

SECTION 1: Cause – Self-Schema Congruence (from Chowdhury and Khare, 2011; Cronbach’s $\alpha = 0.85$).

Please circle the number that best describes your feelings regarding the social cause described in the advertisement, LGBT homeless youth

How relevant is the sponsored cause to you?

Very Irrelevant -3 -2 -1 0 1 2 3 Very Relevant

How congruent is the social cause to your personal values?

Very Incongruent -3 -2 -1 0 1 2 3 Very Congruent

Overall, how good is the match between your personal values and the social cause?

Very Poor Match -3 -2 -1 0 1 2 3 Very Good Match

SECTION 2: Message Framing (modified from Millar and Millar 2000 and Grau and Folse 2007)

Please circle the number that best describes your perceptions about the text presented in the advertisement

	Strongly v Agree									Strongly v Disagree
1. The wording in this cause-related marketing advertisement has a positive connotation	1	2	3	4	5	6	7			

SECTION 3: Emotional appeal (from Chang 2011; Cronbach's $\alpha = 0.93$)

Please circle the number that best describes the degree you agree with the following statements about how you felt after viewing the cause-related marketing advertisement

	Strongly disagree	1	2	3	4	5	6	Strongly agree
1. I felt guilty after viewing the advertisement		1	2	3	4	5	6	7
2. I felt responsible after viewing the advertisement		1	2	3	4	5	6	7
3. I felt happy after viewing the advertisement		1	2	3	4	5	6	7
4. I felt anxious after viewing the advertisement		1	2	3	4	5	6	7
5. I felt accountable after viewing the advertisement		1	2	3	4	5	6	7
6. I felt ashamed after viewing the advertisement		1	2	3	4	5	6	7

SECTION 4: Elaboration (from Karson and Korgaonkar, 2001; Cronbach's $\alpha = 0.92$)

Please circle the number that best describes your degree of engagement with the advertisement's contents as you viewed the ad

While going through the ad, I was

Very uninvolved	-3	-2	-1	0	1	2	3	Very involved
Concentrating very little	-3	-2	-1	0	1	2	3	Concentrating very hard
Paying little attention	-3	-2	-1	0	1	2	3	Paying a lot of attention

Please circle the number that best describes the degree to which you agree with the following statements about your consideration of the claims in the advertisement

	Strongly disagree	1	2	3	4	5	6	Strongly agree
1. I carefully considered the claims in the advertisement		1	2	3	4	5	6	7

Please list all thoughts, ideas, and images that occurred to you while looking at the advertisement:

SECTION 5: Maladaptive response (Chang, 2011 from Basil et al. 2008 – Cronbach’s $\alpha = 0.8$)

Please circle the number that best describes the degree to which you agree with the following statements about how you felt after viewing the cause-related marketing advertisement

	Strongly disagree	1	2	3	4	5	6	Strongly agree
1. I think ads like these are just a hoax to make the company rich		1	2	3	4	5	6	7
2. I think this promotion is a scam		1	2	3	4	5	6	7
3. Seeing this ad makes me less likely to purchase products like this		1	2	3	4	5	6	7

SECTION 6: Attitude toward the brand (Chang 2011, Cronbach’s $\alpha = 0.88$)

Please circle the number which best reflects your attitude toward the brand, Complement

I believe the brand portrayed in the ad, Complement, is

Bad	-3	-2	-1	0	1	2	3	Good
Negative	-3	-2	-1	0	1	2	3	Positive
Unfavorable	-3	-2	-1	0	1	2	3	Favorable

SECTION 7: Attitude toward the cause (Lafferty and Goldsmith 2005)

Please circle the number which best reflects your attitude toward the social cause, LGBT homeless youth

I believe the cause (LGBT homeless youth) portrayed in the ad, is

Bad	-3	-2	-1	0	1	2	3	Good
Negative	-3	-2	-1	0	1	2	3	Positive
Unfavorable	-3	-2	-1	0	1	2	3	Favorable

SECTION 8: Purchase intention (Chang 2011 and Grau and Folse 2007, Cronbach's a = 0.83)

Please circle the number that best describes the degree to which you agree with the following statements about how you felt after viewing the cause-related marketing advertisement

	Strongly disagree	1	2	3	4	5	6	7	Strongly agree
1. I would be willing to participate in the cause-related marketing campaign		1	2	3	4	5	6	7	
2. I would consider purchasing this product in order to provide help to the cause		1	2	3	4	5	6	7	
3. It is likely that I would contribute to this cause by getting involved in this CRM campaign		1	2	3	4	5	6	7	

SECTION 8: Demographic information

What is your age? _____

What is your gender? _____

Are you a Hispanic or Latino/Latina? Yes [] No []

If not, what ethnic group do you consider [] Asian American

yourself to be a member of? [] Black or African American

[] Hispanic or Latino

- Native American
- Native Hawaiian or Pacific Islander
- White or European
- Mixed/Bi-racial
- Other? (please specify) _____

Please indicate total household income

- Below \$15,000 _____
- \$15,000 - \$24,999 _____
- \$25,000 - \$34,999 _____
- \$35,000 - \$49,999 _____
- \$ 50,000 - \$74,999 _____
- \$ 75,000 - \$99,999 _____
- Above \$100,000

Year in school:

- Freshman
- Sophomore
- Junior
- Senior
- Master's student
- Ph.D. student

What is your major

Do you identify as a member of the LGBT community? _____