consequent interpretation.

4.4. Research ethics

Since there exist potential ethical issues that may arise during the process of the study, especially concerning the interviews, the researcher had to be aware of them well before starting the interview process. Although there exist some standard ethical rules that are generally followed throughout interview studies, the final decision is based on the judgement

of the researcher. However, the main ethical requirements mostly include the subjects' consent to participate in the study, affirmation of confidentiality, and informing the participants about the research and its potential consequences (Kvale, 2007, pp. 23–31).

In general, the interviewees ought to be well informed about the research, its main goals and purpose, about the people who will have access to the data, and if there are in fact any consequences. It is advised that the interviewees express their consent and agree not only on being interviewed, but also on the following interpretation and analysis of their answers. This point is also connected to the researcher being careful about the nature of questions that will be posed, in order to not spark controversy and put the interviewees in an uncomfortable position (Kvale, 2007, pp. 23–28).

Confidentiality stands out as one of the main issues, which is often present especially in potentially sensitive studies touching upon controversial topics. Confidentiality and anonymity of the interviewees shall be therefore completely protected by the interviewer. (Kvale, 2007, pp. 23–28) Due to that, the interviewees were given codes instead of their real names, as explained in one of the previous sections.

Accuracy of the transcribed text and whether it is in line with the oral expression of the interviewees may be another concern (Kvale, 2007, pp. 23–28). Since the researcher aims to avoid potential ethical problems and to follow the guidelines, the interviews shall be conducted with regard to the aforementioned issues, with an emphasis put on the participants' consent to take part in the interviews and the analysis of their inputs.

With regards to this research, it is necessary to emphasize that all of the interviewees were informed about the topic of the research before the interviews began. Moreover, the researcher asked for their consent in terms of using their answers in the research, citing and interpreting them, and also about translating the whole interviews to English, since the interviews were conducted in the Slovak language. The researcher also informed the participants about the fact that the interviews are completely anonymous, their names will not be mentioned and they will be given codes, but their background information (age, gender and occupation) is relevant for the research and, therefore, would be mentioned in the thesis. In conclusion, all of the interviewees agreed and gave their verbal consent to the

researcher. Moreover, some of them also expressed their willingness to learn about the results of the project.

5. Analysis

In the following chapter, the six interviews will be analyzed to provide an insight into the participants' knowledge and interpretation of awareness raising campaigns in Slovakia. In total, 17 thematic categories appeared during the analysis of the interviews and will be presented in the next section.

5.1. Campaign visibility

Two out of six interviewees claimed that they do not recall seeing international aid campaigns in their everyday lives, neither on billboards and posters or on social media. The interviewees were also often unable to recall which campaigns exactly they noticed, apart from the interviewees who remembered a campaign about aid for Africa and help for Haiti after the earthquake. This may indicate that the campaigns are not memorable enough. Interviewee L22 noted that although he sees advertisements, they are mostly not focused on humanitarian help but on animals, for example PETA. Two interviewees mentioned remembering seeing some fundraising activities in churches, despite not being able to remember the exact details. All of these statements about the general perception of campaigns in Slovakia suggest that they are either not visible enough or they are not memorable, or even both.

Moreover, two interviewees explicitly said that the campaigns are not visible enough in Slovakia, or that the process of informing people and *"the promotion of these issues is not sufficient"* (M18) or even that *"there is very little of these campaigns here, I am not being exposed to these messages"* (Z45). These statements support the concern that not only are the international aid campaigns not visible enough to the audience, the campaigns are seemingly not being implemented so effectively that they would be able to change people's perceptions and attitudes towards development aid.

5.2. Presentation of problems or solutions

In terms of the presentation of problems or results and solutions in the campaigns, the interviewees emphasized the importance of seeing not only the problems of the developing countries, but also the possible solutions or already existing results of the aid and the work of

humanitarian organizations. If possible, showing both the problem and the feasible solution is generally perceived as a good strategy. According to J57, seeing how the problem can be solved suggests *“that the organization has a plan and they really aim to help.”*

Knowing what is being done, seeing results and explaining what will be done with the help of the donations seems to motivate people. However, D27 also thinks that this sort of strategy may backlash if used wrongly, meaning that if people see only results, it may discourage them from donating as it may seem that their help is not needed anymore and the problems are not so significant. Therefore, there is a necessity of showing results and some sort of encouraging message explaining that more support is necessary in order to keep helping people in need.

In connection with this theme, it is important to mention that the examples of international aid campaigns implemented in Slovakia which were shown to the interviewees are notably lacking the presentation of solutions and are focusing more on the presentation of problems or some very general information. Another interviewee also confirmed that she really feels *“like we don’t see enough of it [the solutions of the problems]”* (K30).

5.3. Emotional and rational messages

The interviewees were asked about their preference in terms of campaigns targeting their emotions or presenting facts, i.e. the emotional or rational messages. In general, five interviewees agree on the fact that although emotional appeal is important in such messages, it is necessary to also see some facts about the problems. They claim that the balance between emotional aspect of the messages and presentation of specific, factual information, is necessary for achieving the desired reaction from the audience. On top of that, the interviewees despise seeing messages that are extreme, coercive or could even be considered as emotional blackmail. The interviewees say that such campaigns repel them, and therefore, have undesirable effect on the audience.

From all of the interviewees, only L22 emphasized the preference and importance of strong emotional appeals, not providing any opinion on the rational appeal. According to the personal opinion of L22, *“emotions have a stronger impact on the audience.”* As mentioned before, this interviewee appeared to be the only one with such perception.

5.4. Inadequate imagery

The interviewees talked about inappropriate pictures or messages that are used in the international aid campaigns and they mentioned several examples. They all gave rather diverse answers to the given question. Two of the interviewees brought up the issue of using children in order to invoke guilty feelings for the sake of fundraising for the causes, not knowing what is behind the photograph, or whether the children were asked to *“make a sad face for the photo”* (K30). Showing underfed people is another issue presented by two interviewees, since according to them, it invokes feelings of repulsion and the interviewees expressed that they do not like to see distressing imagery in the campaigns.

Another point was the implementation of campaigns that do not feel authentic. K30 expressed her concern about the possibility that the photographers producing pictures that are later used in the campaigns may be travelling to the poorest regions where the situation is the worst, in which case the shown pictures do not represent the reality of the country and the real life of majority of its people.

A significant point mentioned by Z45 is the issue of emotional blackmail, which was mentioned several times throughout most of the interviews. However, apart from the general view claiming that such strategy may in fact have an opposite, negative effect on the audience who may be repelled, the interviewee also said that she becomes *“suspicious whether the people are really being helped”*, which is also an issue that may result in a backlash. It may induce the opposite reaction and not help the organization or the good cause they are campaigning for, simply because the audience does not trust their good intentions.

In general, the interviewees provided diverse approaches towards the question of what should not be a part of international aid campaigns. Based on their perceptions, it is possible to say that people prefer to see authentic and real presentation of the development problems, which represents the reality and does not exaggerate or diminish the issues. This could be also due to the fact that such presentation makes the campaigns more believable and convincing to the general public. The campaigns ought to not be forced, coercive or strongly attacking the emotions of the audience and evoking false feelings of guilt, as a result of emotional blackmail.

5.5. Preference of appeals

The interviewees were asked and talked about how they would design an awareness raising campaign about international aid. This was aimed at finding out about their preference of the use of different appeals in social marketing campaigns, i.e. positive appeal, fear appeal, guilt appeal, or even the use of facts and figures.

Majority of the interviewees expressed their preference of positive approach and said that they would design the campaigns in a positive way as that is the strategy that generally works on them. They also emphasized the importance of presentation of facts, so that the campaigns are believable and show authentic, real problems.

Another important point is that the interviewees emphasized that the guilt appeal should not be used. The statement is in line with their general viewpoint, which rejects emotional blackmail and messages evoking fear or guilt in the audience. The persuasion should be subtle and no pressure should be applied on the consumer. They should be able to feel that they have a choice of donating money or showing some interest, and not to be forced to do so. D27 summarized this in a simple way, saying that *“if they want to donate to this good cause, then donate, if not, it’s also fine.”*

5.6. Lack of trust in the campaigns and charities

A number of interviewees spontaneously mentioned their concern about the reliability of the organizations fundraising for different causes. Based on the responds of the interviewees, some of them are showing significant lack of trust in terms of the question of whether the money donated to the organizations is really used for the presented causes and for helping the people in need, or if the organization uses it for other purposes that are not being exposed to the public.

Interviewee L22 even mentioned that he heard that in many cases *“half of the money goes to the charity organization, and maybe the other half helps the people”*. If such opinions prevail among the public, it is likely that people will continue to be suspicious about the organizations and their activities. Respondent J57 also provided a similar viewpoint, saying that although

he does not believe that the money goes to the right place, it would be good if the organizations would work on making campaigns or creating communication strategies that would be more convincing. K30 even assigns this behavior to the whole nation, saying that Slovak people are generally rather suspicious and need more specific information about what is being done with their money. These thoughts lead to the next theme which showed up in the interviews, which covers the issue of unfavorable economic or financial situation and other problems that the Slovak republic and its habitants are facing.

5.7. Financial situation of the individuals

A theme that kept appearing throughout the interviews is the financial situation of the individuals, which will be elaborated in this section. Money and financial matters in general are a huge concern of the interviewees, with many of them indicating not having much extra income or enough financial resources. This is the case especially for D27 who said in a more explicit way that he considers himself *“a poor person, [he has to] think twice about all [his] purchases, so why should [he] give someone [his] money?”* further explaining after this statement that it is difficult to be willing to donate money or care about problems of people in the third world countries if a person is struggling in their own everyday life. This appears to be, unfortunately, the reality of many people in the country, which brings the researcher to the second level of this financial problem, i.e. the economic situation of the whole country.

5.8. Economic situation of the country

Based on the interviewees' answers, it is clear that they consider the financial situation of Slovakia, as well as the other Eastern European countries, as one of the main obstacles or reasons for unwillingness to support charities focused on international aid. The fact that people in Slovakia have many problems of their own, which are mostly derived from the insufficient income and lack of money for a decent way of life, is a crucial factor affecting the behavior of the population in relation to charities.

Moreover, the interviewees consider the problems of the minorities as an issue that needs to be solved primarily, as opposed to helping to solve problems of other countries. Two interviewees presented an example of the Roma minority and the slums that they live in, in some regions of the country. There are also other problems mentioned by the respondents,

such as insufficient or nonfunctional healthcare and education, and according to them it is necessary for these to be solved first.

However, interviewee M18 provided a more open-minded viewpoint and mentioned that despite these issues, people in Slovakia should care about the problems in the developing countries, since *“the problems that are in countries far away may one day be our problems too.”* Similarly, D27 also stated that Slovaks should be interested in and know about the other countries' problems but only for the sake of knowing what is happening abroad and having a general overview of the events happening in the world.

5.9. Problem to be solved by the wealthy

A theme that kept appearing repetitively in the interviews was the question why the wealthiest, richest people are not helping the developing countries, instead of the ordinary people who are continually being asked to donate. This appears to be a question that many interviewees are thinking about. It is also a tool for excusing or reasoning their own passivity and lack of interest towards the development problems.

In particular, two of the interviewed men emphasized more than once that the development issues are something to be primarily solved by the rich, since they are more likely to help in a more efficient way than the ordinary people, meaning that their help would be more significant. D27 specifically seemed to show a very strong viewpoint, claiming that *“the wealthy people with enormous financial resources, in [his] opinion, if they wanted to, they could stop this misery and help”*. The female interviewee Z45 also expressed a similar viewpoint, saying that *“the ‘upper 10 000’ could help more with much more money and they wouldn't even notice.”* This attitude may be perceived as reasonable in the case of many people in Slovakia who do not have much extra income and therefore think in this way, as it was suggested in the aforementioned section about the economic situation and the low income of majority of Slovak people.

5.10. Gaining the audience's interest

A topic talked about within the conversations was also how the individual interviewees' interest might be gained; how the campaigns should look like in order to catch one's attention or even donate to the given cause. The interviewees' perceptions varied in terms of this topic,

although they did have some points in common. Firstly, the participants of the study expressed that in order to win their interest, it is crucial that the campaigns show the exact problem existing in the world, and possibly the solution to it, i.e. what is going to happen with the money they donate to the charity organization and how exactly the people in need will be helped thanks to their donations. Another crucial aspect connected to this is the easy and natural encouragement to support the given cause, as opposed to forcing people to act in a certain way.

The interviewees claimed that the campaigns ought to be not only authentic in a way that they do not show completely unrealistic depictions of life or the development problems, but they should also be so convincing that the people *“wouldn't have to double-think whether the organization behind it is not just trying to deceive [them], whether they are not trying to cover up something wrong”* (J57). Such opinion may be connected to the issue of suspicion of Slovak people and the untrustworthiness of the campaigns. Showing the unaltered reality of life of the people in need seems to be a good option for gaining interest of the audience which is not only tired of seeing unauthentic presentations of problems, but also less likely to believe them.

5.11. Suggestions for improvement

Apart from repeating the opinion mentioned previously, saying that it is necessary to first deal with the problems within the country and then tackle the problems in the other countries in the world, the interviewees also mentioned several suggestions that might help making Eastern Europeans care about the issues of other countries.

Half of the interviewees agree that the awareness about these issues in Slovakia is not sufficient. According to them, it is necessary to improve the awareness raising strategies and make the messages more visible, as many people may not even know about the problems across the borders, and their possible solutions. A good way of doing this would be not only on posters or billboards, but also on TV in the form of advertisements or reportages in the news (J57).

M18 mentioned a particular idea about the way of communicating the issues, saying that she would try to raise awareness: *“for example that there is lack of water somewhere and one day*

it will be a problem here and there will be no one to help us, so it's not like we should donate to someone who lives far away and has his own problems but try to make it look like hey, this is our problem as well." Based on that, the efficient way of communication would be to explain why the problems of the developing countries matter and affect also people in the other parts of the world, including Slovakia.

Another interesting point was provided by K30 who talked about an activity done in coffeeshops or fast-food restaurants, where people are able to buy food or drinks and donate a small amount of money for a good cause when paying for their order. According to her, this way of fundraising for a cause may be particularly efficient in terms of targeting people who are in a hurry and do not search for the information themselves, and do not mind spending a little bit more money when asked to support a good thing. Another interviewee also mentioned an aspect related to this, saying that donating to such causes should be perceived as something modern or trendy. If the financial donations or interest in international aid starts to be viewed as something popular, more people may be influenced by the others and behave in a way that is approved and perceived as correct by the society.

Photo elicitation

The use of photo elicitation method during the interviews provided the researcher with several findings about the visual part of the international aid campaigns, presented under the following themes.

5.12. Positive appeal

The main conclusion is that the interviewees prefer positive messages and pleasantly looking pictures being presented to them. The researcher showed the interviewees several images or sets of images of various appearance in terms of the appeals that they are representing, some of them being neutral, others showing misery or evoking pity, or on the other hand showing smiling kids and positive messages which were not attacking the emotions of the audience. Based on the reactions of the interviewees, the researcher can claim that the positive images provoked the best reactions from the interviewees and were the most liked.

There was, however, one exception in the case of J57 who said that since the kids look happy, they do not need further help. Similarly, D27 noticed that some of the presented children were dressed in clean clothes and did not look miserable, suggesting that they are living a good life and do not need further help. These statements indicate that while applying positive appeal and aiming for a presentation of people that does not show them in a distressing or miserable manner, it is important not to exaggerate the positive imagery as it may result in a misunderstanding and eventual underestimation of the problem.

5.13. Controversial examples and guilt appeal

The interviewees reacted almost uniformly to the image showing a pregnant woman in a church, with rather odd and contrasting lightning, from a campaign called *Become a Jesus in Congo*. This image was titled as controversial, abstract, unreal and extreme, meaning that the interviewees were feeling negative emotions when seeing it. Two interviewees claimed that they were even slightly scared. Some of the interviewees did not quite understand why they were being presented with such photograph with a message simply forcing them to become a donor for a country in Africa. In the whole sample, there was only one interviewee (L22) who in fact did not have any problems with it and said that *"the pregnancy is targeting my emotions because I can help a vulnerable woman."* However, the ratio 1:5 still suggests that this type of communication may have been chosen wrongly, or targeted at a very specific segment of audience, as most of the interviewees from this diverse sample did not like it.

Apart from one interviewee who said he would consider donating money to the cause, the interviewees reacted negatively when presented with an example from a campaign focused on helping HIV positive children. The reactions varied and also included a suspicion of emotional blackmailing, as the child had a suffering, sad look on his face. The image was also marked as extreme, as it is another example which makes the audience feel guilty.

As mentioned above, the negative effects of the use of guilt appeal were proven during the interviews several times. The interviewees mentioned a few times that they do not like when the kids are making sad faces or look rather miserable, as it is making them feel guilty and they do not feel any motivation to help the cause or start to seek further information about the campaign.

5.14. Male versus female reactions

In terms of the differences between the answers of the interviewed men and women, it was mostly the male interviewees, with an exception of L22, who were the least reactive when presented with the images. Whether they were shown the positive images, the neutral or the more controversial ones, the two interviewees focused mostly on the rational aspect of it, expressing their need for facts and information.

5.15. Personal information included in messages

An interesting observation was presented by two of the interviewees (M18 and K30). In the case of one image from the first set, which contains a message with a photograph of a boy, there is also his name and age in small letters. The interviewees noticed this tiny detail and said that it is important as it is *“presenting a real person and not just a random child”* (K30) or that it is a good advertisement because the interviewee knows *“something more personal about him”* (M18). Paradoxically, none of the interviewees who emphasized more than once the importance of seeing more real and factual things presented in the campaigns noticed this small detail.

5.16. Coercive messages

It also seems that when the interviewees were presented with messages showing a problem in a simplified way and then saying what was needed to be done by the observer in imperative, as if the campaign was ordering them to do something, it did not work well. For instance, Z45 noticed this in the case of one of the images in the first presented set, saying that it *“is also making [her] feel a bit guilty because poverty is stealing his education and [she] can give him a chance for a better future, as if it’s [her] fault that [she is] not helping them enough”*. A similar issue in the case of this particular image was acknowledged by K30, who did not like feeling guilty and being somewhat attacked by the coercive campaigns.

On the other hand, the respondents liked when they were given an option to join the organization, support them and participate in the aid. They also liked to feel that something was already happening, and some people were being helped and they could only become a

part of something bigger, as stated by M18. The matter of being able to just join an ongoing project was seen positively by more interviewees. This implies that some work is already being done by the organization and it suggests that the audience perceives such messages as more convincing and believable.

5.17. Authenticity and trustworthiness of messages

In terms of two images presenting the problem of kids in Syria running away from their homes and kids in Yemen in need of help, the reactions of the interviewees were rather mixed. Some of them were unsure about the actual problems and the authenticity of the communicated message. The participants mentioned that one of the examples evokes the problem of a large number of migrants coming to Europe that is widely covered by the media, and people are sceptic about what they should believe as they feel they are not receiving the facts. The images were marked as untrustworthy, especially the one showing children's faces, and the concerns were raised about the abuse of children for the purposes of a campaign triggering people's compassion and making them feel guilty. However, there was an exception among the interviewees, since L22 claimed that the images with the *"details showing the face are much better than when [he] sees just people in the distance"*, indicating that there are individuals who react positively even to this type of visuals in the campaigns. On top of that, K30 talked about the authenticity of the photographs used in the campaign, which were more appealing as they seemed real.

A finding of a different nature is how the personal opinions matter in the audience's perception of social marketing campaigns, since the interviewees spoke also about their very personal opinions about the examples. For instance, L22 mentioned that the reason why one of the images was not liked by him was the fact that the prevalent color on the picture was the so-called "hospital green", a sterile color reminding him of hospitals. Such negative personal perceptions are, however, impossible to be avoided.

6. Discussion

Based on the analysis of the empirical part of the study, the researcher is able to conclude several findings. In seeking the answer to the research question, the researcher found out that there are two key problems: inadequate communication and implementation of awareness raising campaigns, and the more complex, bigger context which covers the researched problem.

In the first place, the answers provided by the interviewees indicate that the concerned campaigns are not working effectively on the target audience, i.e. the general public in Slovakia. For instance, in terms of the appeals used in social marketing, the use of fear appeal or the prevailing guilt appeal reflected in showcasing pitiful or distressing photographs seems to be ineffective. On the other hand, positive appeal is strongly favored by the interviewees. According to the literature, messages implementing fear appeal should naturally attract the attention of the audience as people instinctively want to protect themselves, and the guilt appeal serves as a trigger for compassion and empathy of the individuals. Although the literature does not explicitly recommend the use of a specific appeal in the exact types of campaigns, it emphasizes the fact that all appeals have positive and negative effects and do work effectively in some types of communication campaigns. However, based on the results of this research, it seems that the use of these two appeals is not effective in the international development aid campaigns. Majority of the participants of the study reacted negatively when they were presented with images focused on invoking guilt. On the other hand, positive appeal and motivation appears to be the most efficient in the awareness raising campaigns implemented in Slovakia.

The primary data collected via interviews confirm that the consumers prefer to be independent in the decision-making, have free will and the possibility of choice to act as they wish, as opposed to being forced or pushed towards certain actions. Such preference may be connected to the Self-determination theory of consumer behavior, which suggests that consumers whose actions are based on their intrinsic motivations are more enthusiastic and show more interest. Based on the interviewees' strong disagreement with messages forcefully targeting their emotions and hindering their free will, it seems that the campaigns

which are subtly suggesting certain type of behavior while still letting the consumers maintain independency in the decision making are the most suitable candidates for success.

The interviewees also confirmed a point elaborated in Chapter 3 about other features of a successful communication campaign. The research indicates that the credibility of the message is one of the crucial factors in achieving the desired campaign results, as suggested by Heath & Heath (2010). Furthermore, the research also confirms another statement of the two mentioned authors who recommend the use of messages targeting the audience's emotions, rather than focusing solely on rational information and factual data. As a consequence of the interviews, the researcher found out that consumers desire seeing facts and having access to information, i.e. being exposed to rational messages, but the emotional aspect must not be missing as it is often the crucial factor in their decision-making. Conclusively, it can be argued that the essential point is to maintain a reasonable ratio between emotional and rational aspect of messages.

However, it would be naïve to think that the problem is only in the campaigns and the way the messages are communicated. The research proved that the matter is bigger and more complex than what one would think at the first glance and the individuals are, in fact, strongly influenced by many external factors.

The responds of the interviewees seem to confirm the data collected from several sources, which was described in Chapter 3, Literature review, under the section about European consumers' attitude towards development aid (European Commission, 2015, European Commission 2018; Hoolwerf & Schuyt, 2013). The data claim that Eastern Europeans are hardly involved in the international aid and possibly do not care enough about the problems of developing countries. In particular, approximately a third of the population of Eastern Europe thinks that helping developing countries is not quite important.

The interviewees confirm such statement and put this in relation to the unfavorable economic situation of Slovakia, the financial situation of the individuals and their low or unstable income, as well as the country's own problems with education, healthcare or minorities. The respondents' perception and emphasis on the bigger issues is aligned with the supposition that the social marketing campaigns are not the only reason why international aid is supported on such a small scale in this region.

Moreover, the interviewees' emphases on their necessity to satisfy the basic needs of their own financial security and good lifestyle confirm Maslow's model of the Hierarchy of Needs, which places the desire of self-actualization, including philanthropist gestures and behavior, at the highest level, which is the last one to be fulfilled.

Nevertheless, the non-committal statements diverting the responsibility to help towards the wealthier groups of people cannot be considered as a solution to the problems. Such opinions of the interviewees cannot be treated as utterly objective and honest due to the subjective nature of humans and their biased perception of the reality as well as themselves. It is debatable whether higher income and better financial situation equals higher interest in the problems of the developing countries and increased will to participate in international aid. In fact, it is more likely that people who become richer do not automatically become more willing to support international aid and charity organizations.

With regard to the interviewees' pessimistic reactions and negative perceptions of international development aid, it is not clear whether there are any expectations of a change for the near future. The problem requires further investigation of the sociological and psychological aspects affecting consumer behavior under the influence of the social marketing campaigns.

6.1. Indications for further research and practical implications

Based on the abovementioned discussion about the results of the study, there can be summarized indications for possible further research as well as practical implications.

Conducting a further, more in-depth research would be necessary in order to shed more light on the problem of Eastern European countries and the audience perception and behavior in relation to the social marketing campaigns of humanitarian organizations. This study indicates two major problems related to the ineffectiveness of international aid campaigns in Slovakia, as well as Eastern Europe in general. However, as mentioned above, this problem appears to be a much bigger and complex one. For this reason, a further and more complex research on

the implementation of campaigns and their consecutive perception by the audience would be necessary to provide a better understanding of the matter for the other countries of Eastern Europe, possibly also in comparison with the Western European countries or others.

Furthermore, the key consumer theories elaborated in the Literature review in Chapter 3 do not take into account the individual differences between audience segments and the larger context. As shown in the research, the consumer theories are rather general and therefore hardly applicable to all consumer segments. Based on that, one possible continuation would be a development of specific theories that consider the differences between groups of audience, such as the country of residence, cultural belonging or achieved level of education. Such extension of the existing literature and theories might be beneficial for the future studies as well as their application in practice.

However, the research still provides a valuable foundation for possible practical implications, as it presents the problem, interprets the perceptions of individuals belonging to the target audience and evaluates them in connection with consumer behavior theories and tools used for development of social marketing campaigns. It discusses the aspects the marketers may focus on in order to develop a successful campaign in the concerned region, the concrete use of appeals and types of messages which are effective on the audience.

In particular, the marketer ought to decide on the primary aim of the message in the initial steps, in order to choose the correct type of appeal to be utilized in the messages. The decision to focus on emotional or rational messages or a combination is an integral part of the development of a successful campaign. While keeping the campaign and its message clear, simple and understandable, the marketer must pay attention to the correct use of visual elements, for instance photographs, chosen appropriately and in line with the main idea and the message. Moreover, the marketer ought to reflect on the target audience in a complex way, taking into consideration their social background and the environment they are a part of, while also predicting the potential reaction and behavior of consumers

7. Conclusion

The primary purpose of this thesis was to find an answer to the research questions, asking about the ineffectiveness of awareness raising campaigns focused on international development aid in the eastern regions of Europe. In order to understand the problem and find an answer to the question, the researcher decided to use Slovakia as a case country representing Eastern Europe, while acknowledging the differences between the particular countries. The researcher therefore asked how the target audience perceives and understands the messages communicated to them, and what are the challenges of this process.

The research showed that there is indeed a high chance that the communication campaigns could be developed in a more sophisticated way and focus on certain aspects more than they do now. These include the type of messages, appeals, visual form of the campaigns or presentation of the problems.

In terms of the challenges, it can be claimed that one of the major issues influencing the audience perception of the international aid campaigns is the bigger context and the problems existing in the country, and therefore also within the society. The problems of the developing countries are being overlaid by the struggles of the people in the countries where the social marketing campaigns are being implemented. The research shows that individuals tend to be leaning towards the resolution of their own problems first, and only after that, they would incline towards helping people in the other parts of the world. Therefore, it is difficult to communicate the messages encouraging people to become involved in international aid in a way that would be successful, and the marketers are put in a rather difficult position.

It is possible that while the findings are true for Slovakia and shed light on the core of the problem, they do not provide an overall answer and explain the problem for the whole Eastern Europe. In terms of this research, the absolute knowledge of the situation is therefore impossible, but it does provide some fundamental data on the researched problem which may be used as a foundation for further research or even as a basic material for the organizations that may help them understand the challenges.

In conclusion, the thesis provides an overview of the problem both organizations and consumers are facing, in relation to the social marketing campaigns focused on development aid and the problems developing countries are struggling with. The research confirms the complexity of the problem and the need to study this area further, taking into consideration other aspects including the sociological and cultural factors. Such continuation of the research is necessary in order to help the marketers in humanitarian organization understand how to develop successful communication campaigns and encourage people to care about the development issues.

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9. Appendices

9.1. Appendix 1

Interview transcriptions

M18

R: The first question is whether in your everyday life, do you notice any campaigns focusing on international aid in the developing countries?

I: I don't think that I've seen anything like that in the street...

R: What about social media?

I: Yeah, well, I sometimes see things like that, but I guess it's mostly not from Slovakia but some international campaigns

R: Right, so now I am going to show you the first three pictures [1] [2] [3] and I would like to know if you have any emotions or feelings, how do you feel when looking at them?

I: In which way?

R: Like, whether it evokes any emotions... if it actually evokes something.

I: Nothing.

R: Okay and do you maybe like one of these pictures? Or is there a message that attracts you

I: Maybe the red one [2] looks pleasant, but it's just that I would look twice at it... but not like I would immediately want to help those people and families. The green one [3] looks like it's too good, green is a happy color.

R: What about the people that they used to promote the messages?

I: Since I am a girl, I probably like the girl [2] the most.

R: And the messages that they use?

I: The texts are alright, the [2] says that something is already being done and they only want people to join them so that is okay because it says that I would be a part of something bigger. But then [1] is good because it says the name and how old he is, I know something more personal about him.

R: Now I have a different example here... [4]

I: Very bad advertisement.

R: Very bad? Why?

I: It looks... weird. It just looks odd, something is off about this one.

R: You mean the photo or the slogan?

I: Both. I don't know what it's trying to tell me and I don't like how it all looks and the slogan is weird. I feel maybe repelled by this thing. It's kind of scary, it looks as if I was supposed to donate some kind of a cult, there is some stuff on her head, she's in a church, she's pregnant...

R: Right so this one doesn't work for you. Maybe one more question, do you think this represents the issues of the country, in this case Congo, adequately? Is it a truthful representation of the problem?

I: No. I think the kids that we saw, and this one as well – neither of them is an adequate representation because it doesn't focus on the problems...

R: So you think that the campaigns should be focused on problems?

I: Yeah. If I am to donate to something, I want to know exactly what I am donating to.

R: So if I understand right, you don't want to see a photo of a person but rather the exact problem that they have.

I: Yes, like if I am to donate a money to building a well or whatever, they should tell me that this is what I am donating to and the well will be built from my money. They shouldn't be showing me pictures of children so that I will feel bad.

R: I will show you the next picture [5] with a HIV positive child and the campaign called "Don't let me die". How do you feel when looking at this one?

I: I feel bad for the kid but they are trying to force me to give them money. Like okay there is a problem, but they are showing me a random child who may or may not be HIV positive, I have no exact information... If I saw this in the street, it wouldn't be enough.

R: Now we have these three examples from UNICEF. [6] [7] [8]

I: I don't know what they want me to do. Why do the children in Yemen need my help? Syrian kids are running from their homes, but what about that, I will donate and I will help them run or stay or what? The smiling boy is cute but that's all. I would probably prefer to donate to the first example [1] [2] [3], that was better.

R: And what about these last two photos? [9] [10]

I: I don't like seeing just these faces. I mean it's good that I am donating to a school but I don't know if I would donate... they are more positive and happy though.

R: Would that work better in encouraging you to donate money? Seeing the happy faces, not the sad ones.

I: Maybe it should be neutral. Too happy is not good either because then it seems like there are no problems, I wouldn't believe that.

R: Good, so now I have a question whether you've encountered this type of campaigns in your daily life in the past?

I: Yes but I don't remember an exact one.

R: Ok, now how should a campaign look in order to make you want to donate or to take some action or simply just to start to be interested in the given issue?

I: Well, I would put there a neutral looking person... and a slogan with some specific problem that they need help with. Like for example a school, I wouldn't make it too happy, nor too sad.

R: Should it be focused on the problem or the solution?

I: The problem.

R: Are there any examples that you think are inappropriate or should not be used in this kind of campaigns?

I: Congo [4]. And I don't like when someone did those campaigns about donating food with some incredibly skinny, underfed children... it's like using the children. They are not the reason they don't have food, the child has no chance of changing this, there are other people who are responsible so why am I forced to look at photos of starving children. They just shouldn't use small kids.

R: Do you think the adult would catch your attention?

I: I think it would anyway. And I like if they tell me to just join the initiative.

R: Would you rather see campaigns that are targeting your emotions or presenting facts?

I: Facts but I think numbers and quantity shouldn't be used because they don't evoke any emotions which is not good either. I would say what exactly people should donate to, but again without any emotional blackmailing or whatever.

R: So if you were to design a campaign to raise awareness about international aid, how would you do it? Would you use positive appeals, facts, emotions...

I: I would try to make it more positive, no guilt and no fear, and then also say the facts with a positive approach. The pictures we saw were mostly quite negative and they lack the facts.

R: Now in a more general manner do you think people in Eastern Europe or Slovakia care about these issues?

I: Maybe there is some awareness but not enough, the promotion of these issues is not sufficient... Maybe there are some people who would like to donate but they don't know how. Although when there's a will, there's a way... I don't know.

R: Okay but should people in Eastern Europe care about these issues?

I: Yes because those problems that are in countries far away may one day be our problems too.

R: What would you suggest to be done to make Eastern Europeans care about these issues?

I: I would try to just raise the awareness on these problems, for example that there is lack of water somewhere and one day it will be a problem here and there will be no one to help us. So it's not like we should donate to someone who lives far and has his own problems but try to make it look like hey, this is our problem as well.

L22

R: Firstly, I want to ask you whether you have noticed in your everyday life some campaigns focusing on international aid?

I: I sometimes see advertisements, for example on TV, but not humanitarian help... mostly PETA. Oh and in churches, they sometimes encourage you to adopt kids in Africa, I mean to donate or help them and so on...

R: Good. Now we have the first set of pictures here, what do you think, how do you feel about them?

I: Well the first picture already repels me [1] at the first sight, it may be mostly due to the color which resembles the "hospital green" so that's an unlucky choice. It's a sterile color and evokes hospital so that's bad. This one looks more optimistic [2] so this might interest me. The last one is neutral [3], the red one is the most interesting.

R: What about the children, are they chosen adequately?

I: I think the red one [2] look friendly... the others are a bit aggressive; I think the red one looks best.

R: Now we have this one, about Congo [4], what do you think about it?

I: Well, if I saw this somewhere, I wouldn't understand what is going on here. But I guess I should become a Jesus, like a donor, to the people... Hmm but the picture itself looks good, the pregnancy is targeting my emotions because I can help a vulnerable woman. I think this works on me. But then again, I am a little bit immune to these campaigns because I am not quite sure whether all the donated money goes to the causes that are presented, and I am not in a position when I would be able to give however much money to random charities. From several sources, I heard that in many cases, half of the money goes to the charity organization, and maybe the other half actually helps people.

R: Very well, I am going to show you the next picture now [5], how do you feel about that?

I: I think this is targeting the emotions even more because you see the child's face. They tell you he is HIV positive, and he even looks like he might be suffering so this is probably making me feel empathetic towards him. But I still need to know more and see clear messages.

R: Yes. So there is a set of two pictures, what do you think about them [6] [7]?

I: I think the details showing the face are better than when I see just people in the distance. So it's more eye-catching.

R: Don't you think they are pushing you too much and attacking your emotions?

I: No, because if they focus on the emotions, they are definitely going to get much more money than if they just presented some general facts. Emotions have a greater impact on the audience.

R: So you would rather see the emotional appeal in such campaigns?

I: I think I would. Even the homeless people in the street, if they try to talk to me and say something that triggers my emotions but in a positive way, it is effective at least on me. So, positive emotions.

R: Good, we have the last set here, how do you feel about these [8] [9] [10]?

I: These two [8] [9] are quite neutral, but in the last one [10] you see that if you donate, the kid may get education or go to school or get a book, so that's better. Because if you donate 2 euros and you don't know what's going to happen to them, it's ineffective. So it's better to present a specific cause, although [9] is much more positive and looks appealing to me.

R: Ok so if you see something like this, do you prefer seeing the problems or the solutions to them?

I: I would like to know what they are doing with my money. I want to know what exactly happens if I donate, whether someone gets nutritious food or they build a hospital or whatever, the concrete results of my donation.

R: Is there anything that you think is inappropriate and should not be shown in this kind of campaigns?

I: Probably not. Even those strong emotionally focused pictures are much more affecting me so this strategy works well... also the pictures which some consider disgusting or inadequate, I mean, I am studying to become a doctor so there are very few things that I find disgusting, but for me none of those are problematic. They basically show the reality, so how could that be problematic.

R: How should a campaign look in order to catch your interest or make you want to donate?

I: Two things – firstly, they should say for example give me 5 euros and this person will get food or shelter or health care... anything. To see what the result may be. And then I need to know what exactly happens with my money and whether my 5 euros are really helping someone. I just don't know how that could be done.

R: Yeah, well, that's not easy. So if you were to design such campaign, how would you do it?

I: The positive motivation is the right way to do it, because if people see what good things can be done with their money, it has to work well.

R: Ok and if I ask you about Eastern Europe or Slovakia, do you think people here care about these issues?

I: No because we have our own developing regions within the country that are a problem and we have to solve it first. It's even worse in the other countries further to the east. We also have thousands of children lacking education or healthcare.

R: Do you think we should even care about those issues of the developing countries?

I: Maybe my situation, and the Slovak situation should be solved first. Like, it's nice if we care about Africa and I also wanted to volunteer in Tanzania last summer but then I changed my mind and decided to help people in a camp in one eastern Slovak region. So it's difficult to say.

R: Ok and despite that, what would you suggest to be done to make people care about it?

I: It should be cool to donate money to the developing countries, it has to be something modern and trendy. I haven't seen that much information on international aid, maybe I heard about some fundraising in the church but that's it, it's hard to get the information unless you really have the personal motivation to do it.

D27

R: I'd like to ask whether you've noticed any campaigns focused on international aid in your everyday life?

I: Yes, I saw something like that.

R: Okay and do you recall anything specific?

I: Haiti, for example... because one brand was fundraising for Haiti when there was the earthquake. And... maybe those general things about Third World countries, but that's it.

R: Good, now I'll start showing you pictures, can you tell me what do you think about them?
[1] [2] [3]

I: The kids don't look horrible, like they're not doing that well maybe but it could be worse.

R: So you don't feel any strong emotions or anything like that?

I: Not at all, because they look fine, they have clean clothes and they don't look miserable. But it's not really working on me, and it's very religiously focused or how to say that. And I think we have a lot of people here that we should help. So these people are not really evoking any emotions in me because I think I also need help, as well as many other people I know.

R: Ok, now I have a different picture, how do you feel about it? [4]

I: I would like to know more... but I want to know why she got pregnant if she's so poor and needs help. Like, I know that maybe she didn't want to or something awful happened to her, but that's the first thought. I think the main problem that is behind everything and also all these problems we are talking about, is that the world is overpopulated and the population is rapidly increasing. And on top of that, the wealthiest, richest people own more money than 90% of population, or something like that, and as long as it's like this and they don't give a damn about the poorest, nothing is going to change. But sorry, back to the picture, I don't know what happened to the woman. But I don't think this is a good way of communicating this message that I should become a Jesus for them or whatever... even if I was religious, I don't think this would do anything to me. I'm cold about this, it's not affecting me at all.

R: That's fine.

I: I'm a scrupulous person. Maybe it may work on women because they can identify with her more easily, but I don't know, I don't like that.

R: Yes, that is okay. We can proceed to the next picture, which is a HIV positive child. How do you feel when looking at this one? [5]

I: Nothing. I don't know, I'm probably not the right person for this interview...

R: No no, it's fine, I need information from different people and I believe there are many who are not so easily influenced, so something like a right or wrong person for this research doesn't exist.

I: Okay then. So, this doesn't do anything, there are a lot of words, and okay the kid is HIV positive and it's not his fault but this is life. In the nature, only the strongest ones survive. And it's incredibly sad and the kid didn't do anything wrong but maybe that's how the nature works. And as I said, overpopulation is a thing and also the wealthy people with enormous financial resources. In my opinion, if they wanted to, they could stop this misery and help.

R: That may be true. Let's move on to the next set, what do you think about these two from UNICEF? [6] [7]

I: This is evoking migrants and that is such a big topic here and you don't know what to believe and this [6] picture is something I don't like seeing. It wouldn't convince me, I wouldn't donate, even Slovak people need help, not just kids in Yemen.

R: Good, I have the last set of pictures, a bit different...

I: Happy kids.

R: Well, yes. So how does this look to you? [8] [9] [10]

I: It's a paradox but I like it more because they're smiling and I'm not as depressed when I see them. But on the other hand, it's stupid because maybe if I saw children affected by war or the sick Somali kids, I would believe that there really is a problem. Now it looks like they are fine. However, I still like this one about education, so if I was to donate somewhere I would donate to something that I see exactly what my money will be used for.

R: Then would you rather see the problem or the problematic area or the solution of it?

I: I'd like to see the solution and some results... or even maybe both, the problem and the solution at the same time. Although maybe if there was a result why should I help more? Hm, maybe they should say that they will not be able to keep helping them without my help. To explain that the situation is still bad.

R: Yes, and if you see these advertisements, do you prefer to see campaigns that are targeting your emotions or presenting facts?

I: Probably facts. But if there are very general statistics, it doesn't do anything. It would be better to have more specific information about the problems. This is still very hypothetical because I wouldn't donate... because I don't have enough money even for myself. If I had more money, I might start thinking about this but now it's just not going to happen. It's selfish but it's true.

R: Yes I understand, that's very normal. Now I have more general questions, so how should a campaign look so that it would at least catch your interest?

I: Something that wouldn't force me to do something... Anything they want me to do, they should just explain and no emotional blackmail, I hate that. To be honest I feel like I cannot really help anyone. If I give them 5 euros, if I give my 5 euros for which I could get some food for myself, on a big scale 5 euros is very little money and it's not really going to help anyone because there are millions of people in need. Why should I, and I also consider myself a poor person, I have to think twice about all my purchases, so why should I give someone my money? Why cannot the wealthier ones, and by that I mean people who at least can go to a restaurant and get a nice dinner and don't feel guilty about it, why cannot they help? It's different if it's my neighbour or friend and needs help. I would definitely lend or give money or help anyhow to them.... I am not going to solve the third world problems with my 5 euros.

R: Indeed, that's an interesting point of view, it's totally understandable. Despite that, if you were to design a campaign to raise awareness about international aid, how would you do it?

I: I can't imagine that, but still, I would probably try to explain the facts and the problem but I wouldn't make anyone feel guilty. If they want to donate to this good cause, then donate! If not, it's also fine.

R: Do you think people in Eastern Europe or Slovakia care about these issues in developing countries?

I: No...

R: Why do you think so?

I: Because we are poor.

R: And do you think they should care?

I: We should be interested because we have to know what's going on. But like, our state should first help our people and not someone abroad. It's good to know and understand what's happening but we're not the ones who should help.

K30

R: My first question is whether you noticed any campaigns focusing on international aid in your everyday life?

I: Yes. I am a person who looks at the advertisements and billboards and if it is something with an interesting concept or colours, I often give it a second look. Also on social media, I am sure I've seen some campaigns on international aid, because my friends tend to share them.

R: Oh nice, so now I will show you the first set of pictures, can you please tell me how you feel when looking at them? [1] [2] [3]

I: If I was to choose one that I like, it's this one [3] because it looks more simple, there are not so many messages and so on. The others are too complicated, like this one [1] for example is too emotional for me, like poverty is stealing his education, okay that's sad but I don't like when they are trying to attack me like this. I don't like feeling guilty, and that's what they're trying to do with him having this kind of sad look on his face. But what I like is that there is his name and age, which means that they are presenting a real person and not just a random child. [2] is too plain.

R: Great, now we have another picture, what do you think about it? [4]

I: I understand that they want me to donate money or maybe gifts, but the picture itself is a little bit scary. The light, and the presentation of the woman, its whole concept is strange. I mean, I would notice it because it's shocking, but it's also quite scary so I'm not sure if it works well.

R: So would it motivate you to be interested or donate?

I: I think it might catch my attention and shock me enough to take a closer look at the campaign but I am not sure if I would end up donating or anything.

R: Now there's another picture here, how do you feel about this one? [5]

I: He has very begging look in his face so I guess this is also trying to make me feel guilty and sad about him and help. It's quite extreme. I understand HIV is such a sad thing that there is no positive way to present it.

R: So would something like this work on you or make you want to learn more?

I: I don't like manipulative campaigns so... I get it but it has the opposite effect on me.

R: Yes, now I'll show you a set of pictures, what do you think about these from UNICEF? [6]
[7]

I: These seem more real in some way. They are not artificially made like the previous ones, they have real photos so this makes it more like a real life presentation, which looks more appealing to me. So I think this is something simple and yet it would probably catch my attention enough. And it's UNICEF so that gives it more credibility.

R: Good, we have one more set here, how do you feel about these? [8] [9] [10]

I: Aww... I don't know why but I really love babies! And I want to see them happy. So this probably motivates me more to help them because I want to keep them happy. They're so cute! This is making me feel so much more sympathetic with them.

R: That's great! Now I'll ask you more general questions, so what would you like to see in a campaign so that it would catch your interest or make you donate money to the cause?

I: I like when the photos are not from photoshoots and look fake, I prefer real-life photos from the region where the people need help, and seeing the real situation. I like when the photos are authentic. And I also like when I see those smiling children or people in general... combines with the names and ages or other information, when the person is not just an object.

R: Are there any examples of things that should not be used in such campaigns?

I: Artificial things, for example the Jesus in Congo campaign, the woman would not normally stand like that in the church or wherever it was. It shouldn't be so fake, it needs authenticity. Or it may be unethical to use children and ask them to make a sad face for the photo... that may also be happening, I think. Sometimes it also looks like the photographers go just to the poorest regions where the situation is the worst and present only the horrible things, so that's also wrong.

R: So would you rather see campaigns that are targeting your emotions or the ones presenting facts?

I: It would be good to have more facts and information about the problems, of course the emotional appeal is also important but the facts are necessary. Saying something like "help this kid or he'll die", okay it's extreme, but something like that is totally useless. You feel just guilty but it's not your fault, it's just emotional blackmail.

R: Do you prefer seeing problems or their solutions in the campaigns?

I: It's definitely good to see the solutions, I really like that and we don't see enough of it. Something like "we did some changes and improved their living conditions, if you want us to continue you can contribute and help us this way", that would be the right strategy. At least for me. Because I see something is really being done and I can just support it and I see what happens with my money.

R: And if you were to design such campaign how would you do it?

I: I would use the positive motivation while also presenting the exact facts, because that's what works on me. So that people wouldn't think that I am just trying to manipulate them.

R: Now the last thing, do you think people in Eastern Europe or Slovakia care about the issues in the developing countries?

I: We could definitely show more interest. We are not doing so well financially, we don't have much extra income so that we would be able to help. But maybe if a person wants to help, he will find a way.... But we are also quite suspicious and we don't trust that the money really goes to the right place. It's not enough to hear just the basic things, we need to know more and then we can invest. And we also have our own regions with poverty and unemployment so many people prefer helping locally.

R: Despite that, should people here care about these issues?

I: Yes, but depends on the finances. If I had enough money for myself, I would definitely also donate to the charities.

R: What do you suggest could be done to make Eastern Europeans care more or donate?

I: For example, there is sometimes this thing in McDonald's or in some coffeshops that you can buy something and donate like 50 cents for a good cause, and since people are lazy and they don't search for the possibilities to donate to charities themselves, this is an easy way to donate and also inform people about stuff. So something like that might work here.

Z47

R: My first question is whether you notice any campaigns focusing on international aid in your daily life?

I: I do, for example some bricks for Sudan or something like that.

R: Good, first we have here these three pictures, can you tell me how you feel when looking at them?

I: Yes, so this one [3] look more pleasant because it's not attacking my emotions and it's not pushy, I don't feel guilty for the kid and I can decide whether I want to join them and help. The other two, because of the face those kids are making, I feel like I should just go and help them. The last one [1] is also making me feel a bit guilty because poverty is stealing his education, as if it's my fault that I am not helping them enough.

R: Okay, so here is a picture about becoming a Jesus in Congo, how do you feel when you see this? [4]

I: Well, I feel like this is an example of emotional blackmail. It's pushing me to the corner, but I don't really get the text with the pictures, it doesn't fit very well, it's not even encouraging

me to donate money because I could become a Jesus by praying for this woman, or something like that.

R: Now we have a picture with a HIV positive kid, how do you feel about this one? [5]

I: I do pity him but on the other hand, I don't think I am the right target group because there are so many rich people in the world who are so healthy and they can help... so I think this kind of messages should be targeted at the "upper 10 000" who could help more with much more money and they wouldn't even notice. So I feel like they are blackmailing me emotionally but I don't believe I am the one who should now start to care and donate money.

R: Very good. Now I have these three pictures, how do these look? [6] [7]

I: The smiling child looks nice, the child doesn't need to much to be happy. I agree that the kids in Yemen need my help but maybe it shouldn't be just financial help. The picture itself is disturbing to me, maybe a bit untrustworthy. I don't know what is exactly is going on and what's behind this picture, I have no information. Actually, it seems that the children may have been sort of abused for this campaign. Like they are intentionally making this sad face and in dirty clothes and they stand like this.

R: What about the remaining picture?

I: The kids who are running with their mother, okay that's fine.

R: I have another set of pictures here, so how do these pictures make you feel? [8] [9] [10]

I: Here we have a baby and it is commonly known that babies, could be animal babies or human babies or whatever, they are perceived as cute and evoke the need for protection. I guess I prefer the other one, although it's not a baby, she looks satisfied but they mention that I should donate for her education, she is also holding some books. Education can also mean happiness, and there is expressed a specific goal of the campaign so I would really support this one.

R: Speaking o that, would you rather see the problem or the solution?

I: Definitely some sort of solution or a way to tackle the problem. If there was already a positive result of some donations and work, it would be good to see it, that the money is really being used in this way. For example if they show me the kids after they built a school for them, it would be nice to see and also motivational for me.

R: So the main thing for you is to see the results.

I: Yes, the real change of the lives of those people.

R: So would you rather see campaigns that are targeting your emotions or those presenting facts?

I: I actually feel like there is very little of these campaigns here, I am not being exposed to these messages. I am more aware of the Slovak projects, for example the fundraising for League Against Cancer is really huge and everyone donates. But maybe the problem is that

international development aid is international, not local. If it is a Slovak campaign, we feel like we should support our people because we have our problems... I also prefer to support the Slovak campaigns, and not people in other countries.

R: Is there anything that certainly shouldn't be used in this sort of campaigns?

I: Emotional blackmailing of any kind. I realize that there are difficult stories behind those people but it shouldn't be such a memento, because it repels the person who the campaigns are targeted at. I also become suspicious whether the people are really being helped.

R: Ok and if you were to design this kind of campaign, what would you focus on? Some positive messages, or would you present facts or make them feel guilty or scared?

I: I wouldn't do it like this. I would go with some bigger public events, or just make it bigger and not just show posters and billboards.

R: Do you think people in Eastern Europe or Slovakia people don't care about these issues?

I: Firstly, I think we are not that well informed about them, and then we are struggling with our own problems in our country.

R: But do you think they should even care about these issues?

I: Well, there is a potential but first we have to deal with our problems. Like, we also have Roma people living in slums and we have to target this problem first. We have to solve our problems here and help the poor in Slovakia. When the problems are not so severe, maybe people will look at the other countries differently and start to care more also about them.

R: Good. The last question is what you would suggest to be done to make people in Eastern Europe care about these issues?

I: When they have their own problems solved, when they live a good life and have access to adequate health care, education and money, then they will care. You cannot help people in countries 1000 km away if we have a problem right here.

J57

R: My first question is whether you have noticed some international aid campaigns in your daily life?

I: Probably yes, but I don't know from which organizations.

R: Ok so now I have the first three pictures here [1] [2] [3], can you tell me how you feel when looking at them?

I: I don't know, this one probably looks the best [3]. The child is more visible there.

R: Do the pictures look neutral, or positive or negative?

I: The last one [1] looks underfed, so that's bad. But the other one [3] looks normal. But I wouldn't really believe, if they wanted me to donate money, I wouldn't believe that the money goes to the right place, it looks suspicious.

R: Now I'll show you another picture, so what about this one [4], how do you feel or what do you think about it?

I: It looks unreal, very abstract... The connection with Jesus and the church and the woman, it looks unreal. And it's extreme.

R: So you think you wouldn't care about this or even donate money?

I: Definitely not.

R: Okay, so here I have another picture with a child, what do you think about it? [5]

I: It looks better than the Jesus picture, it is not the child's fault that he is HIV positive, so I would probably consider donating to this cause.

R: Good. So here we have another set of pictures, how do you feel about these two? [6] [7]

I: The Syrian kids are not running, their parents are running with them, so this is emphasizing the kids but then again it's not presenting the reality as it is... The Syrian kids are also talked about much more than the people in Yemen, we are not well informed for some reason... The running kids are not even running, what if they just photographed a mother with her children on a walk?

R: Ha, okay, so you probably need some more facts or something more convincing than just these simple images and messages?

I: I think so, it should be made in a more convincing way, it doesn't seem to me that those people really do need my help. Some pictures that are more in line with the messages.

R: Alright, and I have the last three pictures, how do you feel about these? [8] [9] [10]

I: [long silence] I don't know. They look satisfied.

R: Oh, okay, so you're not really motivated to start to think about some of their problems or to donate money to the organization?

I: No, why, they look happy so they don't need me.

R: And if you use this example which is more focused on the problem of education?

I: Well, if I saw some more information about the specific cause, it would be more interesting. But this image on its own is not enough.

R: I have some more general questions now. What should this kind of campaign have in order to attract you?

I: It should be convincing. It should be so on point that I wouldn't have to double-think whether the organization behind it is not just trying to deceive me, whether they are not

trying to cover up something wrong. They should convince me that they are really doing it for the people and the money will be used in the right way. Where is my assurance that this will happen?

R: But how could you be assured about that?

I: I don't know, they should come up with a solution to this.

R: True, so do you think that there are some things that should not be shown in this kind of campaigns?

I: The extremely underfed children or people, it shouldn't repel me.

R: Would you rather see campaigns that are more emotional or rational?

I: Some emotional aspect is not bad but it has to be convincing... the facts have to be there.

R: In international aid campaigns, would you rather see the problem or the solution of it?

I: I'd like to see the process how the solution can be realized. That means that the organization has a plan and they really aim to help.

R: Do you think people in Eastern Europe or Slovakia care about this kind of issues that are in the developing countries?

I: No. We have our Roma minority, you can just walk around some villages and you see the same thing as in African slums, I think. So like why would we care about those abroad if we have more or less the same thing here.

R: And do you think we should even care about them?

I: Probably yes, but I don't think we can help. We are small and weak and there are countries which are much richer. Me as an individual, I am powerless. So those who have the money should be the ones who help... Those 5% of population who own more than 70% of the planet's wealth. Their help would be more significant than mine.

R: Ok, and anyway, what do you think should be done so that the people would start to care?

I: Inform them, raise awareness. Not just some billboards or posters but also on TV, maybe some adverts, reportages and so on. But I think it would be more useful to convince the very few ultra wealthy people, and not the millions here who can donate 1 or 2 euros. It would be more useful.

9.2. Appendix 2

Visual examples of international aid campaigns implemented in Slovakia

1. "Poverty is stealing his education. You can give him a chance for a better future. Eric: 9 years old." – 2013

Source: <https://www.charita.sk/>

The advertisement features a young boy, Eric, with a green shirt, looking directly at the camera. To his right is a green and white cardboard box for Charita, which also features a photo of Eric. The text is in Slovak: "Slovenská katolícka charita" (Slovak Catholic Charities) on the left. The main headline reads "Chudoba ho oberá o vzdelanie" (Poverty steals his education). Below that, it says "Vy mu môžete dať šancu na lepšiu budúcnosť" (You can give him a chance for a better future). At the bottom right, it says "Eric; 9 rokov" (Eric; 9 years old) and "Viac informácií na www.charita.sk" (More information on www.charita.sk).

2. "Box for Africa 2018: Join us in helping poor families and children in Sub-Saharan Africa. Your gift changes lives of children." – 2018

Source: <https://www.charita.sk/>

The advertisement features a young girl in a white sleeveless top with a green emblem, looking at the camera. To her left is a red and white cardboard box for Charita, which also features a photo of the girl. The text is in Slovak: "SLOVENSKÁ KATOLÍCKA Charita blízko pri človeku" (Slovak Catholic Charities close to the person) on the left. The main headline reads "Pôstna krabička pre Afriku 2018" (Fasting box for Africa 2018). Below that, it says "Pridajte sa k nám a pomôžme spolu chudobným rodinám a deťom v subsaharskej Afrike" (Join us and let's help poor families and children in sub-Saharan Africa together). At the bottom, a red banner contains the text "Váš pôstny dar mení životy detí" (Your fasting gift changes children's lives).

3. “Box for Africa 2019: A small gesture can do a lot”– 2019

Source: <https://www.charita.sk/>



4. “Become a Jesus in Congo” – Magna, 2018

Source: <https://www.magna.sk/spravy/tlacove-spravy/magna-hlada-jeziska-do-konga-ste-to-vy>



5. "Don't let me die" – Magna, 2004

Source: <https://www.magna.sk/o-nas/nasa-praca/kampane/nenechajte-ma-zomriet>



MAGNA children at risk

Všetko má svoju cenu, život nevyčísliteľný!
Zdá sa Vám to šokujúce?

Slovenskí lekári to dávno vedia a s nasadením pomáhajú HIV pozitívnym deťom v Kambodži. Majú kliniku, skúsenosť, chýbajú však prostriedky.
Nenechajte ich v tom samých! Príďte sa aj vy!

Program "Podpora dieťaťa" je 500 korún mesačne na konkrétne dieťa. Predžite mu tým život a dajte nádej! **Nenechajte ich zomrieť!**

Touto podporou môžete zmeniť nielen život dieťaťa, ale aj váš. Pravidelný kontakt s dieťaťom, ktoré budete poznať nielen z jeho fotografie, ale aj z osobnej korešpondencie s ním, vám umožní pochopiť čo je to **našaja pomoc**.

Ak chcete vidieť fotografie detí o ktoré sa staráme, príďte do Polusu **26.04. - 31.06.2004** na výstavu "**Nenechajte ma zomrieť**", kde sa aj dozviete ako konkrétne pomôcť.

Všetky podrobnosti k programu "Podpora dieťaťa" nájdete na www.magna-charity.org

Číslo účtu na program "Podpora dieťaťa":
266 572 0087 / 1100

Číslo účtu na verejnú zbierku "Nenechajte ma zomrieť":
266 072 0088 / 1100

Mediálni partneri

6. "Children in Yemen need your help" – UNICEF

Source: <https://www.unicef.sk/>



© UNICEF/NYHQ2015-1296/1/amaud

Deti v Jemene potrebujú vašu pomoc
www.unicef.sk/jemen

7. “Syrian children are running from their homes” - UNICEF

Source: <https://www.unicef.sk/>



8. “Save their future, donate regularly” - UNICEF

Source: <https://www.unicef.sk/>



9. "For every child a smile" - UNICEF

Source: <https://www.unicef.sk/>



10. "Even school may mean happiness. Become a regular donor and help children get up on their own feet." – UNICEF

Source: <https://www.unicef.sk/>

