

The Role of Visual Cue Type in Prosocial Behavior

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The Role of Visual Cue Type in Prosocial Behavior

Abstract

Charitable organizations use different types of visual cues to solicit donations. In the current research, we examine the influence of cue type (facial vs. non-facial) on donation behavior. In four experiments, we show that non-facial emojis are more effective in increasing donation intentions compared to facial emojis. This effect is driven by perceived brand authenticity and moderated by trait authenticity and number of visual cues in the donation post. We further discuss implications of our findings to theory and practice.

Track: Consumer Behaviour