Analysis on the Influence Mechanism of Micro Public Welfare Donation Advertising Information and the Public Welfare Behavior of Participants

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Abstract
This study is based on frame theory and self reference theory, using the method of random field experiment information combination of fund-raising advertising and public participation relationship between willingness to research, reveals the negative emotions and interpersonal emotional appeal strategy using the strategy of boundary. It is found that individual emotion perception plays an intermediary role between perceived advertising effect and willingness to participate, willingness to donate, and willingness to support. And this effect is influenced by the individual oriented / collective oriented information framework. Among them, the collective oriented information framework is conducive to improving people's moral support, and the individual's preference for emotional appeal advertising is influenced by the interaction of information framework and relational self construal. In the context of relational self construal, cognitive conflict arises due to individual oriented values and relational self construal, which reduces the preference for emotional appeals. This study explains the effect of advertising information on individual donation process participation, favorable micro public welfare managers to understand the logic behind the personal public participation behavior, to provide basis and reference for marketing practitioners of micro public welfare.

Key words: Persuasion strategy, Fundraising ad, Public participation behavior

1. INTRODUCTION

Since 2014, micro charity set off a new wave of charitable donations and public participation. Sina, Tencent, Alipay micro public welfare public welfare E three online donation platform and Taobao public online donation income showed a substantial growth trend. According to statistics, in 2015, only people on the micro channel public Tencent received a donation of love of 23 million 830 thousand people, the total amount of donations of more than $540 million, an increase of more than 5.4 times. The 95.32% is through the mobile client platform WeChat mobile phone donation, thus has donated more than computer donation has become the main source of micro public welfare donations, so the study of micro public welfare advertising donation is important and necessary.

In the same field of public interest, the persuasive effect of advertising is different because of the difference of persuasion strategies. How did these differences come about? The same rescue object, the same type of public welfare projects, the audience's response to the audience why inconsistent? Although scholars in view of the above problems have been studied deeply, but the following questions are worth thinking: the audience in the face of micro public welfare donation advertisement, under what circumstances will the negative emotional appeal advertising preference, preference for interpersonal circumstances under which the emotional appeal of the advertisement? Are there any differences in willingness to participate, willingness to donate, and willingness to support? Tentative conclusions. Therefore, this study uses word-of-mouth marketing theory, information theory and self reference effect theory, focusing on the effects of different combinations of fund-raising advertising information to the public in public participation, mediating effects between perception and willingness to participate in the advertising effect and the emotional appeal of the public.

2. PROPOSE HYPOTHESIS

2.1 The influence of negative emotion perception and interpersonal emotion perception on individual participation intention

Research on commercial project to raise the public. The results show that the project presentation, such as video, pictures, text and other information will significantly influence the financing success rate (Mollick, 2013), word of mouth marketing indicates that the word-of-mouth communication process, there are two effects, the first is the perceived effect. Research scholar Rui et al. (2013) proved that the description of the text information can be transmitted to the final product through the perceived effect of word of mouth marketing, high-quality
product description can improve product sales. It can be inferred that the emotional perception factors have an intermediary effect on the final willingness to participate.

And Iyengar & Kinder (1987) further proved that people's judgments and perceptions of public affairs, mainly depends on the way the information is displayed and selective emphasis. Existing research results have shown that, compared to neutral emotional information, negative or positive emotional information will improve the audience's advertising evaluation (Levin et al., 1998). Interpersonal affective factors and positive affective factors have strong consistency in emotional arousal, which is manifested in the warm and hopeful state of the recipient. Compared with the positive emotional appeal, negative emotional appeal is more likely to bring the shock of the soul, so it is easier to attract more people to participate in public welfare activities. Therefore, we can draw the following assumptions.

**Hypothesis 1:** the difference of advertising audience's emotional appeal, which leads to the differences in willingness to participate, willingness to donate and willingness to participate in the moral.

**Hypothesis 2:** the emotional perception of advertising audience plays an intermediary role between perceived advertising effectiveness and willingness to participate, willingness to donate and moral participation behavior.

### 2.2 The influence of collective and individual oriented information on individual public participation

The second effect of word of mouth marketing is the persuasion effect, that is, the information expression of product information is different. Related theories of advertising research shows that information framework is one of the important elements, it can be used to guide the audience's emotional appeal and stimulate the inherent value, compared to advertising single emotion display, information frame can cause more specific audience attention, to raise the emotional perception (White & Peloza, 2009). At the same time, when the value orientation of the information framework, the target mode and the focus of the audience and the values of the same, it is easier to get the audience favorite, improve their preferences for the project. In addition, foreign scholars Das et al. (2008) proved by experiments, the information framework can influence the audience's attitude of charity to a great extent, but also can improve the perceived value for public organizations provided project. Therefore, we get the following hypothesis.

**Hypothesis 3-1:** in the context of collective orientation, personal preference for negative emotional appeal advertising.

**Hypothesis 3-2:** in the individual oriented situation, personal preference for emotional appeal advertising.

**Hypothesis 3-3:** the group oriented situation has a positive effect on the willingness to participate and the willingness of moral support.

### 2.3 The influence of dependent self construal on individual preference

According to the theory of self reference effect, people often interpret the information in the process of searching and processing advertising information. Self reference is like a set of implicit coding system, which has the advantage of memory in comparison with semantic processing and other processing methods. Whether it is self - oriented or relationship oriented, the impact on the behavior of donation is only reflected in the psychological path, there is no difference between the results and validity. In the case of self - directed individuals, the emotional perception of advertising will play an important role through the motivation of self - esteem, and for the relationship - oriented individuals, the emotional perception of advertising is mainly through sympathy (Holmes, 2002). Relational self construal is often associated with generous behavior, and a strong sense of relational self construal is also a more positive attitude to public service advertising (Burton et al, 2012). Previous studies showed that the relationship between self construal and strong individuals are more willing to participate in public welfare activities, the main reason of its motivation (Gore & Cross, 2006), relationship quality (Morry & Kito, 2009) and social identity (Cross et al., 2006). However, the emotional appeal of the people often contains the gratitude of the donor to the donor, which indicates a good relationship quality and higher social identity. It can be inferred that the following assumptions.

**Hypothesis 4:** in the context of relational self construal, personal preference for the selection of interpersonal emotional perception.
3. RESEARCH DESIGN

3.1 Pretest design
In order to ensure the authenticity and reducing advertising effect, we in the Tencent public platform chooses real, which contained negative emotions and interpersonal emotional facial expression pictures as stimuli in this experiment, and the advertising text information are adapted from the Tencent public platform project real project description. Before the formal experiment, we design 8 different financing ads (picture and text information), and 29 participants were invited to measure emotional perception of the 8 sets of ads, and then select the highest average financing advertising emotion perception as the experimental stimuli from 8 sets of ads.

3.2 experimental design
This experiment is 2 (emotional appeal: negative emotion, interpersonal emotion) * 2 (information framework: personal orientation and collective orientation) * 2 (relational self construal: yes/ no) between subjects design, emotional information difference through the field experiment to obtain donations to public advertising donated will influence willingness and moral support willingness. In this paper, the design of collective and individual oriented text stimuli, the Hupfer (2006) for collective appeal and personal appeal of the experimental design.

3.3 Questionnaire design and data collection
This research uses the method of random interview, the whole process of the investigation of the Communist Party of China issued 458 questionnaires, fill in the actual effective questionnaire, a total of 219, the completion rate of 47.8%. Then remove the answer time less than 120 seconds of the suspected mechanical questionnaire of 7 copies (the median time of the answer is 317 seconds), get a valid questionnaire of a total of 212.

1) handling test
In this experiment, respondents were randomly assigned to four experimental groups: experimental group (with individual oriented relational self construal, individual oriented stimuli) control group (non relational self construal stimulation), experimental group (a collective oriented relational self construal, collective stimulation) control group (Guide to no relational self construal stimulation).

Since the self construal is implicit and stable, it is difficult to accurately measure the intrinsic value of the questionnaire. In order to successfully stimulate subjects dependent intrinsic self construal, we designed a set of Lenovo cloze test items, through semantic association, stimulation in the experimental group subjects dependent intrinsic self construal, and comparing the results, delete the answer wrong the total of 6 questionnaires, only retain samples the success of the final control, control group of 99 samples, 107 samples of the experimental group, and the control of inspection. Test results show that the experimental group dependent self construal measurement results read an average of 5.09, far higher than the control group, the self construal measurement average of 3.43, with significant difference (t=6.26, p<0.05), display operation success.

2) variables and measurements
In this study, the perceived advertising effect is an independent variable, the emotional perception is the mediating variable, the relational self construal is the moderating variable, the willingness to participate in voluntary participation, the willingness to donate and the willingness to support the moral as the outcome variable. On the basis of the measurement of the main variables are as follows, all items are used Likert7 scale.

(1) perception of advertising effectiveness: the measurement of the variable reference Small al. (2007) on the perception and moral response strategy, but also learn from the Hupfer (2006) on the measurement of
advertising effectiveness. Among them, the Cronbach's alpha coefficient of perceived advertising effect in the collective and individual oriented scenarios were 0.839 and 0.691, respectively.

(2) negative emotion perception: measuring the variable reference to Batson (1983) and Small & Verrochi (2009) measurements related to negative emotion perception, the items in the collective oriented and individual oriented scenario, the Cronbach's alpha coefficient were 0.569 and 0.688, in the "sad" delete items after the Cronbach s' alpha correction: 0.751 and 0.805, which belongs to the range of acceptable.

(3) interpersonal emotion perception: measuring the variable reference to Mccullough & Tsang (2004) on the interpersonal emotional factors described in the collective and individual oriented questions oriented scenario, the Cronbach s alpha coefficient were 0.821 and 0.875.

(4) the moral support of intention: the variable is measured with reference to the Andreychik & Migliaccio (2015) to measure the behavior of friendly, the variables in the collective orientation and individual oriented scenario, the Cronbach s alpha coefficient were 0.929 and 0.929.

3) analysis of experimental subjects
All the samples in this experiment is 206, including male 104 samples (50.5%), a sample of 102 women (49.5%), the age distribution is mainly concentrated in the 18-25 years old (approximately 36.4% samples), 26-30 years old (about sample 24.4%), accounting for about 26-30 years (sample size 32.5%), accounting for the total sample size of 93.7%. This micro micro public reporting of public welfare from the participants in the 95.7% of the total population of young people under the age of 35 is basically the same.

4. INSPECTION AND ANALYSIS

4.1 Analysis on the difference of willingness to participate in public affairs under different emotional appeals

According to hypothesis 1, different types of emotional appeal information have a significant impact on the participants' willingness to donate. Therefore, this study uses descriptive statistics analysis and variance analysis to test whether there is a difference in willingness to participate in voluntary choice, willingness to donate, and willingness to support moral education. Can be seen from table 5, the selection of different emotional information portfolio, the subjects volunteered there are significant differences in willingness (F (1204) =4.503, P<0.05), there is no difference between the mean and the donation will support and moral intention (p>0.05). Hypothesis 1 is partially verified.

As can be seen from Figure 2, the choice of interpersonal emotional appeal of public welfare projects have a more intense willingness to participate in volunteer activities, willing to participate in the activities of public projects, more willing to contribute their time. In the donation intention, there are differences between different groups (M
egative =3.66, M
interpersonal =3.57), the negative emotion group is willing to donate more money to help public welfare projects, but the difference is not significant.

![Figure 2. The emotional appeal in the difference map of willingness to participate](image)

4.2 The difference of emotional appeal in different information frame

According to hypothesis 3 that information framework (collective / individual) and the relational self construal is the main effect factors, and the emotional appeal of the final choice for categorical variables, in order to analyze the information frame and the relational self construal of the emotional demands of people choose the existence of interaction, we in the two variables the cross analysis, obtained in the control group, the self oriented scenario, 44% of the participants chose the negative emotional appeal of the public welfare projects, while 56% of the subjects chose the interpersonal emotional appeal of the public welfare projects, and the overall sample performance results in the opposite direction. Similarly, in the control group, up to 67.3% of the subjects chose the negative emotional appeal of public welfare projects in the control group, while only 32.7% of the subjects chose the emotional appeal of public welfare projects. Therefore, it is concluded that the
information framework has a moderating effect on the emotional appeal of the subjects. After single factor analysis of variance, it was found that in the control group, the effect of the information frame on the emotional appeal of the project is significant (F (1, 97) =5.665, p=0.019<0.05), assuming that part of the validation of the 3. In the control group, the effect of the information frame on the emotional appeal of the project was not significant (F (1105) =0.74, p=0.786>0.05).

The interaction effect of the information frame on the emotional appeal of different self construal can be clearly displayed through the following interaction effects. As shown in Figure 3, suppose that 3 is partially validated.

![Interaction effects of information frame, self construal and emotional appeals](image)

Figure 3. The interaction effects of information frame, self construal and emotional appeals

4.3 An empirical study on the mediating effects of emotional appeal perception on public participation willingness

(1) the mediating effect of interpersonal emotional appeal on donation intention

Through the hierarchical regression analysis results (Table 1), first from the advertising effect of M2 on the perception of the regression coefficients showed that willingness to donate beta =0.158, p>0.05, advertising effect and the perception of the donation will not significantly direct effect. However, scholars Fang Jie et al. (2012) compared with the data obtained from the existing literature by the causal method and bootstrap analysis method, we found that when the coefficient between Y and X is not significant, the mediating effect may still exist. Many scholars both at home and abroad have proved that there is a complete mediating effect in the absence of a significant factor C (Shrout & Bolger, 2002; Mackinnon & Fairchild, 2009). For example, scholars Shrout & Bolger (2002) pointed out that when AB and C in the opposite direction, it may lead to coefficient C is not significant. From M3 and M2 shows that when the intermediary variable interpersonal emotion perception involved in the regression model, variable coefficient between the advertising effect and the donation will decrease significantly, it can be inferred that the mediating effect between interpersonal emotional perception of advertising effect and donation intentions may exist. The purpose of this study is to analyze the mediating effect of interpersonal emotion perception on advertising effectiveness and donation intention. We follow the Zhao et al. (2010) analyzed the mediating effect of program, according to Preacher & Halers (2004) bootstrap method is proposed for the intermediary effect test, sample selection 5000, independent advertising effect perception, emotion perception and interpersonal mediating variables donation willingness and age as control variables into the program, for model estimation.

In the 95% confidence interval, the confidence interval of the indirect effect was: (0.1951, 0.4481), which contained no more than 0. At the same time, according to the statistical results, the medium effect is 0.3124. At the same time, after controlling the interpersonal emotion perception of the intermediary variables, the effect of the independent variable advertising effect on donation intention was not significant. The confidence interval was LLCI=-0.1951, ULCI=0.4481, and did not include 0. It can be verified that interpersonal emotion perception plays an intermediary role on the relationship between advertising effectiveness and donation intention, and is partly mediated by hypothesis 2.

| Table 1. the mediating effect of interpersonal emotion perception on donation intention |
|----------------------------------|-----------|----------|---|---------|---------|
| Effect category                 | Effect value | SE     | p  | LLCI    | ULCI    |
| Direct effect                   | 0.3670     | 0.0969  | 0.0002 | 0.1760  | 0.5581  |
(3) the mediating effect of interpersonal emotion perception on willingness to participate

Through the hierarchical regression analysis, we can see that the regression coefficient of perceived effect on voluntary participation is $=0.500, p<0.001$, which shows that the perceived effect of advertising has a significant positive predictive effect on willingness to participate. This research based on Baron & Kenny (1986) in order to test the mediating role of inspection by M1 the advertising effect on the perception of interpersonal emotion perception significantly ($\beta =0.663, p<0.001$), and the perception of M2 the advertising effect has significant predictive effect on voluntary participation ($\beta =0.500, p<0.001$). By M3, we can see that when the mediating variables enter the regression equation, interpersonal emotion perception has a significant effect on the outcome variables ($=0.293, p<0.01$). However, it is still necessary to make further analysis on the effect of interpersonal emotion perception on the outcome variables. By comparing the effect of perceived advertising effect on willingness to participate in M3, the regression coefficient was 0.312, and the results were significant in the 99% confidence interval. Thus it can be seen that interpersonal emotion perception plays a partial intermediary role between advertising effect and voluntary participation intention, assuming 2.

Table 2. Hierarchical regression analysis of the relationship between interpersonal emotion perception and willingness to participate

<table>
<thead>
<tr>
<th>variable</th>
<th>Interpersonal emotion perception M1</th>
<th>M2 willingness to participate</th>
<th>M3 willingness to participate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control variable:</td>
<td>Step1</td>
<td>Step2</td>
<td>Step1</td>
</tr>
<tr>
<td>Gender</td>
<td>0.099</td>
<td>-0.018</td>
<td>0.097</td>
</tr>
<tr>
<td>Age</td>
<td>-0.015</td>
<td>-0.142</td>
<td>0.096</td>
</tr>
<tr>
<td>Household income</td>
<td>-0.076</td>
<td>-0.049</td>
<td>-0.053</td>
</tr>
<tr>
<td>independent variables:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived advertising effect</td>
<td>0.663***</td>
<td></td>
<td>0.500***</td>
</tr>
<tr>
<td>Mediating variable:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interpersonal emotion perception</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjust R2</td>
<td>-0.011</td>
<td>0.293</td>
<td>-0.011</td>
</tr>
<tr>
<td>F</td>
<td>0.280</td>
<td>22.287***</td>
<td>0.274</td>
</tr>
</tbody>
</table>

* significant level of 0.05,* significant level of 0.01,* * * significant level of 0.001

(4) the mediating effect of interpersonal emotion perception on moral support

Similarly, as shown in Table 2, the regression results show that the main effect of advertising effect between intention perception and moral support of the results significantly ($\beta =0.709, p<0.001$), and by M1 results, the relationship between advertising effectiveness perception and interpersonal emotional perception significantly ($\beta =0.663, P <0.001$). When the perceived variables advertising effect and interpersonal emotion perception are included in the equation, the advertising effect between intention perception and moral support, and the relationship between interpersonal emotional perception and moral support willingness are significant ($P =0.366, p<0.001$; $\beta =0.517, p<0.001$), which can be known, interpersonal emotional perception of the part of the intermediary role on the advertising effect of perception and willingness to support the moral, hypothesis 2 has been verified.

Table 3. Hierarchical regression analysis of the relationship between interpersonal emotion perception and moral support

<table>
<thead>
<tr>
<th>variable</th>
<th>Interpersonal emotion perception M1</th>
<th>M2 moral support will</th>
<th>M3 moral support will</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control variable:</td>
<td>Step1</td>
<td>Step2</td>
<td>Step1</td>
</tr>
<tr>
<td>Gender</td>
<td>-0.099</td>
<td>-0.018</td>
<td>0.180</td>
</tr>
</tbody>
</table>
(5) the mediating effect of negative emotion perception on moral support

In the same way as above, through the hierarchical regression analysis of the mediating effect, after controlling the demographic variables, the variables and the intervening variables were placed in order to predict the outcome variables. Although from the above results, the independent advertising effect and result variables of moral support willingness was significant, the relationship between willingness intermediary variables and moral support is significant, but the M3 can see, when the advertising effect, negative emotion perception and moral support will also result variables into the regression equation, the negative emotions will not influence on the moral support significant ($\beta = 0.016$, $P > 0.05$), negative emotion perception without the effect of intermediary advertising effect will influence perception of moral support.

4.4 moderating effects of information framework on moral support

Since the information framework is classified, it can be divided into two parts: self orientation and collective orientation. Therefore, this study will perceive the advertising effect to mean the segmentation point will be assigned to high perceived advertising advertising effect perception group and low advertising effect perception group, test information interaction framework and perception of advertising effect is obvious, the variance analysis showed that, in the high advertising awareness group, information framework for moral support willingness has a moderating effect ($F (1100) = 5.683$, $p=0.019<0.05$), while in the low advertising group, no significant information framework on advertising effectiveness perception and willingness to support the relationship between moral regulation effect ($F (1102) = 0.009$, $p=0.93>0.05$). In the high advertising perception group, the collective oriented information framework for public projects is more popular, it is easier for the subjects to forward or share the donation of the public welfare projects. This may be related to the cultural factors of our collectivism. In such a cultural context, we are more likely to have a sense of social identity for the collective oriented text information and financing advertising, so as to promote moral support behavior.

From the above results, the interpersonal emotion perception in the perception of advertising effect between moral support will play an intermediary role, according to the study of Edwards & Lambert (2007) the total effect of regulation model and proposed by Hayes (2013) proposed the regulation of the intermediary model, the mediating and moderating effect in the same analysis in the framework of BootstrapMethod for the use of the intermediary effect test, and calculate the path coefficient and the indirect effect and total effect. We will be related to variables into the equation, 8 regression model, and select the 95% confidence interval, 206 test samples for the sample database, repeated sampling 5000 times, obtained the following results (table 4). The results show that the self orientation and collective oriented fund-raising ads, the mediating effect of interpersonal emotion perception significantly, confidence intervals were Bootstrap (0.1322, 0.4096) and (0.2271, 0.5348) are not 0 included. However, in the direct effect analysis, the confidence interval of self orientation and collective orientation does not contain 0. Therefore, the information framework plays an important role in regulating the whole model.

### Table 4. An empirical study on the mediating effect of information frame on moral support

<table>
<thead>
<tr>
<th>Effect category</th>
<th>variable</th>
<th>Effect value</th>
<th>SE</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct effect</td>
<td>Self oriented</td>
<td>0.3196</td>
<td>0.1162</td>
<td>0.0065</td>
<td>0.904</td>
<td>0.5489</td>
</tr>
<tr>
<td></td>
<td>Collective orientation</td>
<td>0.4477</td>
<td>0.1440</td>
<td>0.0022</td>
<td>0.1637</td>
<td>0.7317</td>
</tr>
<tr>
<td>Indirect effect</td>
<td>Self oriented</td>
<td>0.2517</td>
<td>0.0691</td>
<td></td>
<td>0.1322</td>
<td>0.4096</td>
</tr>
<tr>
<td>Collective orientation</td>
<td>0.3729</td>
<td>0.0778</td>
<td>0.2271</td>
<td>0.5348</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
<td>--------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mediating effect</td>
<td>0.1212</td>
<td>0.0716</td>
<td>0.0017</td>
<td>0.2903</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. RESEARCH DISCUSSION

This study is based on frame theory and self reference theory, using the method of random experiment, analysis of the collective oriented information framework and personal guidance information under the framework of different advertising emotional appeal, and personal public choice of the project participants, the donation will affect the voluntary participation, willingness and moral support willingness. Results show:

(1) for the entire experimental sample, choose to support interpersonal emotional appeal participants showed higher willingness to participate in voluntary, in short, preference interpersonal emotional appeal advertising individuals, their willingness to participate in public welfare projects is more intense, more willing to pay the time and cost for the project.

(2) in the framework of information oriented individual situations, individuals were more likely to choose interpersonal emotional appeal advertising commonweal project, and in the collective oriented framework scenario, individual participants tend to be negative emotional appeal of the public welfare projects, information framework and relational self construal has interaction effect in the emotional appeal of project selection.

(3) under the stimulation of the relational self construal, the individual participants in the individual oriented situation, due to the emergence of cognitive conflict, choose the number of interpersonal emotional appeal of public welfare projects decreased sharply, and the difference was significant. The relational self construal has the covering effect on the interpersonal emotional appeal preference under the personal guidance framework. While in the collective oriented situation, the number of individual participants to choose interpersonal emotional appeal of public welfare projects increased.

(4) the role of interpersonal emotional perception of the relationship between advertising effectiveness perception and donation intentions play a mediator, and has partial mediating effects on the advertising effect between perception and willingness to participate in voluntary and moral support willingness. The mediating effect of perceived negative emotion perception on the willingness to donate, willingness to participate, and willingness to support moral will not be established.

(5) the collective and individual oriented information framework plays a moderating role in the interpersonal emotion perception, the perceived effect of advertising and the willingness of moral support. The collective oriented information framework is helpful to improve people's moral support.

This study reveals the influence mechanism of advertising persuasion strategy by comparing the effects of the combination of cognitive information and emotional information on individual public participation behavior. For practitioners of micro public welfare for the fund-raising advertising design, if the advertising content will use emotional information and cognitive information combined, can consider the combination of collective oriented information and negative affective factors, combined with personal information oriented and interpersonal emotional factors, in order to obtain a strong emotion perception, thus promoting the individual volunteer participation, donation and moral behavior.

At the same time, the value orientation information should be maintained in the micro public donation advertising. For example, in the advertising of the individual oriented framework, it is necessary to avoid the information about the relational self construal. That is the leading language when advertising information, “your help will help to reduce the” desert region of Alashan Province in order to emphasize the public participant personal contribution information, should be avoided in a content description similar to "the quality of our lives depends on others welfare contribution" to highlight the relationship between individuals and others of the importance of information, in order to avoid because of cognitive conflict, resulting in reduced decline and willingness to participate in the donation amount. Refer to figure 4 for specific research models.
6. RESEARCH LIMITATIONS AND RESEARCH PROSPECTS

This study reveals the negative emotions and interpersonal emotional appeal strategy using the strategy that micro public welfare donation boundary, advertising persuasion effect for advertising effects -- emotion perception behavior intention "in the psychological mechanism of the individual level, and draw some interesting conclusions, but the study is still limited. For example, we only consider the influence of emotional information and value oriented information on the behavior of individual public participation, but there is no discussion about whether the rational logic information can enhance the value of information.

In addition, the social norm theory, has the function of shaping the cognition of social norms, the basic function is to accept the influence of social actors, the establishment of social culture and individual cognitive level, is conducive to the promotion of social members to achieve common goals and take concerted actions (Gao, 2012). Therefore, the follow-up study can be considered from the social norms of advertising information analysis, to explore the impact of different advertising information on the individual public welfare participants differences.

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