



Evaluating the role of Shock Advertising within the charitable marketing context in creating the Targeted Behavioral Responses by using the AIDA model

An Applied Study on Donors in Al Gharbia Governorate

Extracted research from Master thesis of Business Administration

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Evaluating the role of Shock Advertising within the charitable marketing context in creating the Targeted Behavioral Responses by using the AIDA model

An Applied Study on Donors in Al Gharbia Governorate

Kareem Mourad; Dr. Abdelaziz Ali Hassan and Dr. Lamees Mohsen Al Agamy

Abstract

This research aims to investigate the role of shock advertising in social marketing, specifically in the context of charity marketing in Gharbia Governorate. The paper adopted the deductive approach, and the method of quantitative analysis as the research methodology. The instrument utilized for data collection was the questionnaire. Consequently, 389 usable questionnaires were collected electronically through social media channels from donors in Gharbia Governorate. The data was then analysed using SPSS 27 and R. An advertisement by ahl masr hospital for burn victims was chosen for the current research after conducting a pre-test designed to ensure that the most appropriate ad was selected.

The findings reveal that shock advertising has a significant positive impact on the Behavioral Responses of the AIDA model. Also, research findings revealed that all shock advertising dimensions have a significant positive impact on the behavioral responses of the AIDA model. The findings show a significant impact of negative emotions on and expectancy on attention, interest, desire and action. Some practical recommendations were presented at the end of the research.

Keywords: Shock Advertising, AIDA model, social marketing, Charity marketing.

Introduction

Poverty, homelessness, lack of clean water, starvation, disease and lack of basic medical prevention and treatment are just some of the many social inequities millions of people experience it every day. A common socially desirable goal is to aid the victims of the above social inequalities who have very little opportunity for reparation without the generosity and social responsibility that social marketers provide (Allred and Amos, 2022).

Nonprofit organisations are often facilitators of behavior and social change in communities and rely on funding and volunteers to support their programs and services (Dahl et al., 2003). In essence, they rely on fundraising activities as an essential marketing activity. What does it take to get an advertisement noticed? For many advertisers, the answer is shock (Dahl et al., 2003).

The use of shock advertising has a long history both in the commercial and the non for profit sectors, but its use is more acceptable by the people in the nonprofit sector than in the commercial sector following the rule that the end justifies the means (Perry et al., 2023; Banyte et al., 2014).

The use of shock advertising within the philanthropic sector emphasises the tragic circumstances within which the people whom the organisations are striving to help are in, and the tragic things that will happen to them without the support of society, and it is increasingly popular in advertising in the philanthropic context (Jansen, 2015; Cockrill and Parsonage, 2016).

Previous studies have also suggested that culture plays a role in the acceptability and effectiveness of shock advertising and that the effectiveness could differ in different countries (Engelbart et al., 2017; Auxtova and Munzel, 2014; Aung and Inn, 2019). The purpose of this research is to investigate the effectiveness of shocking advertisement content in the context of charitable marketing using the AIDA model.

1. Research Gap

The past studies revealed the conflicting results concerning the impact of shock advertising on the targeted behavioral responses, as some found that this appeal increases attention and might increase the willingness to act or even actual behavior (Dahl et al., 2003 ; Akhter et al., 2021 ; Rivera, 2012 ; Magera and Kaddoura, 2020 ; Yan and Chapa, 2018). But on the other hand, other studies found that shock advertising is ineffective in eliciting those behavioral responses (Allred and Amos, 2022; Urwin and Venter, 2014 ; Aung and Inn, 2019 ; Jansen, 2015).

Past studies pointed out that culture has an important role in determining the outcomes of using shock advertising (Engelbart et al., 2017; Auxtova and Munzel, 2014; Aung and Inn, 2019 ; Parry et al., 2013). Accordingly, the researcher concludes that previous studies have overlooked studying the effectiveness of shock advertising in the middle East, specifically in Egypt.

2. Research Problem and Questions

For the purpose of identifying the research problem, the researcher managed an exploratory study by randomly interviewing people who have reported a history of donating to charitable causes about their attitude towards shock advertising. The exploratory study has been conducted from March 23rd to April 7th 2023.

The researcher sent a questionnaire containing a link to a shock advertisement and some open-ended questions to randomly selected 15 respondents.

The exploratory study revealed the following:

- 100% of the respondents found the advertisement shocking.
- 80% reported that they found the advertisement unique.
- 80% found the advertisement successful in convincing them of the importance of supporting the charitable cause depicted in the advertisement.

Based on the previous discussion, the researcher concludes that:

1- Due to the fact that shock advertising isn't a main stream tactic, people still find it shocking, as shown by the consensus of the respondents finding the advertisement shocking and most of them finding it unique. .

2- The shock value did convince the viewers of the urgency of the cause and the importance of supporting it.

In order to address the research problem, the following five questions are asked:

- Q1. What is the nature of the correlation relationship between the research variables dimensions (shock advertising, the behavioral responses of the AIDA model)?
- Q2. What is the impact of the dimensions of shock advertising (expectancy, negative emotions) on the behavioral responses of the AIDA model among donors in Gharbia Governorate?

3. Research Objectives

The research aims to find answers to its questions in order to solve the research problem. Research objectives are:

- O1. Determining the nature of the correlation relationship between the research variables dimensions (shock advertising, the behavioral responses of the AIDA model).
- O2. Measuring the impact of the dimensions of Shock Advertising (expectancy, negative emotions) on the behavioral responses of the AIDA model among donors in Gharbia Governorate.

4. Research Hypotheses

The research develops central five hypotheses based on previous studies in order to answer the research questions. These hypotheses are developed as follows:

- H1. There is a significant correlation between the research variables dimensions (shock advertising, behavioral responses of the AIDA model).
- H2. There is a significant impact of the dimensions of shock advertising on the dimensions of behavioral responses of the AIDA model among donors in Gharbia Governorate.

This hypothesis is divided into the following sub-hypotheses:

- H2a. There is a significant impact of expectancy on attention.
- H2b. There is a significant impact of negative emotions on attention.
- H2c. There is a significant impact of expectancy on interest.
- H2d. There is a significant impact of negative emotions on interest.
- H2e. There is a significant impact of expectancy on desire.
- H2f. There is a significant impact of negative emotions on desire.
- H2g. There is a significant impact of expectancy on action.
- H2h. There is a significant impact of negative emotions on action.

5. Literature Review

In civil society, social welfare is delivered not only through government agencies, but also through various nonprofit organizations. Both types of organizations attempt to build a humane society and coordinate humanitarianism activities in the interest of deprived people. Increased need for charitable support has necessitated that non-profit organizations seek out the most effective ways to communicate their causes to consumers (White and Pelozo, 2009).

To that end, the non-profit sector started using the marketing mix tools previously monopolised by the commercial sector in order to promote the welfare of society as a whole which is called social marketing. (Kotler and Lee, 2019) define social marketing as “a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behavior that benefits society (public health, safety, the environment, and communities) as well as the target audience”.

One of the most important tools that is crucial to social marketing is advertising which is defined by (Key and Czapski, 2017) as “A non-personal communication that is paid for and identified by a specific sponsor”.

Charity advertisements attempt to evoke sympathy for their cause. To this end, victims are pictured on charity appeals to elicit the responses that are believed to engender prosocial behavior (Small and Verrochi, 2009).

One of the most common ways for charitable organizations to promote their cause is by employing emotional appeals in their advertising. In particular, negative emotional appeals (Septianto and Tjiptonob, 2019). Social marketers employ negative emotional appeals to promote individually or collectively beneficial behaviors because they believe these appeals to be highly persuasive (Antonetti and Walker, 2015)

One of the negative emotional advertising appeals used by charity organizations is shock advertising which is defined by (Dahl et al., 2003) as an advertising appeal that deliberately surprises and worries the target audience by means of breaching aesthetic and social standards.

The purpose of this research is to investigate the effectiveness of shocking advertisement content in the context of charitable marketing on the targeted behavioral responses using the AIDA model which consists of 4 stages namely, attention, interest, desire and action.

5.1 Shock Advertising

The source of shock in a shock advertisement resides either in the advertised product itself or emotional appeals used in the image i.e. what is being advertised and how the advertisement is executed. shocking products as those which are offensive, embarrassing, and socially unacceptable, the ones which are not discussed or demonstrated openly due to social and moral norms established in society. Meanwhile the analysis of shocking emotional appeals outlines disgusting images, sexual references, profanity and obscenity, vulgarity, aggression, etc. (banyte et al., 2017).

Javed and Zeb (2011) defined shock advertisement as an advertisement that suddenly grabs viewer's attention by creating a buzz, it may be violating moral or social norms, customs or beliefs and traditions or culture.

Dahl et al. (2003) defined shock advertising as" an attempt to surprise an audience by deliberately violating norms for societal values and personal ideals" And they also stated that there are seven kinds of shocking appeals that marketers may use to shock the viewer:

- (1) Disgusting images including scenes containing orifices, body parts, blood, gore, disease, death or bodily harm and parasites
- (2) Sexual references to sexual acts, nudity, or masturbation
- (3) Obscenity and profanity by making use of rude gestures, racial epithets or swears words
- (4) Vulgarity which applies to crude, lacking sophistication and distasteful scenes or images e.g. nose picking or farting
- (5) Indecency and impropriety which are, in other words, violations of etiquette and social Decency
- (6) Moral offensiveness caused by images and scenes depicting innocent animals and people being harmed, uncalled-for violence or sex, using figures to provoke violence such as Hitler or Stalin, unfair behaviors or usage of children in uncomfortable settings such as sexual contexts
- (7) Cultural and religious taboos where cultural spiritual and religious symbols or people are used inappropriately or made fun of.

5.1.2 The Dimensions of Shock Advertising

Ang and Low (2000) described shock advertising as an appeal that combines unexpectedness and negative emotions. Examples include campaigns on smoking, AIDS, and drunk driving. These ads are unexpected and carry negative feelings. An antismoking ad may graphically show the harmful effects of smoking on one's lungs.

- **Expectancy**

According to Javed and Zeb (2011), many advertisements that suddenly grab our attention due to the presence of an unexpected factor. This unexpected factor is the main ingredient that turns a normal advertisement into shock advertisement.

According to Ang and Low (2000), the unexpected factor is based on novelty, a divergence from the norm and a sense of uniqueness or originality. In other words, a creative stimulus is something that is not expected from previous information

According to Berlyne (1971), an unexpected stimulus creates an arousal that initially causes tension, which in turn motivates individuals to resolve the unexpectedness by engaging in greater cognitive elaboration. This elaboration consists of increased processing effort to encode the unexpected information. Therefore, in advertisements with unexpected information, consumers engage in greater cognitive elaboration compared to advertisements with expected information.

According to Dahl et al. (2003), The primary objective of an advertisement is to gain attention of its viewer and shock advertisements are fulfilling this objective by surprising the viewers. This surprise created by the violation of norms, it can be disobedience of law or custom, going against moral or social code or things that outrage the moral or physical senses.

- **Negative emotions**

The second determinant of shock advertising according to (Ang and Low, 2000) is negative emotions, as they stated that besides expectancy, the effect of cognitive elaboration is also affected by the emotional content of the unexpected information. According to them, emotional content from an advertisement generates an effective response that impacts attitudinal responses and determines ad effectiveness. negative feelings associated with an unexpected stimulus are likely to be more intense.

According to Williams (2009), shock advertisements work because the message they are conveying is imprinted in a person's consciousness so deeply that he is eventually forced to act upon it. Shock advertisements are successful because the advertiser has found the weakest nerve of his viewers, and that is their emotions and fear.

The use of shock advertising within the philanthropic sector emphasises the tragic circumstances within which the people whom the organisations are striving to help are in, and the tragic things that will happen to them without the support of society, and it is increasingly popular in advertising in the philanthropic context (Jansen, 2015; Cockrill and Parsonage, 2016).

The prevalence of negative emotions in charitable advertising depends on the use of raw and realistic images relating to the death or suffering of the victims (e.g. severe wounds) or to human misery and which are reinforced using dramatic slogans, statistics or other information (Chang and Lee, 2010; Dahl et al., 2003). This vivid style has attracted attention due to its persuasive efficacy (Albouy, 2017). Exposure to the distress or suffering of others generates a negative emotional experience marked by fear, sadness, shock and guilt (Albouy, 2017).

5.2 The AIDA model

In the current research, we will be evaluating the effectiveness of shock advertising by using the AIDA model, The AIDA model was developed to represent the stages a salesperson must take a customer through in the personal selling process.

This model depicts the buyer as passing successively through attention, interest, desire, and action. The salesperson must first get the customer's attention and then arouse some interest in the company's product or service. Strong levels of interest should create desire to own or use the product. The action stage in the AIDA model involves getting the customer to make a purchase commitment and closing the sale. To the marketer, this is the most important stage in the selling process, but it can also be the most difficult. Companies train their sales reps in closing techniques to help them complete the selling process (Belch and Belch, 2003). The AIDA model consists of 4 stages:

- **Attention**

In advertising, it is important to gain the attention of the consumers in order to break through the advertising clutter (Dahl et al., 2003) through the means of meaningful text and strong imagery (bani salama, 2019). Attention facilitates message comprehension and elaboration, enhances retention and influences behavior (Dahl et al., 2003).

- **Interest**

After gaining the attention of the target audience, the advertiser should work on how to get them interested in the advertisement's message. The advertiser should emphasize the importance of his products or services and use the proper symbols, text and imagery in the advertisement, alongside sufficient information about their products or services (bani salama, 2019).

- **Desire**

After getting the target audience's interest in the advertisement and in the information about the products or services that the advertiser promises to provide comes the third stage of the model, which is desire. In this stage, the advertiser doesn't just state facts about the products or services but rather works on improving the perceived utility and importance of the products or services in a direct or indirect way (bani salama, 2019). The goal in this stage is to influence the target audience emotionally in order to make them prefer the advertised products or services over others.

- **Action**

Actually, purchasing the product or service is the final stage of this model. This stage is also the hardest stage of the model as there are plenty of reasons that could interfere with the purchase decision after desire has been developed in the target audience, like not having enough money, or that people have other priorities or other unforeseeable circumstances which could delay the purchase or even cancel it (bani salama, 2019).

6. The Relationship between Research Variables

According to Dahl et al. (2003) Surprise is a key element in shock advertising, because it draws attention to the unexpected stimulus, thereby starting the processing of information. By drawing people's attention to an advertisement, surprise inspires further processing of the advertisement's content. And according to them, shocking content should elicit attention, stimulate message comprehension, elaboration and retention and eventually

influence behavior. This is in line with the results of the study by Akhter et al. (2021) as it was found that shock advertisements draw customer attention rather than conventional advertisements as the interviewees respond positively towards this appeal.

According to Urwin and venter (2014) shock can be measured on a basis of high and low on a scale. It was found that in order for a shocking advertisement not only to attract consumers' attention but also to change their thinking, strong emotional reactions should be triggered.

Empirical tests in the research by Rivera (2012) also revealed that shock appeal was found to be effective in encouraging subjects to remember advertising information and to engage in message relevant behavior, this result was in line with the findings of (Halvadia et al., 2011) which pointed out that Shocking communications can have positive effects on attention, memory, and behavior. In the same logic, as per the previous literature, researcher developed hypothesis (1) as follows:

H1. There is a significant correlation between the research variables dimensions (shock advertising, behavioral responses of the AIDA model).

Shock advertising can be used around the globe to inform people and to cure many societal illnesses and they can help to reduce the number of harmful practices. Shock advertisements should expose some benefit to using the product, rather than using shocking content as an unrelated attention getting publicity stunt (Halvadia et al., 2021).

This is similar to the conclusions by Akhter et al. (2021) about shock advertisements that are aimed at risky behaviors such as risk taking and diseases and social disease. In shock advertisements, numerous disturbing social issues are included.

People are conscious of the surprise in the ad and create a positive impression of the solution. Such contents are useful for raising brand awareness. They also found that shock advertisement significantly raises the interest of the customer, but also the actual product. shock advertisements raise consumer interest dramatically and hold in mind for longer and heighten customer focus. The picture is more sustainable with shock and unconventional views. That is why shock advertisement is a reality that holds the consumer in mind for a long time to buy goods.

However, research done by Allred and Amos (2022) found that the distressing aspects of the shock image could activate the aversive motivation system. The activation of the aversive emotion system leads some people to focus on avoiding further negative emotions by removing themselves from the source of distress. The results of this study suggest that the aversive motivations may drive efforts to manage mood when exposed to disgust images.

A study conducted by Magera and Kaddoura (2020) revealed that the marketing professionals consider influencing behavior as the most important effect of a shock advertisement, for a purchase to be made or the advertisement to be shared. However, companies that have practical experience in using shock advertisements believe retention to be more important, to reside with the receiver and impact them for a long time.

As it is easier to remember an advertisement if it uses the shock appeal as it brings out emotions affiliated with fear, offensiveness and discomfort, which tend to leave an impact on the target audience. It is crucial that the advertisement can have a long term impact and be recalled later in time as certain products require thorough research before the purchase decision is taken. Which further highlights the importance for an ad to be remembered until the time of purchase (Magera and Kaddoura, 2020).

A study by Yan and Chapa (2018) found that there was a correlation between the emotional experience evoked by shock and the attitude towards the advertisement, which in turn translated to an affect on the attitude towards the brand and on intention to purchase.

In research by Akhter et al. (2021) shock advertisement was found to have a positive impact on a customer's behavior. Because the messages are relevant and affect the customer's nerves. And mentally, the message convinces the consumer to buy that kind of product.

According to Dahl et al. (2003) shock images are found to draw attention, facilitate memory, and trigger actual behavior as their experimental study demonstrated that it is possible for a shock appeal to have positive effects beyond initial attention. The shock appeal investigated in this study was effective at encouraging subjects to remember advertising information and to engage in message relevant behaviors.

However, if a solution to the problem is not presented in the advertisement and if the audience feels directly threatened by the danger, triggering fear might backfire and result in lower attention engagement, low recall, and low financial contribution (Jansen, 2015). Also, if excessively tragic visuals are used, the effect is reversed, giving a feeling of helplessness, cognitive rumination, and reactance, thus reducing charitable giving.

The research of Aung and Inn (2019) found that shock advertising is effective in raising awareness of the causes that charitable organisation support and to raise the interest of the people about the causes, but it didn't make them more willing to donate or take action. In the same logic, as per the previous literature, researcher developed hypothesis (2) as follows:

H2. There is a significant impact of the dimensions of shock advertising on the dimensions of behavioral responses of the AIDA model among donors in Gharbia Governorate.

This hypothesis is divided into the following sub-hypotheses:

H2a. There is a significant impact of expectancy on attention.

H2b. There is a significant impact of negative emotions on attention.

H2c. There is a significant impact of expectancy on interest.

H2d. There is a significant impact of negative emotions on interest.

H2e. There is a significant impact of expectancy on desire.

H2f. There is a significant impact of negative emotions on desire.

H2g. There is a significant impact of expectancy on action.

H2h. There is a significant impact of negative emotions on action.

7. Conceptual Framework for the Relationships between Research Variables:

Based on the literature and the research hypothesizes, the researcher was able to construct the conceptual framework for the relationships between research variables as follows:

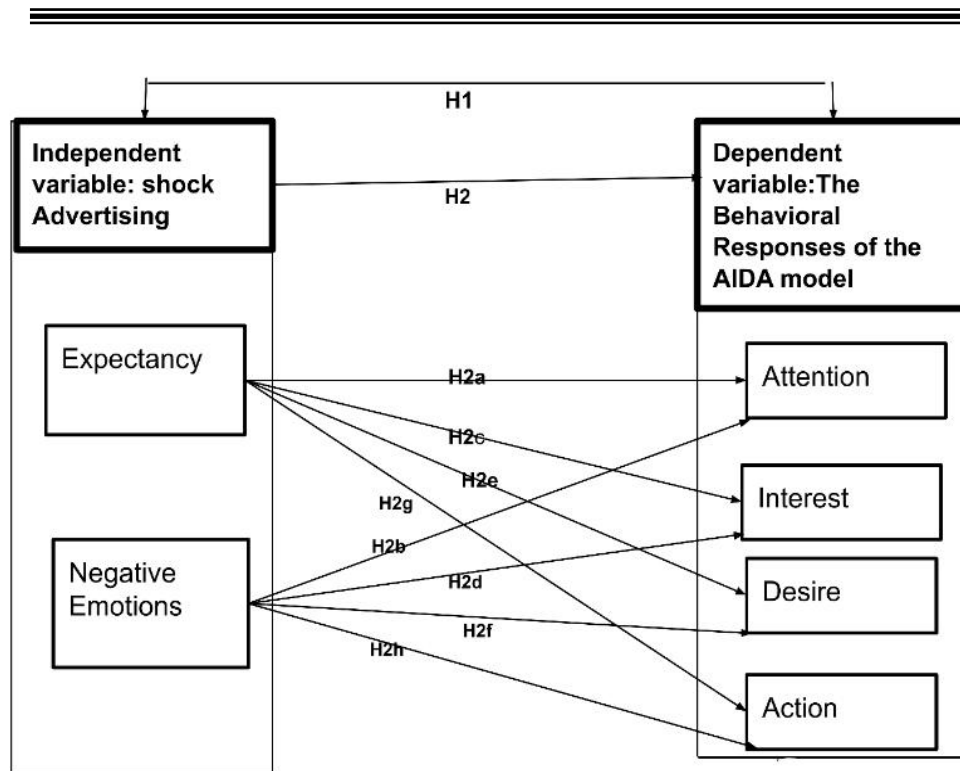


Figure (1). Conceptual framework for the relationships between research variables

8. Research Methods

This research employed quantitative research methods to collect data from the targeted sample. Johnson and Onwuegbuzie (2004) emphasized that quantitative research methods have a significant advantage in that they guarantee the generalization of findings to the population by using a random sample. The quantitative methods include developing hypotheses to guide statistical testing, using instruments to adequately measure the study variables, collecting data, and then statistically analyzing the data to test the hypotheses (Creswell, 2014).

9. Research Design

Research design is defined as the overall plan for how you will answer your research questions. It encompasses the research purpose, data collection sources, the approaches used to define the sample, the techniques employed to collect data, and data analysis methods (Saunders et al., 2009). According to Saunders et al. (2009), research purpose is categorized into three categories: descriptive, explanatory, and exploratory. The current research is explanatory in nature, attempting to explain the causal relationship among the research variables.

10. Data Collection

The researcher created an electronic version of the questionnaire using Google Forms. This version was distributed to donors in Gharbia through Facebook Groups, Facebook Pages, and WhatsApp Groups. 389 donors responded to the questionnaire, all of which were statistically valid and free of missing data.

11. Designing the Questionnaire

The current research employed a closed-ended, structured questionnaire in which a number of predefined alternative answers were presented, from which respondents must select one answer from a specific set of answers (de Vaus, 2014; Fink, 2012).

The questionnaire included a cover letter and two major parts. Part One had five sections, while Part Two had the demographics. Part one began with a closed-ended yes or no question to determine whether the respondent had a history of donating. If the answer was "no," he or she was thanked, and the questionnaire was closed. If his or her response was "yes," we will proceed to the next section.

In the second section of the first part and up to the fifth section, the elements measuring research variables were Likert Five Scale sentences. They were closed ended responses in which the respondent was able to select between —Strongly Disagree" to "Disagree", "Undecided", "Agree", or "Strongly Agree. (1) Point was given to the answer —Strongly Disagree, (2) refers to —Disagree, (3) refers to —Un-decided, (4) refers to —Agree, and (5) refers to —Strongly Agree.

12. Variables Measurement

In this section, the researcher presents the constructs measures used in this study. The independent variable, Shock Advertising includes Expectancy and Negative Emotions. In addition, the dependent variable is the Behavioral Responses of the AIDA model. The constructs in this study are measured using a five-point Likert scale, with options ranging from "5= strongly agree" to "1= strongly disagree."

- **Shock Advertising**

Electronic customer relationship management was measured by a construct which involves 13 items adopted from (Albouy, 2017;Ang and Low, 2000)..

- **Behavioral Responses of the AIDA model**

Behavioral responses of the AIDA model was measured using a 20-item scale based on Sleiteen(2016) which is categorized into attention, interest, desire and action)

13. Population and Sampling

The population of the present research is all donors in Gharbia Governorate.

14. Sampling Unit

The sampling unit in the present research is the donor in Gharbia Governorate.

15. Sampling Frame

In the present research, the sampling frame is unknown, as there is no calculated list of target population details.

16. Sample Size

Cochran's formula (1963) is usually used in a situation where the population size is too large (or infinite) or unknown. It is used to calculate the sample size of a qualitative variable in prevalence or cross-sectional studies. The significance level was set at 0.05

$$n = z^2 \cdot [p \cdot q] / d^2$$
$$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$$

17. Sampling Technique

If there is no list of the population, you can use non probability sampling, such as systematic sampling, purposive sampling, quota sampling, snowball sampling, etc. Just go through Judgment sampling, Quota sampling and Snowball sampling methods. Snowball sampling is usually used in cases where there is no calculated list of target population details.

18. Validity

Validity is one of a good research instrument's most important feature. In accordance with Bell et al., (2022), validity refers to an instrument's ability to measure. More specifically, validity reveals the degree to which a particular variable is correctly assessed.

19. Content Validity

The initial questionnaire was directed to a group of academic experts. This group consists of three professors from Mansoura University⁽¹⁾ who are specialized in business management. Moreover, the questionnaire was also delivered to five doctoral students to assess how they understood it. Firstly, they established that the questionnaire's items directly match the constructs intended to be measured. Secondly, they necessitate the reshaping of some items to make them clearer and more understandable to potential respondents. They also gave some recommendations concerning the format of some questions that were misunderstood, ambiguous, and required refining. Finally, the researcher utilized these comments and developed a more accurate, reasonable, and clear questionnaire form.

20. Construct Validity

There are two sub-types of construct validity: convergent validity and discriminant validity. Convergent validity shows how closely the construct's items are related. Average variance extracted (AVE) is used to evaluate convergent validity, according to Hair et al., (2010). The total amount of variation in the items that account for a construct is referred to as the AVE. On the other hand, discriminant validity expresses the degree to which each construct is distinct from other related constructs (Tarling, 2008). Discriminant validity is defined as the square root of the AVE that must exceed the relationship between constructs, according to Fornell and Larcker (1981).

- **convergent validity**

The output value from the convergence validity is the load factor of the latent variable and its indicators. Expected value >0.7 . However, a load factor value of 0.5 is considered sufficient for the development of research instruments and the construct development stage (Hair et al., 2017). The results of table (1) below show that all of the questionnaire items are in the range of 0.7-0.9 so that convergent validity is met and they can be used as indicators of each variable.

Table (1). confirmatory factor analysis test results.

Dimensions	Questions	Factor loading	Type	P-value
Expectancy	Q1	0.809	Reflective	<0.001
	Q2	0.863	Reflective	<0.001
	Q3	0.848	Reflective	<0.001
	Q4	0.867	Reflective	<0.001
	Q5	0.876	Reflective	<0.001
Negative emotions	Q6	0.833	Reflective	<0.001
	Q7	0.828	Reflective	<0.001
Negative emotions	Q8	0.828	Reflective	<0.001
	Q9	0.777	Reflective	<0.001
	Q10	0.761	Reflective	<0.001
	Q11	0.732	Reflective	<0.001
	Q12	0.777	Reflective	<0.001
	Q13	0.792	Reflective	<0.001
Attention	Q14	0.868	Reflective	<0.001
	Q15	0.899	Reflective	<0.001
	Q16	0.864	Reflective	<0.001
	Q17	0.824	Reflective	<0.001
	Q18	0.803	Reflective	<0.001
Interest	Q19	0.810	Reflective	<0.001
	Q20	0.681	Reflective	<0.001
	Q21	0.880	Reflective	<0.001
	Q22	0.870	Reflective	<0.001
	Q23	0.849	Reflective	<0.001
Desire	Q24	0.838	Reflective	<0.001
	Q25	0.865	Reflective	<0.001
	Q26	0.832	Reflective	<0.001
	Q27	0.805	Reflective	<0.001
	Q28	0.826	Reflective	<0.001

Furthermore, convergent validity is also measured by (AVE), in which the value can be accepted if it is higher than 0.5. Further, the reliability of the measurement model was measured using both Cronbach’s alpha and Composite Reliability (CR). Table (2) summarizes all the factors used to assess model validity.

- **discriminant validity**

A value that can be used to test the validity of the discriminant is the AVE (Average Variance Extracted) value. It evaluates the correlation between variables in each configuration model. If the AVE value is greater than 0.5, the model is considered valid. The results of the WarpPLS output from this study, on the other hand, show that the AVE values for all variables are greater than 0.5. This shows that the load factor configuration values for all question variables in this study meet the requirements of the validity test. Other than that, the indicators for all configurations in this study are eminently correlated, see Table (2).

According to Table (2), the values of Cronbach’s alpha are higher than 0.6, which is accepted. Further, the values of AVE are greater than 0.5, and composite reliability values are higher than 0.6, which can be accepted according to Fornell & Larcker (1981). Furthermore, discriminant validity is assessed in Table (3). This table presents the correlations between the factors and the square roots of AVEs and also shows that the values of the square root of AVE are higher than the inter-construct correlations (Fornell & Larcker, 1981). Therefore, discriminant validity is achieved. Finally, the measurement model has satisfied all factors used to assess validity and reliability.

Table (2). Discriminant validity indicators.

Dimensions	Cronbach’s alpha	Average Variance Extracted	Composite Reliability
Expectancy	0.906	0.727	0.930
Negative emotions	0.915	0.627	0.931
Attention	0.905	0.726	0.930
Interest	0.877	0.674	0.911
Desire	0.890	0.695	0.919
Action	0.903	0.721	0.928

Table (3). Construct Correlations and Square Root of Average Variance Extracted.

	Expectancy	Negative Emotions	Attention	Interest	Desire	Action
Expectancy	0.853	0.781	0.750	0.751	0.723	0.598
Negative Emotions	0.781	0.792	0.776	0.766	0.708	0.579
Attention	0.750	0.776	0.852	0.824	0.778	0.599
Interest	0.751	0.766	0.824	0.821	0.766	0.626
Desire	0.723	0.708	0.778	0.766	0.834	0.692
Action	0.598	0.579	0.599	0.626	0.692	0.849

21. Reliability

Reliability refers to the ability of a questionnaire to produce the same results if administered after a set length of time but under the same conditions. As a result, reliability becomes a general indicator of the consistency of the questionnaire measure (Postlethwaite, 2005). Cronbach's alpha is the most commonly used measure to evaluate scale reliability; internal consistency can be estimated, and the questionnaire is considered reliable if the value of Cronbach's alpha is greater than or equal to 0.7 (Hair et al., 2010).

One of the most widely used indicators of reliability is the value of corrected item-total correlations, which show how strongly each item on the scale is related to other items. When the corrected item-total correlation is greater than or equal to 0.3, the Cronbach reliability test indicates that there is good internal consistency (Pallant, 2007). The following table shows that the value of the corrected item-total correlation for all items lies above 0.3, which constitutes good internal consistency.

The researcher directed the questionnaire to a sample of 41 respondents, who were required to complete it through a Google Form on the Internet. The responses were utilized to assess the validity and reliability of the questionnaire. The results of both Cronbach's alpha and corrected item-total correlation for each construct are summarized in the following table:

Table (4): Corrected Item-Total Correlation and Cronbach's Alpha for all Variables

Dimensions	Questions	Item Total correlation	Cronbach's alpha if items deleted	Cronbach's alpha
Expectancy	Q1	0.48	0.82	0.81
	Q2	0.73	0.76	
	Q3	0.69	0.77	
	Q4	0.65	0.77	
	Q5	0.79	0.74	
Negative emotions	Q6	0.84	0.81	0.85
	Q7	0.70	0.83	
	Q8	0.73	0.82	
	Q8	0.73	0.82	
Attention	Q14	0.50	0.85	0.84
	Q15	0.85	0.77	
	Q16	0.80	0.78	
	Q17	0.87	0.76	
	Q18	0.54	0.85	
Interest	Q19	0.63	0.70	0.77
	Q20	0.69	0.67	
	Q21	0.61	0.68	
	Q22	0.64	0.68	
	Q23	0.47	0.73	

Cont. Table (4)

Dimensions	Questions	Item Total correlation	Cronbach's alpha if items deleted	Cronbach's alpha
Desire	Q24	0.63	0.70	0.74
	Q25	0.69	0.67	
	Q26	0.61	0.68	
	Q27	0.64	0.68	
	Q28	0.47	0.73	
Action	Q29	0.70	0.79	0.82
	Q30	0.52	0.84	
	Q31	0.71	0.78	
	Q32	0.76	0.79	
	Q33	0.66	0.74	

For the independent variable shock advertising, the Cronbach's alpha is 0.81, 0.85 for its two dimensions respectively (expectancy, negative emotions) which means high level of reliability. For the dependent variable the behavioral responses of the AIDA model the Cronbach's alpha is 0.84, 0.77, 0.74 0.82 for its four dimensions respectively (attention, interest, desire, action) which represents a good indicator of the reliability of this construct. Additionally, the value of the item- total correlation of all items exceeds 0.3 which constituted good internal consistency.

22. Stimulus Materials

In order to identify the most fitting advertisement for the research purposes, a pre-test was conducted in which 3 advertisements were shown to a group of people who were then asked to choose the advertisement that shocked them the most. An advertisement by "ahl misr" burn victims hospital was eventually selected.

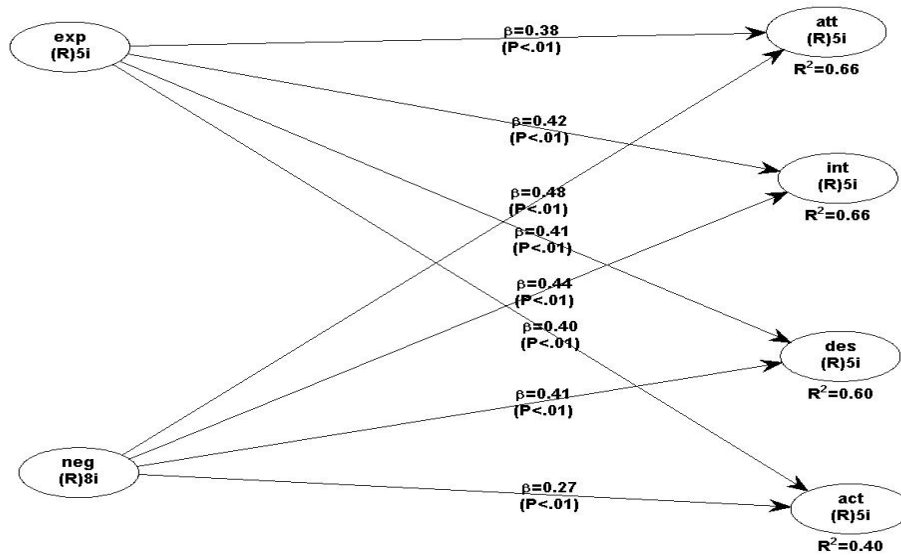
23. Description of the Sample

This section outlines the characteristics of the sample concerning the donors, gender, age and education. These characteristics are presented in Table 2:

Table (5). Description of the sample of donors (N=389).

Demographic characteristics		Frequency	Percentage	Cumulative percentage
Gender	Male	235	59.19%	59.19%
	Female	162	40.81%	100%
Age	Lower than 30 years old	256	64.48%	64.48%
	From 30 years old to lower than 40 years old	102	25.69%	90.18%
	From 40 years old to lower than 50 years old	36	9.07%	99.24%
	From 50 years old to lower than 60 years old	3	0.76%	100%
	Older than 60 years old	0	0%	100%
Education level	Lower than university	37	9.32%	9.32%
	Higher Education	286	72.04%	81.36%
	Postgraduate studies	74	18.64%	100%

24. Model of Hypothesis Testing Results



25. Evaluation of the Structural Model (Inner Model)

Evaluation of the structural model (inner model) includes model fit tests, R^2 and Q^2 . Before testing the path factor and the significance of R^2 , it is required to run a model fit test.

25.1 Model Fit Test

The model fit test is conducted to ensure if the model fits the data. The model fit test has three indicators: Average Path Coefficient (APC), average R-squared (ARS), and average variance factor (AVIF), with a p-value of <0.05 and an AVIF of <5 . The model accuracy test in this study aims to prove that the proposed and constructed model is appropriate. Table 6, on the other hand, shows the output results and rules of thumb for WarpPLS. These results indicate that each indicator passed the model fit test.

Table (6). Model Fit Testing.

Model Testing	Value	Rule of thumb	Conclusion
Average path coefficient (APC)	0.401 P<0.001	P< 0.05	Model fit
Average R-squared (ARS)	0.580 P<0.001	P< 0.05	Model fit
Average adjusted R-squared (AARS)	0.578 P<0.001	P< 0.05	Model fit
Average block VIF (AVIF)	2.629	Ideally >3.3	Model fit
Average full collinearity VIF (AFVIF)	3.425	Acceptable if <5	Model fit
Tenenhaus GoF (GoF)	0.635	Large>0.36	Model fit
Sympson's paradox ratio (SPR)	1.000	Ideally = 1	Model fit
R-squared contribution ratio (RSCR)	1.000	Ideally = 1	Model fit
Statistical suppression ratio (SSR)	1.000	Acceptable if <0.7	Model fit
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	Acceptable if <0.7	Model fit

25.2 R² and Q² Analysis

The higher the R-squared value, the better the model. The results of this test show R-squared values of 0.657, 0.664, 0.600 and 0.400 which means that 67.7%, 66.4%, 60% and 40% of the variance of the endogenous constructs can be explained by the hypothesized constructs that can affect it. While the rest is explained by other variables outside of this study.

The results of Q² in this study showed a value of 0.655, 0.662, 0.597 and 0.398 (greater than 0). It means that this research model shows good predictive validity. The predictions made by the research model are considered relevant.

Table (7). Coefficient of Determination.

	R ²	Q ²
Attention	0.657	0.655
Interest	0.664	0.662
Desire	0.600	0.597
Action	0.400	0.398

26. Testing the research hypotheses

H1: There is a significant correlational relationship between the dimensions of Shock Advertising and the dimensions of the Behavioral Responses of the AIDA model.

In order to test this hypothesis, the researcher used the Pearson Correlation Coefficient In statistics, the Pearson correlation coefficient (PCC), also known as Pearson's, the Pearson product-moment correlation coefficient (PPMCC), the bivariate correlation, or colloquially simply as the correlation coefficient, is a measure of linear correlation between two sets of data. It is the ratio between the covariance of two variables and the product of their standard deviations; thus, it is essentially a normalized measurement of the covariance, such that the result always has a value between -1 and 1.

As with covariance itself, the measure can only reflect a linear correlation of variables and ignores many other types of relationships or correlations. In this study, Pearson's correlation among variables' dimensions can be shown in table (8).

The results included in this table ensure a significant positive relationship among all dimensions for each variable. Additionally, the results ensure a significant positive relationship between shock advertising and the behavioral responses of the AIDA model (where $R = 0.84$). In addition, there is a significant positive relationship among both dimensions of shock advertising (represented in expectancy, negative emotions) and The behavioral responses of the AIDA model.

Therefore, H1, which represents the relationship among dimensions of the research variables (expectancy, negative emotions, attention, interest, desire and action), was totally accepted because of the significant positive relationship among all variables.

Table (8). Pearson correlation Matrix.

	Expectancy	Negative Emotions	Shock Advertising	Attention	Interest	Desire	Action	Behavioral Responses AIDA model
Expectancy	1							
Negative Emotions	0.78**	1						
Shock Advertising	0.92**	0.96**	1					
Attention	0.75**	0.77**	0.81**	1				
Interest	0.75**	0.77**	0.80**	0.82**	1			
Desire	0.72**	0.70**	0.84**	0.78**	0.76**	1		
Action	0.63**	0.58**	0.63**	0.60**	0.63**	0.69**	1	
Behavioral Responses AIDA model	0.80**	0.80**	0.84**	0.90**	0.90**	0.91**	0.83**	1

Hypothesis H2 (a-b-c-d-e-f-g-h) proposes that the dimensions of shock advertising have a direct impact on the dimensions of the behavioral responses of the AIDA model. Table (9) illustrates the results of testing these direct research hypotheses as follows:

Table (9). The results of testing direct relationships.

Hypothesis		Hypothesis direction		Estimate	P-value	Hypothesis result
H2	H2a	Expectancy	Attention	0.378	<0.05	Accepted
	H2b	Negative Emotions	Attention	0.477	<0.05	Accepted
	H2c	Expectancy	Interest	0.424	<0.05	Accepted
	H2d	Negative Emotions	Interest	0.438	<0.05	Accepted
	H2e	Expectancy	Desire	0.408	<0.05	Accepted
	H2f	Negative Emotions	Desire	0.411	<0.05	Accepted
	H2g	Expectancy	Action	0.400	<0.05	Accepted
	H2h	Negative Emotions	Action	0.269	<0.05	Accepted

According to Table (9), the researcher can conclude the results of the main second hypothesis and its sub hypotheses, where the second hypothesis examines the impact of the dimensions of shock advertising on the behavioral responses of the AIDA model among donors in Gharbia Governorate. So, the researcher can show the results as follows:

The result of the first sub-hypothesis (H2a):

It is clear that expectancy as one dimension of shock advertising has a significant direct positive impact on attention among donors in Gharbia Governorate (where $\beta = 0.378$ & $P < 0.05$). Consequently, the first sub-hypothesis is accepted.

The result of the second sub-hypothesis (H2b):

The results show that negative emotions as one dimension of shock advertising has a significant direct positive impact on attention among donors in Gharbia Governorate (where $\beta = 0.477$ & $P < 0.05$). Consequently, the second sub-hypothesis is accepted.

The result of the third sub-hypothesis (H2c):

The results indicate that expectancy as one dimension of shock advertising has a significant direct positive impact on interest among donors in Gharbia Governorate (where $\beta = 0.424$ & $P > 0.05$). Consequently, the third sub-hypothesis is accepted.

The result of the fourth sub-hypothesis (H2d):

The results suggest that negative emotions as one dimension of shock advertising has a significant direct positive impact on interest among donors in Gharbia Governorate (where $\beta = 0.438$ & $P > 0.05$). Consequently, the fourth sub-hypothesis is accepted.

The result of the fifth sub-hypothesis (H2e):

The analysis also pointed out that expectancy as one dimension of shock advertising has a significant direct positive impact on desire among donors in Gharbia Governorate (where $\beta = 0.408$ & $P < 0.05$). Consequently, the fifth sub-hypothesis is accepted.

The result of the sixth sub-hypothesis (H2f):

It was also indicated that negative emotions as one dimension of shock advertising has a significant direct positive impact on desire among donors in Gharbia Governorate (where $\beta = 0.411$ & $P < 0.05$). Consequently, the sixth sub-hypothesis is accepted.

The result of the seventh sub-hypothesis (H2g):

It is clear that expectancy as one dimension of shock advertising has a significant direct positive impact on action among donors in Gharbia Governorate (where $\beta = 0.400$ & $P < 0.05$). Consequently, the seventh sub-hypothesis is accepted.

he result of the eight sub-hypothesis (H2h):

And finally, the results show that negative emotions as one dimension of shock advertising has a significant direct positive impact on action among donors in Gharbia Governorate (where $\beta = 0.269$ & $P < 0.05$). Consequently, the eighth sub-hypothesis is accepted.

Based on the above results of the sub hypotheses, we can accept the main second hypothesis as follows H2: There is a significant impact of the dimensions of shock advertising on the dimensions of behavioral responses of the AIDA model among donors in Gharbia Governorate.

22. Discussion

This section reflects the research objective by discussing the impact of shock advertising on The AIDA model dimensions:

H1. There is a significant correlation between the research variables dimensions (shock advertising, behavioral responses of the AIDA model).

The study's findings revealed that there is a positive and significant relationship among all dimensions for each variable. Additionally, the results ensure a significant positive relationship between shock advertising and The behavioral responses of the AIDA model (where $R = 0.84$). In addition, there is a significant positive relationship among all dimensions of shock advertising (represented in expectancy and negative emotions) and The behavioral responses of the AIDA model (where $R = 0.80$ and 0.80 , respectively).

To the researcher's knowledge, there are no previous studies that have previously investigated this relationship.

H2. There is a significant impact of the dimensions of shock advertising on the dimensions of behavioral responses of the AIDA model among donors in Gharbia Governorate.

The findings show that all shock advertising dimensions have a significant positive impact on the behavioral responses of the AIDA model. This hypothesis is divided into the following sub-hypotheses:

H2a. There is a significant impact of expectancy on attention.

The study's findings revealed that expectancy has a significant direct positive impact on attention among donors in Gharbia Governorate (where $\beta = 0.378$ & $P < 0.05$). This finding agrees with: Aung and Inn(2019); Dahl et al.(2003); Cockrill and Parsonage(2016); Halvadia(2021) as those papers have also found the positive impact of shock advertising on attention.

H2b. There is a significant impact of negative emotions on attention.

The study's findings revealed that the negative emotions has a significant direct positive impact on attention among donors in Gharbia Governorate (where $\beta = 0.477$ & $P < 0.05$). This finding consistent with: Dahl et al. (2003); Allred and Amos(2022); (Albouy,2017); Halvadia(2021); Jansen(2015) who pointed out the effect of negative emotional elements in advertisements on attention .

H2c. There is a significant impact of expectancy on interest.

The study's findings revealed that expectancy has a significant direct positive impact on interest among donors in Gharbia Governorate (where $\beta = 0.424$ & $P < 0.05$). This finding disagrees with Dahl et al.,(2003); Akhter at al.,(2021) as their researchers also showed that the expectancy and novelty of an advertisement helps to raise the interest of the viewer.

H2d. There is a significant impact of negative emotions on interest.

The study's findings showed that negative emotions have a significant direct positive impact on interest among donors in Gharbia Governorate (where $\beta = 0.438$ & $P < 0.05$). This finding agrees with Dahl et al.(2003); Allred and Amos, (2018); Albouy(2017); Akhter at al.(2021).

H2e. There is a significant impact of expectancy on desire.

The study's findings revealed that expectancy has a significant direct positive impact on desire among donors in Gharbia Governorate (where $\beta = 0.408$ & $P < 0.05$). This finding agrees with: Jansen(2015); Akhter at al.(2021) who found that unique advertisements can build desire and intention to act better than advertisements that lack creativity.

H2f. There is a significant impact of negative emotions on desire.

The study's findings showed that negative emotions have a significant direct positive impact on desire among donors in Gharbia Governorate (where $\beta = 0.411$ & $P < 0.05$). This finding agrees with: Albouy,(2017); Jansen, (2015);Akhter et al. (2021) who conceded that negative emotions can give the impression that donating to the cause is urgent.

H2g. There is a significant impact of expectancy on action.

The study's findings showed that expectancy has a significant direct positive impact on action among donors in Gharbia Governorate (where $\beta = 0.400$ & $P < 0.05$). This finding agrees with: Dahl et al. (2003); Halvadia(2021) as those authors found that unexpected and unique advertisements ultimately perform well in eliciting action.

27. Theoretical Implications:

Since every social marketing campaign is primarily focused on increasing donations and support from the public, this study investigated the role of shock advertising on the behavioral responses of the AIDA model. Furthermore, the available literature lacked research on the relationship between shock advertising and the behavioral responses of the AIDA model. Numerous studies have also confirmed shock advertising's importance in other social marketing endeavors.

Furthermore, there hasn't been any research that has evaluated the efficacy of shock advertising in the charity marketing context in the Middle East as far as the researcher knows. Therefore, this study fills the above research gap and makes a significant contribution to the existing literature by conceptualizing and empirically examining the feasibility of shock advertising in the charity marketing context and its effect on the targeted behavioral responses.

28. Practical Implications

Based on the present research findings, the researcher summarized the practical recommendations in Table (10) as follows:

Table (10). Practical implications

Practical Recommendations		Notes for application
1. Shock advertising should be considered at the Awareness/Attention stage of the marketing funnel in social and charity contexts	Who?	Advertising agencies, in-house marketing departments
	How?	By creating ads that use shock imagery to convey the message
	When?	When there are too many social and charity advertisements airing, using shock imagery is a good way to get noticed ,especially when the organisations is new and people don't know it yet.
2. Shock advertising should be considered at further stages of the marketing funnel	Where?	Traditional media outlets and digital marketing channels
	Who?	Advertising agencies and in-house marketing departments
	How?	As shock advertising isn't just about getting awareness, the use of this tactic can be used to get potential donors further through the marketing funnel by adding a call-to-action in the shock advertisement.
	When?	When the competition for donations is getting too difficult, this tactic creates a sense of urgency that could lead to desired behavioral outcomes.
	Where?	Traditional media outlets and digital marketing channels can be used for

		remarketing the cause of the organisation.
3. Additional marketing efforts should be utilised in the conversation/Action stage of the marketing funnel	Who?	Marketing departments, marketing companies.
	How?	Advertising isn't enough to get donations, marketing experts need to pay attention to other useful tools of Integrated Marketing communications. Publicity and influencer marketing could be of benefit to the bottom line of the campaign.
3. Additional marketing efforts should be utilised in the conversation / action stage of the marketing funnel	When?	Additional efforts should be considered in both the marketing strategy and in contingency planning depending on the success of the marketing strategy.
	Where?	Traditional media outlets and digital marketing channels.

27. Limitations and Future Research

Although the present study has some useful theoretical and practical implications, it also has a few limitations that should be taken into consideration by researchers.

First, these research results are limited to the cross-sectional period in which the questionnaire was distributed to donors in Gharbia Governorate during the period from April to June 2024, which in turn did not provide any indicators about the changes in the research variables over time. As a result, future research can benefit from longitudinal studies to track the effects of shock advertising on behavioral responses over time.

Second, the present study used a sample from donors residing in Gharbia Governorate only, due to the time and cost constraints. As a result, the study indicated that future research should rely on a larger sample size.

Finally, it is worth mentioning that the investigation of the effectiveness of shock advertising in the Middle East is still in its infancy, especially when it is applied in the context of social marketing. Therefore, future research can investigate the effect of shock advertising in different countries within the region and compare the results to the present study.

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تقييم دور الإعلان الصادم في مجال التسويق الخيري في خلق

الاستجابة السلوكية المستهدفة باستخدام نموذج ايدا

دراسة تطبيقية على المتبرعين في محافظة الغربية

المستخلص:

تهدف الدراسة إلى معرفة دور الإعلان الصادم في مجال التسويق الخيري في خلق الاستجابة السلوكية المستهدفة لنموذج ايدا متمثلة في الإنتباه، الاهتمام، الرغبة والفعل.

تبنى البحث فلسفة المنهج الاستنتاجي، وطريقة التحليل الكمي كمنهج للبحث. كانت الأداة المستخدمة في جمع البيانات هي قائمة الاستقصاء، تم جمع ٣٨٩ استقصاء صالحاً للإستخدام من خلال مواقع التواصل الاجتماعي مثل جروبات فيسبوك واتساب من المتبرعين في محافظة الغربية. وتم تحليل البيانات إحصائياً من خلال برامج R و Y warp pls. وقع الاختيار على إعلان لمستشفى أهل مصر لعلاج الحروق لكي يمثل الإعلان الصادم من خلال دراسة استطلاعية عرضها اختيار انطب إعلان.

توصلت نتائج الدراسة إلى أن الإعلان الصادم يؤثر تأثير معنوي إيجابي على السلوكيات نموذج ايدا المستهدفة، كما توصلت إلى أن جميع أبعاد الإعلان الصادم تؤثر على جميع أبعاد السلوكيات المستهدفة لنموذج ايدا، حيث اتضح أن بُعدي الإعلان الصادم، المشاعر السلبية و الخروج عن المتوقع، يؤثران على الإنتباه والاهتمام والرغبة والفعل. تم عرض بعض المقترحات العملية في نهاية البحث.

الكلمات المفتاحية:

الإعلان الصادم، نموذج ايدا، التسويق الإجتماعي، التسويق الخيري