

Case Study of Emotion-Based Charitable Foundation Communication: Consumer Evaluation of Emotional Content Used in Digital Communication

This article analyses consumer evaluation of emotional content used in the digital communication of a charitable foundation. The theoretical part of the article discusses the influence of emotional content on consumer engagement in digital communication, the influence of emotional content on consumer behaviour and the use of emotional content in digital communication of non-profit organisations. After summarising theoretical insights, the article presents research results based on a quantitative public survey. The quantitative public survey is useful for the research to collect information and clarify respondents' behaviour, attitudes, awareness, opinions, and other information relevant to the research regarding the emotional content used by the charitable foundation in digital communication on the social network "Facebook", and to find out how such content influences consumer behaviour. The research results revealed that consumers evaluate the charity and support fund's emotional content as helping to shape societal moral norms, partially helping them feel part of the organisation's community, and partially providing personal added value. The content most evokes emotions in consumers due to the sensitivity of the topic being communicated. For the majority of respondents, the content used evokes negative emotions and primarily helps them understand the relevance of the issue of poverty. According to the evaluation of the majority of respondents, the emotional content used by the organisation did not encourage behavioural changes; however, those who were encouraged to change their behaviour began donating more and wasting less food.

Keywords: emotional content, consumer behaviour, digital communication, charitable foundation.

Šiame straipsnyje analizuojamas labdaros ir paramos fondo naudojamo emocinio turinio skaitmeninėje komunikacijoje vartotojų vertinimas. Straipsnyje teoriniu lygmeniu aptariama emocinio turinio įtaka vartotojų įsitraukimui skaitmeninėje komunikacijoje, emocinio turinio įtaka vartotojų elgsenai ir emocinio turinio naudojimas pelno nesiekiančių organizacijų skaitmeninėje komunikacijoje. Apibendrinus teorines įžvalgas, straipsnyje pateikiami tyrimo rezultatai, paremti kiekybine visuomenės apklausa. Kiekybinė visuomenės apklausa naudinga tyrimui siekiant surinkti informaciją ir išsiaiškinti respondentų elgseną, požiūrį, žinojimą, nuomonę ir kitą tyrimui svarbią informaciją apie labdaros ir paramos fondo naudojamą emocinį turinį skaitmeninėje komunikacijoje socialiniame tinkle „Facebook“ bei sužinoti, kaip vartotojai vertina tokį turinį. Tyrimo rezultatai atskleidė, kad vartotojai labdaros ir paramos fondo emocinį turinį vertina kaip padedantį formuoti visuomenės moralines normas, iš dalies padedantį jaustis organizacijos bendruomenės dalimi ir iš dalies suteikiantį asmeninę pridėtinę vertę. Turinys labiausiai sukelia vartotojams emocijas dėl komunikuojamos temos jautrumo. Naudojamas turinys didžiąjai daliai respondentų sukelia neigiamas emocijas bei geriausiai padeda suprasti skurdo problemos aktualumą. Organizacijos naudojamas emocinis turinys, didžiosios dalies respondentų vertinimu, elgsenos pokyčių nepaskatino, tačiau paskatintieji keisti elgseną pradėjo daugiau aukoti ir mažiau švaistyti maisto produktus.

Raktiniai žodžiai: emocinis turinys, vartotojų elgsena, skaitmeninė komunikacija, labdaros ir paramos fondas.

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Introduction

The mission of non-profit organisations is usually related to making a change in society. Whether it is helping the environment, people, or animals, organisations of this nature seek to help and, in many cases, initiate changes in people's behaviour. In the digital age, communication on social networks is a necessity for both profit and non-profit organisations. It is often said that if you are not in the public sphere, you do not exist at all. Digital communication helps to be and remain visible, relevant, showcase one's activities, and communicate with consumers, thereby implementing one's goals. However, practically everyone communicates in the digital space, so uniqueness and distinctiveness become extremely important accents. There are many ways to do this, but one of them is to use emotional content.

Emotions are described as sudden trouble, transient agitation caused by an acute experience of fear, surprise, joy, etc., as well as mental feeling or affection (e.g., pain, desire, hope, etc.) as distinct from cognitions or volitions (Cabanac, 2002) and episodic, relatively short-term, biologically based patterns of perception, experience, physiology, action, and communication that occur in response to specific physical and social challenges and opportunities (Moliner and Piermattéo, 2025). Emotional content is defined as content that, when used in communication, evokes various emotions in consumers, such as joy, fear, sadness, and others (Ali, 2025). In a broad sense, emotions are divided into negative and positive. The basic emotions are

sadness, happiness, fear, anger, surprise, and disgust (Cherry, 2022).

Emotional content is often more effective than informational content because it possesses qualities such as increasing consumer engagement, connecting the audience to the organisation's activities, initiating desired actions, and others. The benefits of emotional content are widely known and analysed in the context of profit organisations, but a lack of information is still noticeable in the context of non-profit organisations. This type of content is particularly useful for non-profit organisations due to the nature of their activities, as their work is based on solving social problems, and for the majority of society, these types of problems do not affect them personally; therefore, to make a positive change, it is important to make them relevant to consumers on a personal level.

For non-profit organisations, using emotional content in digital communication is useful for attracting attention, raising awareness of a problem, prompting consumer actions, and encouraging behavioural changes. However, in order to use emotional content effectively, it is important to understand how to use such content purposefully and persuasively.

The authors K. Oatley and J. M. Jenkins (1992) state that emotional signals often indicate intentions and changes in those intentions and are directly related to the influence exerted on human choices, actions, and interactions. Thus, in order to initiate the performance of desired actions – in the case of non-profits, increasing donation volumes, attracting volunteers, or spreading awareness about a social problem – it is important to understand the consumer responses and

evaluations that emotion-based communication triggers, to utilise such content strategically and produce the expected impact. Four studies conducted by A. Erlandsson, A. Nilsson and D. Västfjäll (2018) on the impact of positive and negative emotions in the context of non-profit organisation consumer behaviour revealed that attitude and the actual performance of actions are not identical factors, meaning that a positive attitude, e.g., towards content evoking positive emotions, does not necessarily lead to the performance of actions, such as donating to the organisation. The authors also state that a positive evaluation of the organisation does not determine the performance of real actions (Erlandsson et al., 2018). Understanding how consumers evaluate an organisation's communication is important because, according to S. Aeron and Z. Rahman (2023), previous studies highlight that the impact of emotions on evaluations, and simultaneously on behaviour, is significant. Since evaluation is directly related to consumer behaviour and emotions are subjective, it is significant to understand how consumers evaluate such communication in order to identify whether the latter promotes the desired impact. Furthermore, non-profit organisations often lack the resources to evaluate communication effectiveness, thus having limited opportunities to understand how content is understood and accepted. For this reason, the consumer evaluation of emotions-based communication will provide valuable insights into the audience's attitude, perception, acceptance of such content, and behavioural intentions. This leads to **the research problem**: how consumers evaluate the emotional content used

by a charitable foundation in digital communication.

The object of the research is the evaluation of emotional content used in the digital communication of a charitable foundation.

The aim of the research is to analyse how consumers evaluate the emotional content used in the digital communication of a charitable foundation.

The objectives of the research are as follows: (1) to theoretically define the influence of emotional content on consumer engagement in digital communication; (2) to theoretically distinguish the influence of emotional content on consumer behaviour; (3) to theoretically define the use of emotional content in the digital communication of non-profit organisations; (4) to prepare and justify research methodology; (5) to present the results of a quantitative public survey on the consumer evaluation of emotional content used in the digital communication of a charitable foundation.

Research methods. To address the research problem, a theoretical analysis of scientific literature was conducted. The empirical research employed a quantitative research method, namely a quantitative public survey.

The influence of emotional content on consumer engagement in digital communication

Organisations take public actions in the digital space, aiming to attract consumer attention, increase awareness, sell, receive donations or sponsors, and build a community. All the previously mentioned

factors have one common denominator – they require consumer attention. Now, when we face a large quantity of digital advertising products every day, brief attention or notice means nothing anymore. For the consumer to perform the desired actions, engagement is important.

As stated by R. Brodie, L. D. Hollebeek, A. Ilic and B. Juric (2011), in a fast-paced business environment, engagement is no longer just an add-on; it boils down to customer experience and value, thus receiving increasing attention in the academic world. Consumer engagement in the business context is defined as a tool intended to establish, maintain, and preserve relationships between the organisation and its customers (Garg, Ahlawat and Singla, 2021). Consumer engagement can also be described as a connection and a personal level of attachment to the organisation (Garg et al., 2021).

Although when speaking of consumer engagement, we usually mean business organisations, for non-profit organisations, consumer engagement is no less important, if not more so. The authors R. V. Klafke, P. M. Gomes, M. D. Junior, S. R. Didonet and A. M. Toaldo (2021) state that in scientific literature examining relationship marketing, the basis of consumer engagement becomes mutual interaction and dialogue (Brodie et al., 2019; Klafke et al., 2021), and consumer engagement is also influenced by their social background, which includes such psychological factors as altruism, empathy, values, morality, and others (Klafke et al., 2021). Emphasising the activity of non-profit organisations, which is based on seeking to make the lives of people, animals, or the environment better, and

based on the importance of consumer engagement for the organisation's activity, it is also important for NPOs to have a strong value proposition and engaged, goal-oriented leaders in order to earn the audience's trust and attract funds for their activities (Klafke et al., 2021). Also, just like profit-seeking organisations, NPOs operate in a competitive environment for donations, and, like R. V. Klafke et al. (2021) state, the pursuit of engagement from the consumer's perspective occurs through the presentation of information and provided services. In many cases, this type of information is based on emotional content due to the nature of the organisation's activities. Thus, by communicating about their mission and the results of that mission, these types of organisations expect direct consumer engagement (Klafke et al., 2021).

Authors A. Galiano-Coronil and J. J. MierTerán-Franco (2019) conducted a social marketing study in which they analysed the NPO marketing communication on the social networks "Twitter" (now known as "X") and "Facebook". The aim of the study was to find out which publications receive the greatest audience interest, or in other words, engagement. Content and correlation analysis were used to conduct the study; 3608 content units were analysed. The research objects were analysed from two sides. Firstly, the publication's goal was evaluated, as well as content quality through reactions, likes, comments, and shares. Additionally, consumer reaction to the content units was studied. One of the observations that arose after the study was that both social networks are perfectly suited for establishing relationships with the audience due

to their nature of operation (Galiano-Coronil et al., 2019). The results also revealed that informative messages are less effective than those that demonstrate the organisation's behaviour (Galiano-Coronil et al., 2019). Finally, the conclusion was reached that the aforementioned social networks are not being used to their full potential, as they mostly publish informational-type publications (Galiano-Coronil et al., 2019). A. Galiano-Coronil et al. (2019) also noted that few marketing tools that initiate actions, such as call to action and video clips, are used to encourage engagement, which, according to the authors A. Saleem, R. Mehmood, A. Taj, M. U. Khalid, A. Moiz, and A. Lakho (2024), being of a persuasive nature, greatly increase audience engagement, while being of an informational nature can even, on the contrary, diminish engagement.

The authors Z. C. Li, Y. G. Ji, W. Tao and Z. F. Chen (2021) also discuss that in NPO marketing communication studies, publication characteristics are examined, and engagement is often measured by quantitative data (likes, comments, shares, etc.). Z. C. Li et al. (2021) state that these characteristics also indicate different levels of engagement: clicking like requires far less desire, effort, or time than writing a comment or a caption to a share, in which emotional engagement is also active. It is also important to mention that cognitive engagement, arousal of attention, feedback, and social sharing are better stimulated by content based on emotion creation than by logical, reasoned information (Li et al., 2021).

The study conducted by authors Z. C. Li et al. (2021) on emotional content usage strategies on the social network

“Facebook” revealed that emotional content generates greater engagement in terms of the number of comments, likes, and shares; furthermore, posts evoking negative emotions received greater engagement. This is likely determined by the fact that content evoking negative emotions demonstrates the suffering of subjects, which non-profit organisations use to encourage action and empathy (Li et al., 2021). Finally, as the study showed, consumers begin to feel guilt if they take no action, or they feel empathy, which leads to a certain reaction (Li et al., 2021). Moreover, anger is also identified as a negative emotion, which is characterised by the initiation of sudden actions (Li et al., 2021).

J. A. Russell's (1980) theory of emotion dimensions also indicates that different trigger levels arise from different emotions felt: low arousal will cause relaxation, whereas high arousal will turn into the performance of actions. It is interesting that researchers who study NPO communication mainly describe it as one-way (Enjolras, 2022), but the importance of consumer engagement in the NVO sector and that two-way communication brings much more value is being discussed more and more (Mato-Santiso, Rey-García, Sanzo-Pérez, 2021).

In summary, we can state that consumer engagement in digital communication is important for non-profit organisations for increasing awareness, attracting sponsors, spreading the mission's goal, and building a community, and emotional content plays a significant role because it helps create a stronger bond and relationship with the audience. Engagement is increasingly becoming a significant factor in initiating desired

audience behaviour, and based on the influence emotions have on individuals' actions, it becomes evident that strategically used emotional content becomes a tool for creating engagement.

The influence of emotional content on consumer behaviour

Consumer behaviour is influenced by countless different factors, which in a broad sense can be divided into several large blocks. This complex factor consists of social, psychological, environmental, personal, economic, and cultural factors (Dirwan and Latief, 2023), which closely interact with each other and can help to argumentatively explain one or another behavioural motive and reason. Authors D. Dirwan and F. Latief (2023) state that emotions play an essential role in choices, such as making purchasing decisions and preferences. Authors S. Wang, Y. Guo and H. Ding (2025) also state that although traditional economic theory claims that consumer decisions are made rationally, neuromarketing, psychology, and behavioural economics research show that emotions have a significant influence on decision-making. By understanding how and why emotions influence behaviour, organisations can successfully apply and adapt marketing communication strategies to achieve desired consumer actions according to the field of activity: for profit organisations – to sell, for non-profit organisations – to receive donations, etc.

To understand how emotional content influences consumer behaviour, it is important to understand how emotions as separate objects influence individuals

and how they are classified. According to the Paul Ekman Group (2024), emotions are „a process, a particular kind of automatic appraisal influenced by our evolutionary and personal past, in which we sense that something important to our welfare is occurring, and a set of psychological changes and emotional behaviours begins to deal with the situation. “The scientist names the following as the main emotions: anger, surprise, disgust, enjoyment, fear, and sadness (Paul Ekman Group, 2024).

It is important to mention that all specific emotions are linked to a cognitive evaluation profile; such a profile is called appraisals (Achar, So, Agrawal and Duhachek, 2016). In the context of consumer emotional experiences, the nature of emotions can be categorised as incidental and integral emotions (Achar et al., 2016). Such classification allows understanding when and how emotions are experienced. In the mentioned case, integral emotions manifest when emotional content is used not incidentally, but deliberately. Meanwhile, incidental ones are experienced when emotions were not intended to be evoked specifically. The latter experience of emotions often occurs in the case of non-profit organisation communication, as the activities of such organisations evoke emotions due to the nature of their work, so informational messages can also evoke consumer emotions. Authors C. Achar et al. (2016) provide an example of consumer behaviour in the case of non-profit organisations, where emotions affect consumer behaviour through a contagion effect: consumers, seeing people with sad faces in an NPO advertisement, were inclined to feel sympathy.

Authors R. P. Bagozzi, M. Gopinath and P. U. Nyer (1999) state that different emotions affect consumer behaviour differently. For example, emotions such as happiness, joy, and others, classified as positive, act as an impetus for goal pursuit, or in other words, make one act. Meanwhile, negative emotions, such as disappointment, fear, or disgust, arise from the failure to achieve a desired goal (Bagozzi et al., 1999). Thus, it can be concluded that emotions and their types are in one way or another related to goals. Authors R. P. Bagozzi et al. (1999) discuss that when negative emotions are felt, they are usually dealt with in two ways: trying to rectify the situation (problem-solving) or, conversely, running away from the situation, avoiding it (problem avoidance or denial). Looking from the other side, positive emotions affect people upliftingly; when we are happy and satisfied, we are friendlier, kinder, and more optimistic (Bagozzi et al., 1999). All these results of positive emotional arousal lead to the fact that when feeling positive emotions, people are more characterised by altruistic qualities and a desire to help others than when feeling, e.g., sadness or anger, i.e., negative

emotions (Bagozzi et al., 1999). Authors R. P. Bagozzi et al. (1999) state that “happiness is associated with a motivation toward disequilibrium-toward the possible attainment of additional personal rewards that transcend the basic concern over one’s mood” (pp. 284–285). Thus, altruistic actions evoked by positive emotions become like a reward for oneself, seeking respect and belonging. Nevertheless, positive emotions become a motive to act, albeit for personal incentives. However, authors Erlandsson, Nilsson, and Västfjäll (2018) conducted four studies on the use of positive and negative emotions in the communication of non-profit organisations, aiming to determine how different emotions affect consumer evaluations, behavioural intentions, and the actual performance of actions. It was found that while advertisements evoking positive emotions formed a better attitude and evaluations of the organisation, it was specifically negative emotions that encouraged actual donating (Erlandsson, Nilsson, and Västfjäll, 2018). This leads to the conclusion that the use of different emotions should be based on strategic goals: utilising positive emotions to create a

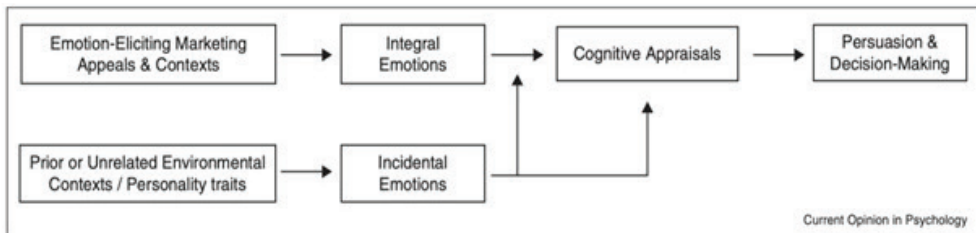


Fig. 1. Integrative model of emotional influences on consumer behaviour

Source: C. Achar et al. (2016).

positive evaluation of the organisation, and negative emotions to achieve actual behaviour.

P. Deshwal (2015) describes how emotions affect consumer behaviour and initiate actions. The author states that happiness is the main emotion that most initiates the act of sharing on social networks (Deshwal, 2015). As written earlier, the emotion of happiness becomes “contagious”, which encourages the desire to take action.

The emotion of sadness, although completely opposite to happiness, acts similarly. When feeling the emotion of sadness, not only is cortisol released in the brain, but also the hormone oxytocin, responsible for empathy and connection (Deshwal, 2015). The author provides an example of a study conducted where subjects were shown a sad video about a person suffering from cancer, and it turned out that the released hormones initiate trust and generosity in consumers (Deshwal, 2015). In comparison, those consumers who experienced the hormone release donated a larger amount to charity than those who weren't exposed to the mentioned hormones, so for the same reason, we see many packages in stores with small children, cute puppies, and the like – released oxytocin helps build trust (Deshwal, 2015).

The emotion of fear encourages us to bond; this means that when feeling this emotion, consumers seek connection (Deshwal, 2015). An example – a consumer is likely to bond more with a certain object while feeling the emotion of fear, just as when watching a horror movie, we look at the person next to us – we look for bond and connection (Deshwal, 2015). Meanwhile, anger and

disgust make consumers stubborn, especially in the online space (Deshwal, 2015). This likely arises from the low control and anonymity that the online space provides us.

It can be concluded that emotions make consumers act. A. Kumar and P. Kumar (2015) also state that emotions are important for consumer attachment. Different emotions evoke different actions, so using them in content must be done responsibly and thoughtfully. To achieve viral content, one should evoke positive, happy emotions, whereas to achieve emotional connection, negative ones, and combine them with each other.

The use of emotional content in the digital communication of non-profit organisations

The operational goals of non-profit organisations are closely related to informing the public about a specific problem, providing unpaid help to people, animals, or the environment, and implementing their mission. In order to attract public attention, make a change, and survive, NPOs must execute fundraising strategies, involve people in their activities, spread the word about their mission, and define clear operational implementation goals. S. Wrona, A. Powierska, E. Milewska and E. Bogacz-Wojtanowska (2023) state that NPOs have long used digital communication as a tool for increasing awareness, creating value, building relationships and maintaining them, and supporting public relations. Meanwhile, S. Mang, A. Pfeiffer and S. Bezzina (2021) state that communication in the digital

space can help awaken consumer interest by informing about the problem being solved and generate interest. Moreover, NPO consistency in communication, as with profit organisations, is a quality way to connect existing and potential donors to the organisation (Mang et al., 2021).

It is also worth mentioning that digital communication channels, e.g., the social network “Facebook”, over the years, provide increasing opportunities for NPOs to raise funds by implementing functions such as direct donation, donation campaigns, etc. Stable relationships with supportive consumers and their support in the digital space are the key to successful NPO activity; this was especially revealed during the COVID-19 pandemic, when, as S. Wrona et al. (2023) state, NPOs were forced to concentrate communication in the digital space due to restrictions and adapt to the resulting situation, to survive and maintain their goals.

S. Mang et al. (2021) state that digital storytelling for NPO organisations is one of the ways to use emotional content to achieve relationship co-creation. Furthermore, storytelling allows showing the meaning of NPO activities openly and transparently, and the interactive nature of social networks encourages consumer engagement, thus creating two-way communication. S. Mang et al. (2021) also conducted a study on the use of digital stories and, after examining four Austrian NPOs, reached the following conclusions: storytelling is mostly used for informing consumers and initiating actions, and the main themes cover problematic situations and conflicts. The presentation of problematic situations is usually closely linked to a call to action

and an invitation to contribute to helping solve the problem that has arisen, but this is usually not related to direct fundraising (Mang et al., 2021). The authors also concluded that because storytelling evokes consumer emotions and has a positive influence on image formation, this type of communication has an indirect impetus for initiating fund donation as well (Mang et al., 2021). Moreover, in today’s world, full of daily stimuli and information, storytelling helps to present information authentically.

The importance of emotional content for NPOs is undeniable – in the context of this type of activity, emotions become much more important than hard facts (Mang et al., 2021). However, the benefits of using emotional content are widely analysed in the business context, but for NPO organisations, the use of such content primarily stems from the nature of their activity, so it is necessary to use it strategically and justifiably to make digital communication more effective.

M. Yousef, T. Dietrich, S. Rundle-Thiele and S. Alhabash (2022) discuss that for a long time, NPO communication was based on evoking negative emotions, such as sadness or fear, but in scientific literature, the question of the effectiveness of such content is being raised more and more. The question is likely raised because society has become less sensitive to sad stories due to the large amount of information; moreover, critical thinking makes one question the validity of such stories. Furthermore, modern consumers start to feel a negative rejection reaction if they feel that their emotions are being manipulated. M. Yousef et al. (2022) state that creators, seeking to initiate consumer choices and actions both in

the digital space and in reality, discreetly incorporated emotional content into the messages being created. It turned out that in the NPO sector, emotions such as happiness, sadness, and pride work particularly well for initiating the actions (Yousef et al., 2022).

K. Kodzo (2023), in an article about the role of emotions for non-profit organisations, analysing the understanding of audience reaction to various initiatives, broadcasted messages, and proposals, and the importance of engagement, writes that the audience's response to communication is closely related to the personal relevance of the problem and the emotions evoked. K. Kodzo (2023) also mentions the previously noted storytelling, which provides information on how the organisation's activity helped a specific case. A conducted study showed a direct link between such storytelling and a rise in the size of monetary donations; moreover, such content evokes connection and empathy (Kodzo, 2023). The author also emphasises the importance of trust in the organisation, whereas positive emotions have a positive influence on greater donation, trust plays a significant role in the response and emotions (Kodzo, 2023). Negative emotions, e.g., fear, evoke a quick consumer reaction, yet positive emotions, e.g., providing hope, encourage long-term engagement (Kodzo, 2023), as was mentioned in previous sections.

In summary, it can be stated that in the context of non-profit organisations, the content created is often emotional due to the nature of such organisations' activities; however, keeping in mind that different evoked emotions encourage different consumer behaviour, NPOs have a

chance to use such content strategically to achieve greater awareness and fundraising. Furthermore, emotional content used by NPOs will be viewed more favourably by consumers than, e.g., advertising, i.e., encouraging purchasing. Furthermore, transparency is extremely important. Communicated facts must be clearly substantiated; otherwise, the level of trust will diminish. Emotional content is extremely important for initiating the performance of actions; one of the ways to do this is to create and share digital stories.

Research methodology

A quantitative public survey. "A survey is a data collection method, widely applied in both scientific and applied social research" (Gaižauskaitė and Mikėnė, 2014, p.7). In order to obtain information from respondents, formalised questions are created, which can be compared; they are called a questionnaire (Dikčius, 2011). Surveys are useful, so they can be used to collect information from the respondent about their behaviour, attitude, awareness, opinion, etc. (Dikčius, 2011). This research method was chosen in order to find out how the public evaluates the emotional content used in the digital communication of "Maisto bankas".

Research instrument. The questionnaire consists of 22 closed-ended questions. There are no missing values, as all questions are mandatory to answer. The questionnaire begins with demographic questions, followed by four attitude questions, which ask to evaluate content units (posts from the "Maisto bankas" social network "Facebook" page), which were selected from the previously

conducted qualitative content analysis according to the four strategic activity directions of “Maisto bankas”: food saving, fundraising, volunteering, and poverty. Respondents are asked to evaluate how much each of the six basic emotions is expressed in each content unit, as well as to evaluate the post’s persuasiveness. These questions are followed by a filter knowledge question; if the respondent chooses the answer “no”, they are asked not to fill out the questionnaire further. This choice allows obtaining answers from those respondents who have seen content from “Maisto bankas” in the digital space that evoked emotions. This question is followed by a block of attitude questions. It is asked what emotions and what elements in the “Maisto bankas” content evoke emotions for the respondent, whether the emotional content helped to understand the seriousness of the communicated problem, and whether the respondent changed their behaviour and, if so, how they did it. They are also asked to express an opinion about the effectiveness of “Maisto bankas” emotional content as a tool for changing people’s behaviour. This question is followed by a knowledge question, asking whether the respondent has taken an action immediately after seeing the content. The survey concludes with attitude questions about the benefits provided by emotional content to “Maisto bankas”. In the last question, respondents are asked to express their opinion on six statements in a Likert scale from completely disagree to completely agree. All questionnaire questions complement each other and are arranged in a logical order. The questions are formulated taking into account the analytical categories

distinguished during the qualitative content analysis.

Data collection method. The online survey method was chosen for data collection. According to I. Gaižauskaitė and S. Mikėnė (2014), an online survey helps to reach more respondents, is more convenient during completion, and, compared to other survey methods, provides the researcher with broader survey design possibilities. In the case of this research, it is important that some of the questions in the survey can be presented in a visual and video format. This survey method also allows for the convenient use of question filters and for the respondent to move to the required questions, skipping those that, depending on previous choices, the respondent does not need to answer (Gaižauskaitė and Mikėnė, 2014). It is also important to mention the time and financial resources that are saved due to data being coded automatically. This also eliminates the probability of errors compared to entering data into the system manually. The “Google Sheets” platform was used for data analysis; its operating principle is the same as “Microsoft Excel”, but it is more convenient for the researcher.

Sample formation. To form the population sample, the indicator of the permanent resident population of Lithuania from the official statistics portal was used, which in April 2024 was 2,889,491. The sample size calculator “Raosoft” was used for the calculation, in which, after selecting a 95% confidence level and a 5% margin of error, the result obtained was that the questionnaire should be completed by 385 respondents. However, the questionnaire was

completed by 219 respondents. For this reason, the confidence level dropped to 86%.

Research population. The research population is all residents of Lithuania. This choice was determined by the aim to obtain a diversity of answers regardless of the respondents' age, gender, or place of residence. A non-probability sampling method was chosen due to limited resources, and purposeful sampling was applied, as the invitation to fill out the questionnaire was sent to those population elements which, in the researcher's judgment, are the most informative from the research point of view.

Stages of research execution:

1. Formulation of questions taking into account the research aim and the analytical categories formed during the qualitative content survey.

2. Creation of the survey on the "Google Forms" platform.

3. Sharing the survey and inviting them to fill it out.

4. Closing the survey.

5. Analysis of the obtained data on the "Google Sheets" platform.

6. Description of results.

Research ethics. During the research, these ethical principles were followed: voluntariness, anonymity, honesty, and openness. Respondents were informed about these principles before they started filling out the online survey.

Researcher's self-reflection. When creating the survey, the aim was to make the questionnaire as convenient as possible for the respondent to fill out, and to formulate the questions clearly and not misleadingly. Although this was achieved in four questions, the respondent had to delve into the provided visuals, videos,

and texts in order to answer the questions qualitatively. This requires additional respondent time; moreover, to ensure the accuracy of the answers, the respondent should be in a calm and quiet environment, and the researcher cannot ensure this. It was also not possible to collect as many answers as was calculated with the sample size calculator, so the confidence level dropped.

Research results

The online survey method was used, with a total of 219 respondents included in the study. The demographic composition of the respondents was as follows: 74% identified as female, 25% as male, and 1% did not disclose their gender. Such distribution of respondents by gender could have been determined by women's higher level of empathy and interest in the research topic.

After conducting the survey, it was revealed that respondents were distributed by age as follows: the largest share, 31%, consisted of respondents aged 24-29, a significant share was also comprised of respondents aged 30-35 (19%), and the remaining age groups were distributed as follows: 36-41 years – 16%, 42-47 years – 12%, 48 years and older – 12%. The smallest share was taken by the 18-23 age group – 11% of all respondents. Not a single respondent aged 17 or younger participated in the survey. Evaluating the distribution of respondents by age, it can be stated that individuals of various ages participated in the survey due to the wide distribution of the survey.

Evaluating the distribution of respondents by education, it was revealed that

the largest share was taken by respondents with higher university education (53%). Respondents with higher non-university and secondary vocational education comprised 17.8%, respondents currently in school or studying – 6.4%, and the smallest share consisted of respondents with secondary education (5%).

According to the survey results data, the largest share consisted of respondents whose monthly income, after taxes, is 1001–1500 euros. (32.4%). A large share also consisted of respondents receiving 1501–2000 euros of income per month (29.7%). These respondents were distributed in smaller shares: 500–1000 euros (18.7%), 2001 euros or more – 16.9%, and respondents whose income is 500 euros or less – 2.3%.

Evaluating the results, it is seen that the respondents who participated in the survey are characterised by a wide age distribution, various types of education, and incomes, so this provides informativeness to the survey results and allows to find out the evaluation of respondents with various characteristics regarding the impact of the emotional content used by “Maisto bankas” on behaviour in digital communication.

To determine how respondents evaluate the emotional expression of “Maisto bankas” content units and their persuasiveness, four social network “Facebook” posts were selected, reflecting the four strategic activity directions of the organisation: food saving, fundraising, volunteering, and poverty, which were discussed in more detail in the previously conducted content analysis. The distribution of respondents’ evaluation of the emotional expression of the first post, reflecting the food saving activity

direction, is depicted in Figure 2. The emotion of disgust was the most expressed in the post, as the majority of respondents rated this emotion as completely expressed (39%) and partially expressed (28%). The emotion of surprise was also expressed in the post, as 13% of respondents rated the emotion as completely expressed, 31% as partially expressed. 31% also chose that the emotion is neither expressed nor unexpressed, while partially unexpressed and completely unexpressed were chosen by 14% and 11% of those surveyed, respectively. The emotion of sadness was also expressed in the post, as, according to respondents’ evaluation, it is completely expressed and partially expressed by 8% and 31%, respectively. The emotions of happiness, anger, and fear were unexpressed in the post. The emotion of happiness was partially unexpressed by 39%, and completely unexpressed by 22%. Meanwhile, the emotion of anger, according to respondents, was partially unexpressed 21%, completely unexpressed – 22%, and neither expressed nor unexpressed – 37%. A total of 34% of respondents chose the emotion of fear as partially unexpressed, and 28% as completely unexpressed. It can be concluded that the emotion of disgust is the most strongly expressed of all emotions in the post, and the emotions of fear and happiness are the most unexpressed.

When analysing the data obtained regarding the evaluation of the persuasiveness of the post for the food saving activity direction, it was noted that 19% of all respondents rated the post as neither persuasive nor unpersuasive, 32% – as partially persuasive, and 18% – as completely persuasive. 19% of

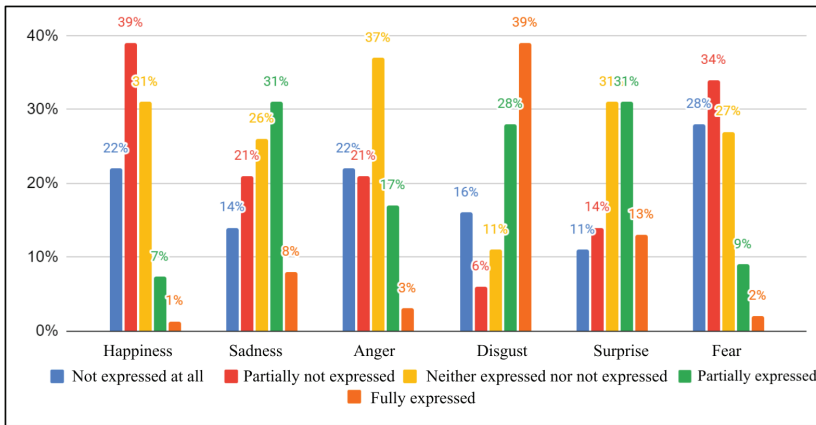


Fig. 2. Evaluation of the emotional expression of the post for the food saving strategic activity direction (N = 219)

respondents rated the content as partially unpersuasive, and 12% – as completely unpersuasive. Based on this data, it can be concluded that, in the opinion of the majority of those surveyed, the post is persuasive.

In the second post, reflecting the volunteering strategic activity direction, the emotion of happiness was the most expressed (Figure 3). A total of 32% of respondents chose the expression of this emotion as completely expressed, and 33% as partially expressed. The emotion of surprise was also expressed in the post, as respondents rated it as completely expressed (4%) and partially expressed (34%), 30% of all those surveyed rated that the emotion is neither expressed nor unexpressed, while 16% of respondents each chose it as partially unexpressed and completely unexpressed. The emotions of sadness, anger, disgust, and fear were unexpressed in the content. 35% of respondents chose the emotion of sadness as partially unexpressed, completely unexpressed – 21%. The expression of

the emotion of anger was rated as completely unexpressed by 52% of respondents, and as partially unexpressed 23%. Meanwhile, the emotion of disgust was completely unexpressed according to 63% of all respondents' evaluation, partially unexpressed, 17%. The emotion of fear was completely unexpressed in the opinion of 48% of respondents, and partially unexpressed according to 23% evaluation.

The evaluation of the persuasiveness of the post for the volunteering strategic activity direction was distributed as follows: 17% of all respondents rated the post as neither persuasive nor unpersuasive, 16% of respondents in the questionnaire chose to rate the content as partially unpersuasive, 12% as completely unpersuasive. Meanwhile, 34% of all respondents who participated in the survey rated the post as partially persuasive, and 21% rated it as completely persuasive. It can be concluded that in the post for the volunteering strategic direction, the emotion of happiness was the most

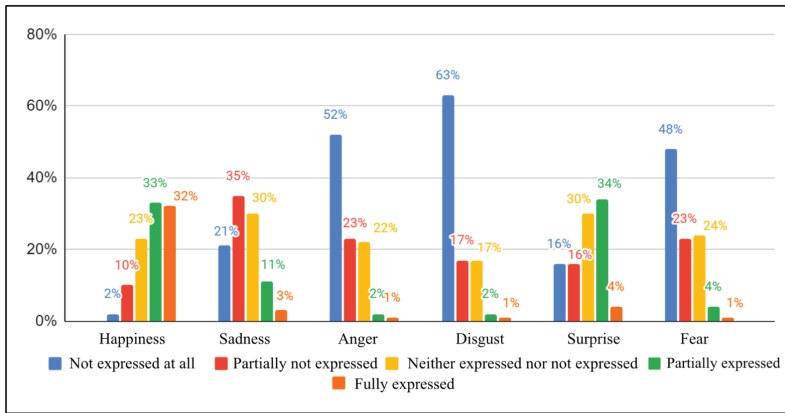


Fig. 3. Evaluation of the emotional expression of the post for the volunteering strategic activity direction (N = 219)

expressed, and the emotion of disgust was the most unexpressed; it can also be stated that the post, in the opinion of the majority of respondents, is persuasive.

In the post for the fundraising strategic activity direction, the emotions of sadness, anger, surprise, and fear were the most expressed (Figure 4). In the survey, 36% of all respondents indicated the emotion of sadness as completely expressed, and 26% as partially expressed. Also, 15% of respondents rated the emotion of anger as completely expressed, and 31% chose it as partially expressed. Meanwhile, 7% of respondents rated the emotion of surprise as completely expressed, 34% – as partially expressed, and 16% of all respondents who participated in the survey chose the emotion of fear as completely expressed, 24% – as partially expressed. The emotions of happiness and disgust were unexpressed in the post. 34% of respondents rated the emotion of happiness as partially unexpressed, 25% – completely unexpressed. Meanwhile, 24% of respondents chose that the emotion of disgust is partially

unexpressed, and 45% of all those who answered rated the emotion as completely unexpressed. It can be concluded that the content unit for the fundraising strategic direction evokes the broadest spectrum of negative emotions.

When analysing the data obtained regarding the evaluation of the persuasiveness of the post for this direction, it was noted that 15% of all respondents rated the post as neither persuasive nor unpersuasive. 25% chose to rate it as partially persuasive, and 35% as completely persuasive. The content unit was rated as partially unpersuasive and completely unpersuasive by 14% and 11% of all respondents, respectively, so it can be concluded that the content unit is evaluated as persuasive.

The distribution of respondents' evaluation of the emotional expression of the fourth post, reflecting the poverty activity direction, is depicted in Figure 5. The emotions of sadness and surprise were the most expressed in the post. According to 29% of respondents' evaluation, the emotion of sadness is

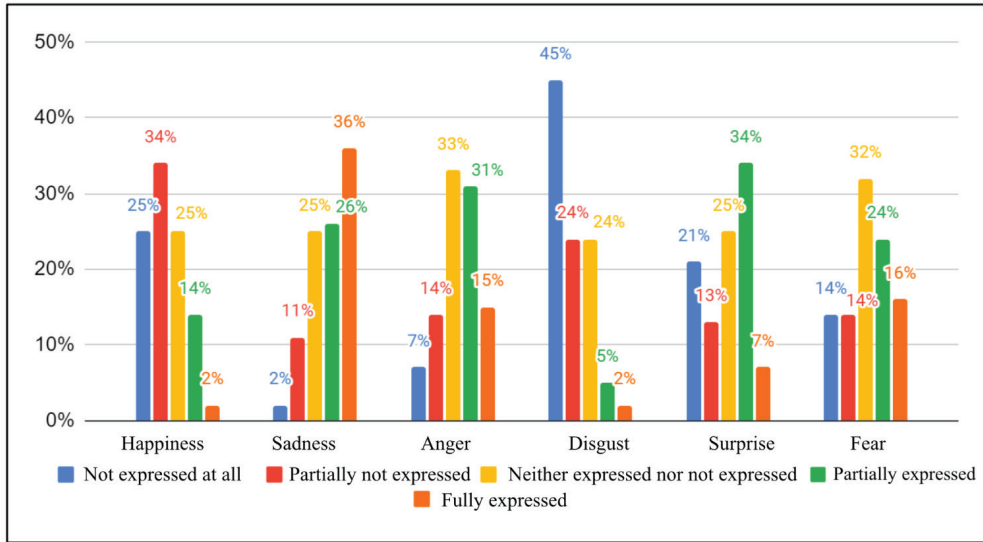


Fig. 4. Evaluation of the emotional expression of the post for the fundraising strategic activity direction (N = 219)

completely expressed, 25% – partially expressed. Meanwhile, the emotion of surprise is completely expressed according to the evaluation of 9% of respondents and partially expressed according to the evaluation of 31% of respondents. The emotions of happiness, fear, and disgust are not expressed in the content unit. 39% of all respondents rate the emotion of happiness as partially unexpressed, and 31% rate it as completely unexpressed. 21% of respondents rate the emotion of fear as partially unexpressed, and 34% as completely unexpressed. As many as 52% of all respondents state that the emotion of disgust is completely unexpressed, and 21% – partially unexpressed. The emotional expression of anger is neither expressed nor unexpressed, as 40% of respondents chose this particular option.

When analysing the data obtained regarding the evaluation of the persuasiveness of the content unit for the poverty

strategic activity direction, it was noted that 23% of all respondents rate the content's persuasiveness neither positively nor negatively. 24% rated the post as partially persuasive, and 26% as completely persuasive. Meanwhile, 16% of all respondents stated that the post is partially unpersuasive, 11% – completely unpersuasive. From this data, it can be deduced that in the post for the poverty strategic activity direction, the emotions of sadness and surprise are the most expressed, the emotions of happiness, disgust, and fear are less expressed, and the emotion of anger is neither expressed nor unexpressed. It can also be stated that, in the opinion of the majority of respondents, the content is persuasive.

In order to obtain a significant public evaluation of the emotional content used in “Maisto bankas” digital communication, those respondents who have seen “Maisto bankas” emotional content

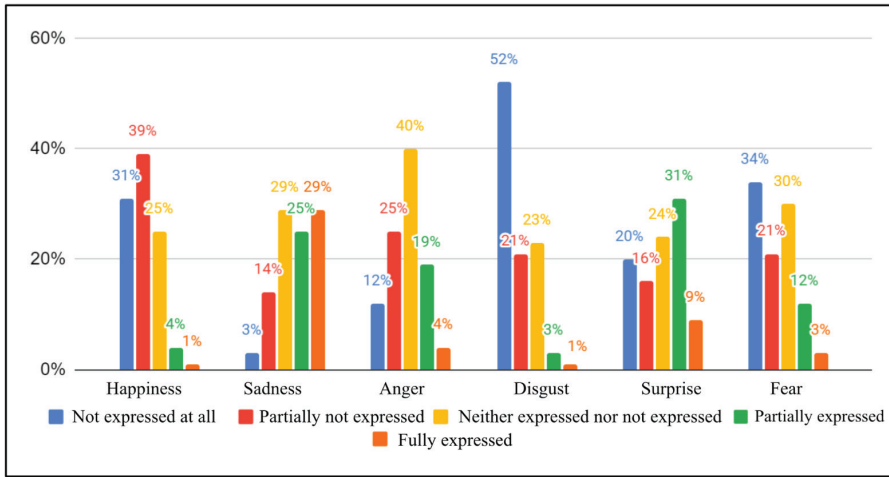


Fig. 5. Evaluation of the emotional expression of the post for the poverty strategic activity direction (N = 219)

in the digital space were filtered out using the question filter principle. 20% are respondents who have not seen “Maisto bankas” content that evoked emotions, and this means that the survey was not filled out further. 80% of respondents state that they have seen “Maisto bankas” content in the digital space that evoked emotions, so the answers of these respondents are analysed further.

It is significant to review the results and find out what emotions the “Maisto bankas” content in the digital space evokes in respondents. The largest percentage share consists of the emotion of sadness, it was chosen by 30% of all responding respondents, 26% of those surveyed also chose the emotion of surprise, 13% of respondents chose the emotion of happiness, 23% of respondents also state that the content evokes the emotion of fear for them, and 7% – anger (Figure 6).

In the theory analysis, it was found that emotions in content are evoked by various types of factors. 25% of

respondents state that emotions in “Maisto bankas” content are evoked by the sensitivity of the topic, 17% – visuals, and 14% – stories, 20% state that emotions are evoked by the language style and tone of the texts, and 21% also state that specific words and phrases used in the text (Figure 7). From the data obtained, it can be concluded that “Maisto bankas” content evokes emotions in respondents due to various factors, but the sensitivity of the topic has the most influence.

It is significant to find out whether the emotional content used by “Maisto bankas” helps to understand the seriousness and relevance of the communicated problems. A total of 29% of all respondents state that the content helped to understand the relevance of the poverty problem, 24% of surveyed respondents state that the content helped to understand the relevance of the food waste problem, 23% – that it helped to understand the importance of funds for

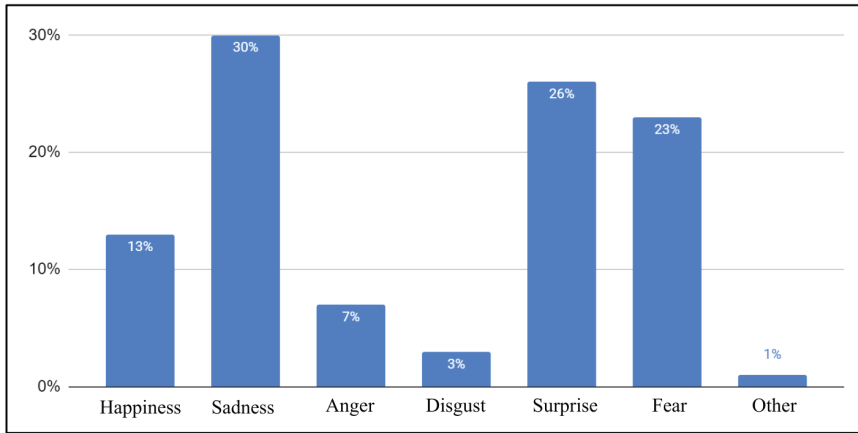


Fig. 6. Emotions evoked by the emotional content used by “Maisto bankas” (N = 175)

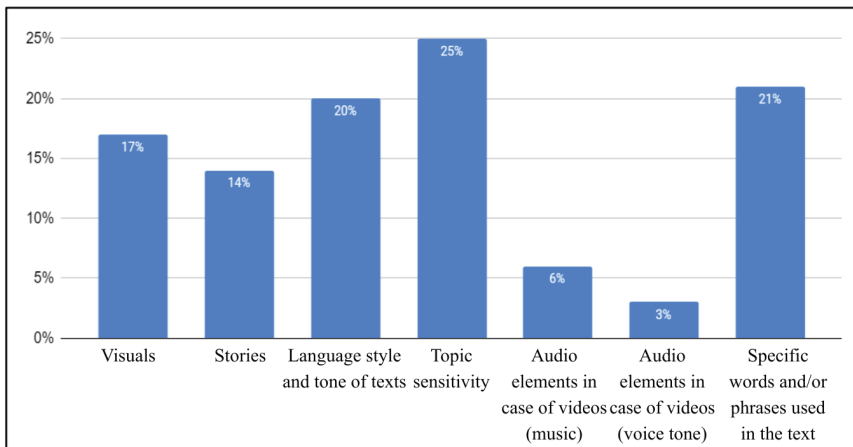


Fig. 7. Elements of emotional content used by “Maisto bankas” that evoke emotions (N = 175)

non-profit organisations, and 20% – that it helped to understand the importance of volunteering for non-profit organisations, and 14% state that it did not help to understand the relevance of the problem (Figure 8). It can be stated that the emotional content used by “Maisto bankas” most effectively helps to understand the relevance of the poverty problem.

It is important to find out whether the emotional content used by “Maisto bankas” in digital communication

encourages public behaviour changes. 11% of respondents state that the content neither encouraged nor discouraged change in behaviour as suggested in the content, 46% state that it did not encourage at all, while 14% state that it completely encouraged and somewhat encouraged (21%) (Figure 9). The data obtained refutes the hypothesis that the emotional content used by “Maisto bankas” encouraged the majority of Lithuanian residents to change

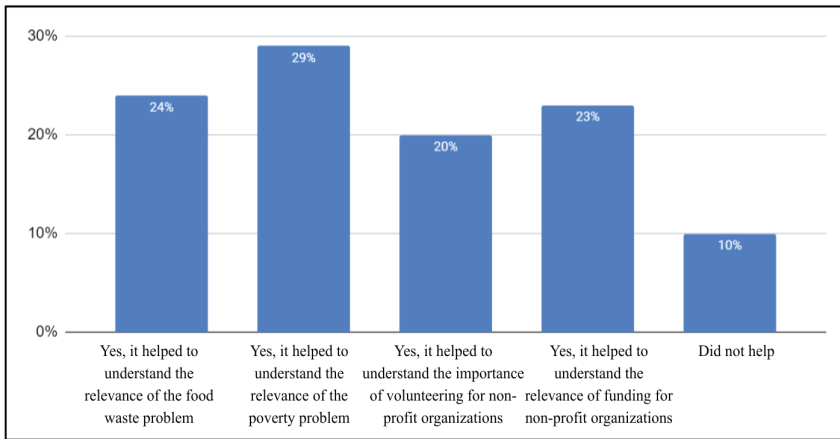


Fig. 8. Understanding of the relevance of the problems communicated by the emotional content used by “Maisto bankas” (N = 175)

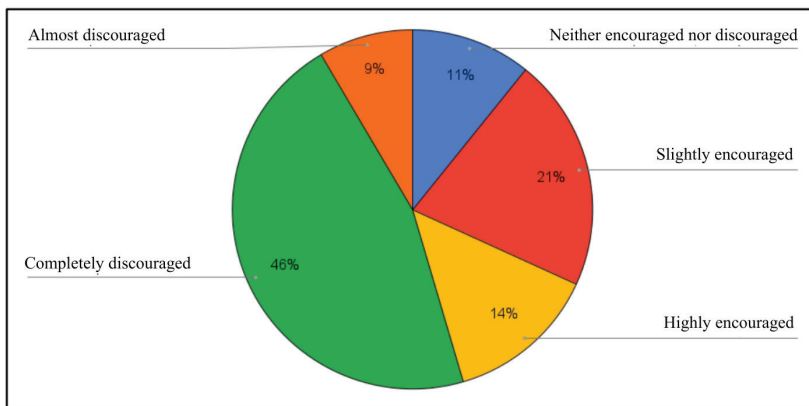


Fig. 9. Encouragement of behaviour change by the emotional content used by “Maisto bankas” (N = 175)

behaviour, as according to the majority of respondents, such content did not encourage behavioural changes at all.

Respondents who chose the options somewhat encouraged and completely encouraged stated that they started donating (46%), wasting less food (43%), while 12% started to take an interest in the problem discussed in the content, 10% also completely stopped wasting food (Figure 10). Also, 3% of respondents

mentioned volunteering. Based on the results, it can be concluded that the emotional content used by “Maisto bankas” most encourages starting to donate funds and wasting less food products.

To determine the opinion of respondents with higher university education regarding the impact of “Maisto bankas” emotional content on changing people’s behaviour, a hypothesis was put forward that the majority of respondents

with higher university education believe that the emotional content of “Maisto bankas” is an effective tool that helps change people’s behaviour. The data of respondents with higher university education were selected using the filtering principle; thus, the hypothesis was confirmed, as 56% of respondents chose the “yes” option (Figure 11).

It is important to find out whether the emotional content used by “Maisto bankas” encourages taking action

immediately after seeing the content. A total of 29% of respondents chose the option that they donated funds, 26% state that they became interested in the problem discussed in the content, 9% filled out a volunteer application, and 53% state that they had not taken action immediately after seeing the content (Figure 12). Those who chose the other option also mentioned that they donated food, looked into how to help without donating, and shared the information

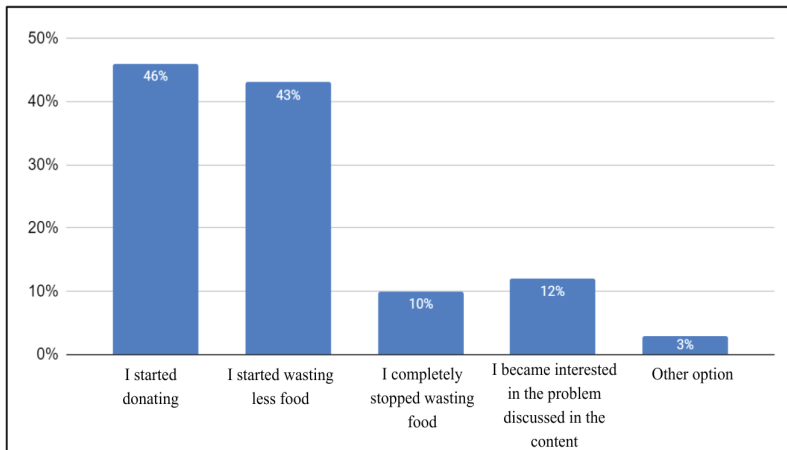


Fig. 10. How the emotional content used by “Maisto bankas” encouraged behaviour change (N = 175)

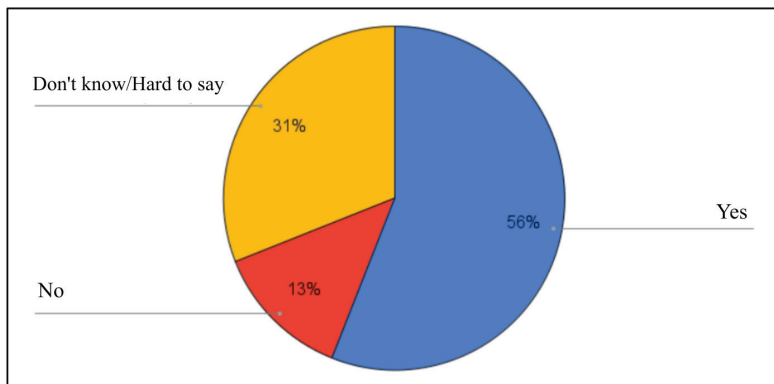


Fig. 11. Opinion of respondents with higher university education regarding “Maisto bankas” emotional content as a tool that helps change people’s behaviour (N = 175)

with friends. Nevertheless, it can be stated that the emotional content of “Maisto bankas” does not encourage immediate action-taking, as 53% of all respondents chose the “no” option.

It is significant to analyse the opinion about the benefits provided by emotional content to “Maisto bankas”. As many as 31% of surveyed respondents believe that emotional content helps to raise awareness of the problems of poverty and food waste, 15% of respondents believe that this content helps to attract

funds, 17% that it helps to attract volunteers, and 5% believe that emotional content does not provide any benefit to the organisation (Figure 13). Based on the results obtained, it can be concluded that, in the opinion of respondents, the use of emotional content is beneficial for “Maisto bankas”, but mostly it helps to raise awareness of the problems of poverty and food waste.

It is significant to find out whether, in the respondents’ opinion, the emotional content used by “Maisto bankas” helps

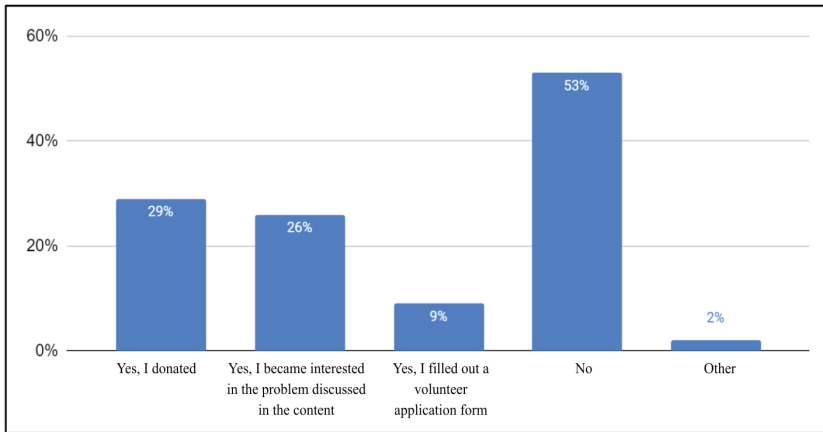


Fig. 12. Taking action after seeing “Maisto bankas” emotional content (N = 175)

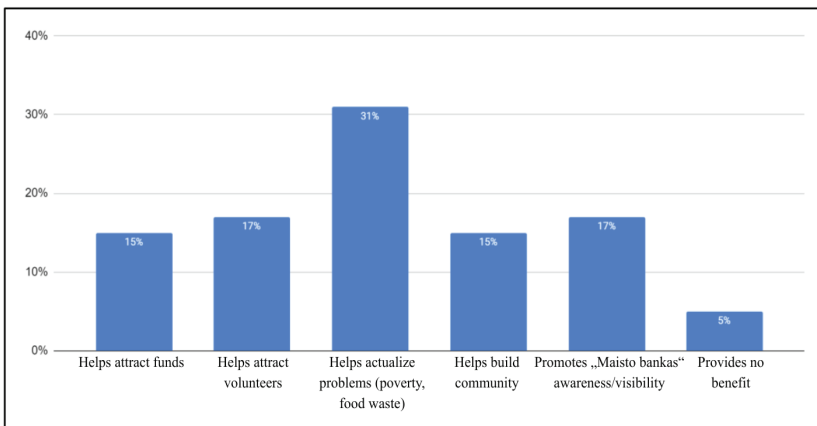


Fig. 13. Opinion about the benefits of emotional content provided to “Maisto bankas” (N = 175)

to shape public moral norms. Thus, 21% of surveyed respondents chose that they neither agree nor disagree with the statement, 30% that they partially agree, and 21% expressed the opinion that they completely agree (Figure 14). Based on the results obtained, it can be stated that the hypothesis put forward, that the majority of Lithuanian residents believe that the emotional content used in the digital communication of “Maisto bankas” helps to shape public moral norms, was confirmed.

It is significant to indicate whether emotional content helps the public feel

part of the “Maisto bankas” community. In the survey, 31% of respondents chose the option neither agree nor disagree, 27% of those surveyed partially agree, and 11% of respondents completely agree (Figure 15). It can be concluded that emotional content partially helps the public feel part of the organisation’s community.

It is important to find out the public opinion on whether emotional content helps to create a bond between “Maisto bankas” and the public. With the statement “emotional content helps me feel a

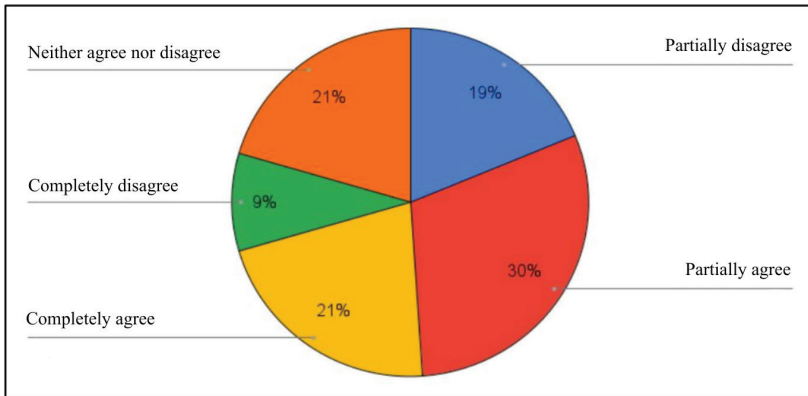


Fig. 14. Opinion regarding the emotional content of “Maisto bankas” as helping to shape public moral norms (N = 175)

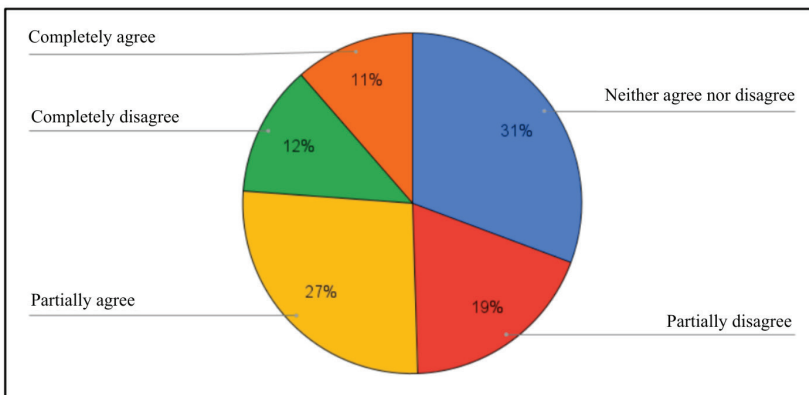


Fig. 15. Opinion regarding the emotional content used by “Maisto bankas” as helping to feel part of the community (N = 175)

bond with ‘Maisto bankas’ as an organisation”, 27% of the surveyed respondents neither agree nor disagree, 28% partially agree, and 14% of those surveyed completely agree (Figure 16). The results obtained allow us to state that emotional content partially helps to create a bond between the organisation and the public.

After analysing the results, it was revealed that 23% of respondents evaluate the emotional content used by “Maisto bankas” neither positively nor negatively, 27% evaluate it partially positively, and

24% evaluate it completely positively (Figure 17). The data obtained allow to confirm the hypothesis that the majority of Lithuanian residents evaluate the emotional content used in the digital communication of “Maisto bankas” positively.

It is significant to find out whether the emotional content used by “Maisto bankas” in the digital space provides added value to the consumers. It was revealed that 31% neither agree nor disagree with the statement that “the

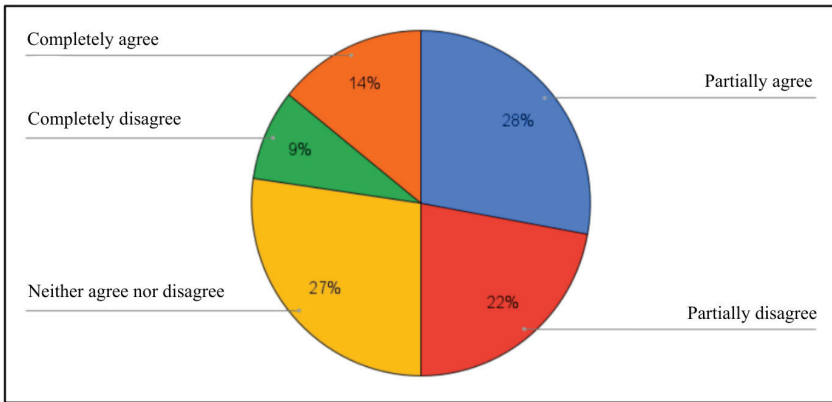


Fig. 16. Opinion regarding the emotional content used by “Maisto bankas” as a tool that helps to feel a bond with the organisation (N = 175)

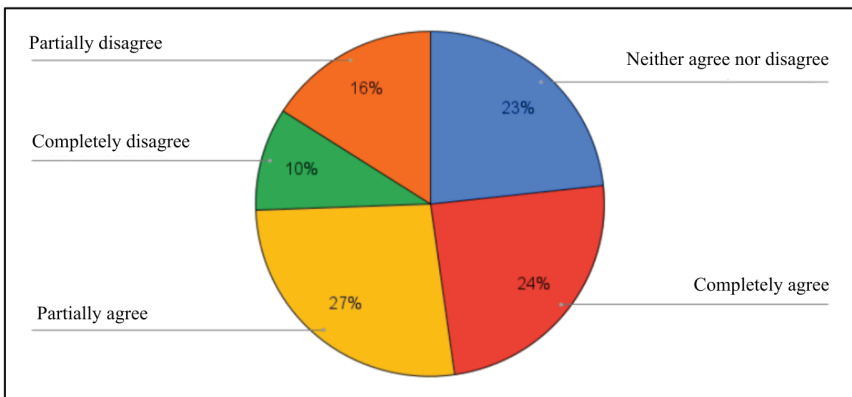


Fig. 17. Evaluation of the emotional content used by “Maisto bankas” (N = 175)

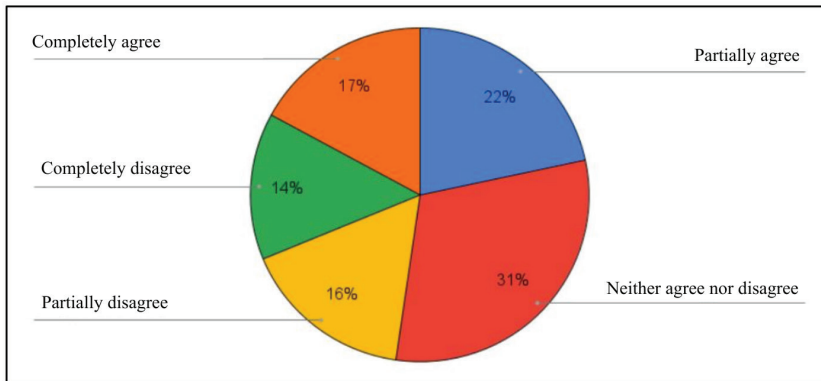


Fig. 18. Opinion regarding the emotional content used by “Maisto bankas” as a tool that provides added value (N = 175)

emotional content of ‘Maisto bankas’ provides me with added value’, 22% of those surveyed partially agree, and 17% completely agree (Figure 18). Based on the results obtained, it can be stated that the emotional content used by “Maisto bankas” partially provides added value to the consumers.

Conclusions

Based on the results obtained, it can be concluded that the content of “Maisto bankas” serves more of an informational role and a role in disseminating social issues rather than encouraging real actions or behavioural changes. Z. C. Li et al. (2021) state that, in the context of engagement, different actions require different levels of consumer effort. The survey results showed that although most consumers evaluate the organisation’s content favourably and as providing added value, for the majority of respondents, such content did not encourage behavioural changes. This means that the content, in the evaluation of

most respondents, only reaches a superficial, more informational level, but does not evolve into a greater commitment – a behaviour change.

A. Erlandsson et al. (2018) state that negative emotions encourage actual donation actions, whereas positive ones tend to shape the organisation’s image but do not encourage the actual performance of actions. In the survey, when evaluating the emotions evoked by posts regarding the strategic directions of fundraising and volunteering and their impact, respondents identified the fundraising post, which evokes negative emotions, as being highly impactful. Meanwhile, the volunteering strategic direction post, which evokes an emotion of happiness, was rated as less impactful by comparison. This leads to the conclusion that the organisation’s intention to attract funds by evoking negative emotions of anger, sadness, and fear in the audience was evaluated by consumers as more persuasive than the intention that evoked a positive emotion.

Author P. Deshwal (2015) states that negative emotions, such as sadness,

initiate generosity and empathy due to the release of the hormone oxytocin, which is responsible for empathy. The survey results show that the primary emotion evoked by “Maisto bankas” communication is sadness, and the main element evoking emotions in the content is the sensitivity of the topic. Considering the results obtained, it can be concluded that those consumers who were encouraged to change their behaviour and started donating were encouraged specifically by emotional contagion, and the emotion of sadness through the sensitivity of topics acted as the main driving factor for the act of donating.

R. P. Bagozzi et al. (1999) state that negative emotions can act in two ways – either by encouraging the resolution of a problem or by prompting its avoidance. This is also reflected in the results obtained, where, in the evaluation of consumers, the majority of users do not take any real action after seeing the content. Emotional detachment from the problem can also be linked to the high volume of digital content and the emotional load, which, in the digital age, is avoided. A study conducted by A. Galiano-Coronil et al. (2019) revealed that informational messages are characterised by lower effectiveness than those demonstrating behaviour, and social networks such as Facebook are not utilised effectively; they are used specifically for informational content. In the evaluation of the respondents, the emotional content used successfully helps the vast majority understand the importance of poverty, deprivation, and donation, but it does not encourage real behavioural change or actions. Therefore, it can be concluded that the emotional content of “Maisto

bankas” does not reach its full potential and acts more as informational rather than initiating behaviour. The research results of A. Erlandsson et al. (2018) regarding the encouragement of negative emotions to act and the formation of a positive attitude through positive emotions are also important here. It can be purposefully assumed that the organisation does not employ a sufficient amount of negative emotions that would transform from the stage of feelings into the stage of actions.

C. Achar et al. (2016) also state that emotions for consumers in the non-profit sector can be evoked in two ways – either due to the specifics of the activity or due to informational messages. The results revealed that, in the evaluation of respondents, emotions are most triggered by the sensitivity of the topic, but they are also evoked by the stylistics of the language, specific phrases or words, storytelling, and visual material. Based on the data obtained, it can be concluded that both naturally formed emotional content due to the nature of the activity and strategically created emotional content evoke emotions in consumers; therefore, it must be strategically coordinated.

It is significant to mention the insights of the authors V. Mato-Santiso et al. (2021) regarding two-way communication in non-profit organisations, which brings more value than one-way communication. In the evaluation of consumers, the emotional content of the organisation does not create a sense of community, which means that communication is developed in a one-way and non-inclusive manner, with little encouragement of audience engagement, which is influenced by factors such as

altruism, empathy, values, morality, and others (Klafke et al., 2021).

It is valuable to emphasise that when discussing the consumer evaluation of emotional content, it is important to consider the strategic aims of the organisation, which, at the time of evaluation, may have included the creation of the organisation's image, which would determine the nature of the emotional content (e.g., creating content based on happy emotions, which reduces the amount of negative emotional content that initiates the performance of actions).

Finally, for non-profit organisations to use emotional content effectively, considering consumer evaluations of such content, it is recommended to use a combination of both positive and negative

emotions, aiming not only to create a positive image of the organisation but also to encourage the performance of desired actions.

The study is also subject to limitations, as the required sample size was not reached; consequently, the results do not represent the entire population of Lithuania but rather reflect the evaluations of consumers of the emotional communication of a single charitable foundation. To obtain a more comprehensive consumer evaluation of emotional content used in the digital communication of charitable foundations, future research should conduct a representative nationwide survey and apply a comparative analysis, which would help to gain deeper insights into the topic.

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EMOCIJOMIS GRĮSTOS LABDAROS FONDO KOMUNIKACIJOS ATVEJO ANALIZĖ: EMOCINIO TURINIO, NAUDOJAMO SKAITMENINĖJE KOMUNIKACIJOJE, VERTINIMAS VARTOTOJŲ POŽIŪRIU

S a n t r a u k a

Ne pelno organizacijų misija dažniausiai susijusi su pokyčių darymu visuomenėje. Pagalba aplinkai, žmonėms ar gyvūnams – tokio pobūdžio organizacijos siekia padėti ir neretu atveju inicijuoti žmonių elgesio pokyčius. Skaitmeniniame amžiuje komunikacija socialiniuose tinkluose būtina tiek pelno, tiek ne pelno organizacijoms. Tačiau esant dideliame skaitmeninės komunikacijos srautui organizacijos susiduria su iššūkiais. Vienas iš jų – būti matomiems ir aktualiems. Vienas iš būdų tai pasiekti – komunikacijoje pasitelkti emocinį turinį. Pelno nesiekiančioms organizacijoms skaitmeninėje komunikacijoje naudoti emocinį turinį naudinga dėmesiui atkreipti, problemai aktualizuoti, vartotojų veiksmų atlikimui inicijuoti ir elgsenos pokyčiams skatinti. Emocinio turinio nauda ir poveikis plačiai analizuojami pelno organizacijų kontekste, tačiau vis dar pastebimas informacijos trūkumas ne pelno organizacijų veikloje.

Šio pobūdžio turinys itin naudingas ne pelno organizacijoms dėl jų veiklos pobūdžio, nes ji paremta socialinių problemų sprendimu, o didžiosios visuomenės dalies tokio tipo problemos neliečia asmeniškai, todėl siekiant norimų vartotojų veiksmų svarbu jas aktualizuoti asmeniniu lygmeniu. Svarbu suprasti, kaip emocinį turinį naudoti tikslingai, įtaigiai, kad būtų efektyvu, ir kaip tokį turinį vertina vartotojai ne pelno organizacijų kontekste. Šiame straipsnyje bandoma išanalizuoti,

kaip vartotojai vertina labdaros ir paramos fondo naudojamą emocinį turinį skaitmeninėje komunikacijoje. Siekiant išsikelti tikslo, suformuluoti tyrimo uždaviniai: (1) teoriškai apibrėžti emocinio turinio įtaką vartotojų įsitraukimui skaitmeninėje komunikacijoje; (2) teoriniu lygmeniu apibrėžti emocinio turinio įtaką vartotojų elgsenai; (3) teoriniu lygmeniu apibrėžti emocinio turinio naudojimą pelno nesiekiančių organizacijų skaitmeninėje komunikacijoje; (4) parengti ir pagrįsti tyrimo metodologiją; (5) pateikti kiekybinės visuomenės apklausos rezultatus apie labdaros ir paramos fondo naudojamo emocinio turinio skaitmeninėje komunikacijoje vartotojų vertinimą.

Apibendrinus tyrimo rezultatus galima teigti, jog vartotojai labdaros ir paramos fondo emocinį turinį vertina kaip padedantį formuoti visuomenės moralines normas, iš dalies padedantį jaustis organizacijos bendruomenės dalimi ir iš dalies suteikiantį asmeninės pridėtinės vertės. Turinys labiausiai sukelia vartotojams emocijas dėl komunikuojamos temos jautrumo. Naudojamas turinys didžiąjai daliai respondentų sukelia neigiamas emocijas ir labiausiai padeda suprasti skurdo problemos aktualumą. Organizacijos naudojamas emocinis turinys, didžiosios dalies respondentų vertinimu, elgsenos pokyčių nepaskatino, tačiau paskatintieji keisti elgseną pradėjo daugiau aukoti ir mažiau švaistyti maisto produktus.