

## FACTORS INFLUENCING THE BEHAVIOUR OF THE BRAZILIAN DONOR

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### Abstract:

This article aims to identify those factors that most influence individuals to donate goods and money. After reviewing the literature, an initial model proposal was developed. This model was tested on the basis of an empirical research involving a sample of 256 respondents. Obtained results showed that there is a relationship between the behaviour of donating money and/or goods and endogenous and exogenous forces.

Namely, it was found that the variables *feeling obligation to donate*, *competence of the organization*, *reputation of the organization* and *dedication to the cause* influence the donation of money. In case of the donation of goods, the influencing variables were *feeling obligation to donate*, *reputation of the organization*, *location of the organization* and *dedication to the cause*.

**Keywords:** *donation; nonprofit marketing; fundraising; donation of goods; donation of money*

## FACTORES INFLUYENTES EN EL COMPORTAMIENTO DEL DONANTE BRASILEÑO

### Resumen:

Este artículo trata de identificar los factores que más influyen en los individuos para donar bienes y dinero. Tras la revisión de la literatura se desarrolló una propuesta de modelo inicial. Este modelo fue testado sobre la base de una investigación empírica que contenía una muestra de 256 individuos. Los resultados obtenidos mostraron que existe una relación entre el comportamiento de los donantes de dinero y/o bienes y fuerzas endógenas y exógenas.

En concreto, se determinó que las variables *sentir obligación de donar*, *competencia de la organización*, *reputación de la organización* y *dedicación a la causa* influyen en la donación de dinero. En el caso de la donación de bienes, las variables que influyen son *sentir la obligación de donar*, *reputación de la organización*, *ubicación de la organización* y *dedicación a la causa*.

**Palabras clave:** *donación; marketing no lucrativo; recaudación de fondos; donación de bienes; donación de dinero*

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## 1. Introduction

Since its social relevance, the third sector organizations with philanthropic matters have been a study field in several countries (Bekkers and Wiepking 2011c). In a general way, philanthropy has a connection with social, personal e motivational values of an individual and society, and in many times is characterized by the act of donating. Donation can be of money, human material, new or used goods, and time e personal abilities, which characterize the volunteer work (Evers 1995; Monzón and Chaves 2008; Alcock 2010; Defourny and Nyssens 2010; Burroughs et al. 2013; Shehu et al. 2015).

The focus of this study is the universal act of donating money and/or goods, which is a behaviour that still needs a better comprehension. The capacity of receiving donation in a non-profit organization depends on its relationship with the donors and/or partners (Kelly 1995; Hansmann 1996; González et al. 2002). According to Sargeant and Woodliffe (2007), the proportion of families who support a charity organization is declining. The rise of the number of charities organizations has contributed to create a competitive and even hostile-found raising environment. Knowing the donor behaviour becomes vital for the philanthropic organization survival, generating a need of a professionalized and planned marketing area to reach its objectives and assure the activities continuation.

Nonprofit organizations are a reality in today society and have an important role in several countries, where philanthropy is more spread and practice (Bekkers and Wiepking 2011c). These organizations are recognized by the different services they offer, and most of them are carried up by dedicated and non-paid volunteers (Christauskas et al. 2012). Such organizations are usually kept with resources that come from donors, which can be individuals or companies.

Therefore, as most charity organizations depend on people's contributions, different researches have been aimed to evidence the donor's preference and behaviour as, on the basis of the findings, it is possible to create strategies to raise the donations (Bachke et al. 2013). This research objective is to answer the question on what are the factors that most influence the individuals to make money and goods donations.

This paper aims to identify the factors that most influence individuals to donate money and/or goods. This is justified due to the relevance of the Third Sector participation in social service, as a complement of public actions from Government and from private institutions in society, mainly for the population who is little attended by them. Its academic contribution relies in better understanding of the –many times subjective– criteria– used by the donors to allocate their contribution in a concrete social project or cause. The donation act has been studied in several countries (Mount 1996; Smith and McSweeney 2007; Bekkers and Wiepking 2011a, 2011c; Boenigk et al. 2011; Lee and Sargeant 2011; Bachke et al. 2013), but few of these studies have focused on the individual behaviour towards the money/goods donation. Therefore, the differential of this research is the endogenous and exogenous variables evaluation on the influence in the donation act. Once with a better understanding of the main forces that drives the act of donation, it is possible to establish concrete actions in planning and raising resources.

## 2. Theoretical background

### 2.1. *The Third Sector*

The Third Sector concept is historically related to social economy (Peter and Honea 2012). According to Monzón and Chaves (2008), there was an economic growth in Western Europe around 1945-1975 which was based on the idea of the Welfare State and promoted an income redistribution, resource allocation and counter cyclical policies, that even with the global consolidation of the mixed economy (public and private), did not prevent the development of the cooperative, associative and mutual organizations. This new set of organizations began to collaborate in solving social problems as unemployment, geographical imbalances between rural and urban, power conflicts between private organizations and consumers, and the inefficiency of the government in health, education, housing, among others.

Some studies have highlighted the growth of the social economy in European countries (Evers 1995; Alcock 2010; Defourny and Nyssens 2010) and social economy has aroused as a social utility between the capitalist and the public sector (Monzón and Chaves 2008). According to Defourny and Nyssens (2010), the social economy or Third Sector has excelled economically in terms of employment and production, especially in the service provision. This issue has been studied in various social science disciplines, as Sociology, Political Science, Economics, Management, History, Law and Psychology.

Specifically, these authors described the origins and motivations that generate social economy in Europe as the existence of a philanthropy tradition, especially in UK and Ireland, the civic commitment to the community tradition in the Scandinavian countries, government subsidy policies present in countries such as Germany, Belgium, Ireland and the Netherlands, as the government encouragement for greater individuals participation to act more actively in community solutions.

Following their postulates, the First Sector would be formed by the Government (State), and the Second Sector by the private or for-profit companies, but maybe these two economy sectors are not able to attend the demand of specific groups of society. European researchers have discussed about the “welfare mix” consisting of shared responsibilities among the various types of service providers, and proposed a “welfare triangle” to better understand the relationships between the various sectors (Defourny and Nyssens 2010), where the Third Sector appears in the centre of the triangle, bridging the gap between the first and the second one as well as society in general (Evers 1995; Pestoff 1998).

On the above basis, it is possible to identify some similar and different views on the concept of what the Third Sector is in some European countries (Defourny and Nyssens 2010). So, in countries as Belgium, Germany, Portugal, Spain and United Kingdom, the Third Sector is best identified by the term “social economy”, where a more entrepreneurial and professional feature is perceived in the public service provision. Meanwhile, in Denmark, Finland and Ireland the term Third Sector is understood as the voluntary action development. Moreover, in France the concept has matured in recent years and it is divided between the sub-concepts of volunteerism and social economy in the provision of services. There are even groups who even choose to create a fourth sector, focusing on voluntary.

Additionally, some authors refer to concrete evolution patters, e.g. in UK, where there has been a substantial increase in Government involvement in stimulating the Third Sector, thus creating formal partnerships and establishing presentations (Alcock 2010).

## *2.2. The donation need in the Third Sector*

According to Hansmann (1996), nonprofit organizations receive in some countries public incentives and subsidies that should fund research, education and health, especially for a part of the population that is not attended either by the government or by the market, as for example, charitable hospitals. The basic human care, whether in health or education of children, youth, adults and seniors, are characterized by a diversity of organizations that focus on the already exposed concept of wellness, which for the continuity of their services, receive private donations and public grants. However, if operational efficiency and the social objectives are not achieved, the question about the real need to maintain incentives and subsidies arises.

This conflict is strained in the analysis of other researchers, as noted by Hanson (1997). An environment of competition among nonprofits, competing for incentives and grants arouse. This generated the need to make the fundraising activity, a professional level service on nonprofit organizations with strategic planning, marketing planning, effective communication and, above all, a professional administration management that is better prepared and increase the interest of donors, which are increasingly scarce, sceptical and suspicious.

Hanson (1997) went even further in his analysis and highlighted a crisis of public confidence in the nonprofit organizations. Scandals, frauds, leadership failures, lack of accountability within the official standards and others, are a few examples that reduce the role of the third sector as an attention agent for the underprivileged classes. The suggestion proposed by this author and referred to this competitive scenario of uncertainty and ambiguity, is the tendency to seek smaller markets with increasingly specific needs, instead of the mass markets, with a focus on results.

Therefore, the management of nonprofit organizations needs to be market-oriented, like for-profit, advocate (González et al. 2002). To be able to succeed in this competitive and suspicious environment, the organization must have a clear vision to meet the needs of the beneficiaries of the organization, as if the donors or partners of the social actions were business customers (Liston-Heyes and Liu 2013), which supports the importance of this research that seeks to understand the motivations and perceptions of the donors (Burroughs et al. 2013).

In summary, the need for resources is an integral part of the lives of nonprofit organizations, requiring from them skills on market orientation and marketing planning in the Third Sector.

### 2.3. Donation driving factors

One of the main salient studies on the donation phenomenon was a literature review conducted by Bekkers and Wiepking (2011a). They analysed the content of several studies on philanthropy in various situations and found that philanthropy appears as one of main topics in papers from different disciplines, including Marketing, Economy, Social Psychology, Biological Psychology, Neurology, Sociology, Political Science, Anthropology, Biology and Evolutionary Psychology.

Bekkers and Wiepking (2011a, 2011c) identified eight factors, or “mechanisms”, which can drive the donation behaviour: i) *need awareness*; ii) *request*; iii) *costs and benefits*; iv) *altruism*; v) *reputation*; vi) *psychological benefits*; vii) *values*; and viii) *effectiveness*. Four of these eight factors represent the donor behaviour of the inner point of view, endogenous to the individual, their motivations and their personal values (*altruism, psychological benefits, values and efficacy*); while three represent the outside view, exogenous, stimulating the action of the donor (*request, costs and benefits, and reputation*); and the remaining one represents the *awareness of needs*, which can be expressed both by motives and external incentives (Bekkers and Wiepking 2011b). These authors explained the factors driving the donation behaviour and their ratings on the endogenous or exogenous nature (see Table 1).

**Table 1.** Description and classification of attributes responsible for donation behaviour

Attribute	Description	Rating endogenous ( <i>inside</i> ) or exogenous ( <i>outside</i> ) the donating action
<i>Need awareness</i>	As the first prerequisite for the donation, people realize the need for support; they feel an obligation to support	The perceived need maybe from inner (individual perception) or outdoor nature (through campaigns or news/advertising)
<i>Request</i>	In most cases, the donation occurs in response to a request by or on behalf of an organization or cause	This attribute is a more outside action of the individual
<i>Costs and benefits</i>	The donation is usually associated with a cost to the donor (financial or otherwise) and compared to the benefits generated (financial or otherwise) and organization’s competence in generating benefits to donors, creating incentives for donation	It is an external component to the individual, who will receive the information and its evaluation for the realization of the donation or not
<i>Altruism</i>	Acts of giving can be inspired by a “pure” concern with the welfare of the beneficiaries or the creation of a public good or service. Donors are motivated by their altruistic nature	It can be classified as a motivation, feeling, emotion or inner desire, leading the individual to engage in self-giving and donation (or not) of goods, financial or otherwise
<i>Reputation</i>	Reputation maybe understood as the desire to achieve or maintain a positive social position. Maybe related to the cause and get status compatible with the actions. Join something or an organization that gives the donor a positive image	It can be understood as an outside effect of the individual and organizations.
<i>Psychological benefits</i>	Acts of giving a benefit normally generate internally, private to the individual, even when the act cannot be observed by others. The advantage of “psychological is sometimes referred to as “brightness” or “joy of giving”	It is a feeling generated internally in the individual, stimulated by the action of giving
<i>Values</i>	The individual, when displaying donation behaviour, is imbued with creating a “better world” (in line with their own perception). Acts of donation often express a value held by the individual. These include culture, religion, family, values, altruism, politics and other	Personal values related to philanthropy are internal agents that stimulate the individual to the act of donating
<i>Effectiveness</i>	The individual is more prone to engage in a behaviour of giving when there is perception that their contribution makes a difference to the charity, and it makes them feel useful	This feeling of self-satisfaction and achievement is within the individual and makes him act in this satisfaction and at the same time, contribute to society

Source: own elaboration based on Bekkers and Wiepking (2011a, 2011b, 2011c)

A research by Boenigk et al. (2011) illustrated one of the factors in Table 1. In this study, it was shown that the main factor responsible for blood donation is the pure altruism of those who are moved by their nature and desire for the well-being of the next. From data provided by the German Red Cross, it was possible to diagnose the impact of satisfaction in relation to the management system and altruistic values to loyalty to the blood donation procedure. An important fact that was also detected was that there are external factors influencing the behaviour of blood donors. Similarly, when seeking greater understanding of the mechanisms that drive the act of donating, Huber et al. (2010) described the influence of emotions on the decision of the individual. To be exposed to situations of emotional appeal, their predisposition increases –in accordance with the findings by Boenigk et al. (2011)– on the influence of external factors.

Bekkers and Wiepking (2011b) reinforced the inclination of other researchers that there is no single model capable of capturing all the key reasons to donate. This reinforces the idea about there is a great potential for developing new studies on the phenomenon, searching for new tests and proposing new models, thus creating alternatives for new explanations with approaches from different areas of knowledge.

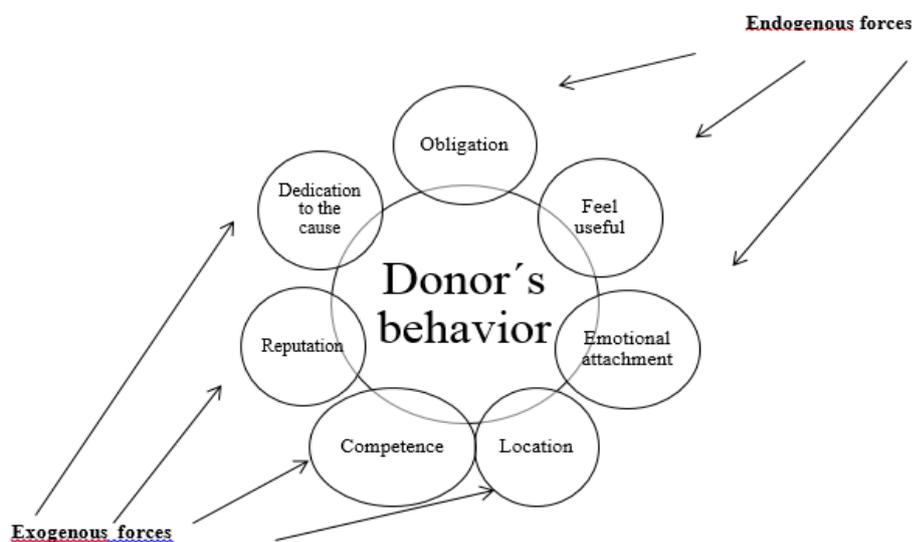
In summary, these authors recognized the presence of factors which are responsible for the donation behaviour and the importance of cultural differences that shape the phenomenon, revealing that these factors may arise at different intensities. However, similar studies have not been carried out in the Brazilian or Latin America population, as previous studies occurred primarily in the countries of Europe, Australia, USA, Japan, so showing a gap of study.

### 3. Proposed model

After reviewing the existing literature, Bekkers and Wiepking (2011c) reported the need to suggest new models that seek the understanding of donor's behaviour, and identified the factors generating it. The eight driving forces described by Bekkers and Wiepking (2011b) have served as the basis for our new model, which aims to find evidences on the perceptual and motivational dimensions that lead individuals to engage in a donation behaviour. Four of the eight forces identified by Bekkers and Wiepking, (2011a, 2011b, 2011c) were included in this new proposal: i) *need awareness (obligation)*; ii) *efficiency (feeling good)*; iii) *costs and benefits (competence)*; and iv) *altruism (emotional attachment)*. A fifth added factor for the study was *location*, and two other factors (*good reputation* and *dedication to causes*) were extracted from variations of understanding between the surveyed authors and that part of the definitions of the four forces already mentioned. Thus, the new model included seven forces as endogenous or exogenous factors influencing the decision of donating or not.

The proposed model is shown in Figure 1 and redistributes the forces driving the behaviour of donating, endogenous and exogenous forces on the individual. According to Mathur (1996), the motivations of endogenous nature, external incentive and social interactions are important predecessors of the behaviour of gifting and donating. The new attributes are expressed in Tables 2 and 3.

**Figure 1.** Proposed model for the analysis of the driving forces of donor's behaviour



Source: own elaboration

**Table 2.** Description and inter-relationship of attributes responsible for the donation behaviour: endogenous variables

Classification	Attribute	Main references in literature
Motivation (endogenous or internal)	<i>Need awareness</i> ( <i>obligation</i> )	Sherry Jr. (1983); Goodwin et al. (1990); Bendapudi et al. (1996); Mathur (1996); Bekkers and Wiepking (2011a and 2011b)
	<i>Effectiveness</i> ( <i>feeling useful</i> )	Bekkers and Wiepking (2011a); Boenigk et al. (2011)
	<i>Altruism</i> ( <i>emotional attachment</i> )	Huber et al. (2010); Bekkers and Wiepking (2011c); Boenigk et al. (2011)

Source: own elaboration

**Table 3.** Description and inter-relationship of attributes responsible for the donation behaviour: endogenous variables

Classification	Attribute	Main references in literature
Perception (exogenous or external)	<i>Location</i> ( <i>location</i> )	Bachke et al. (2013)
	<i>Costs and benefits</i> ( <i>competence</i> )	Trussell, & Parsons (2007); Mews & Boenigk (2012); Wiepking et al. (2012)
	<i>Altruism</i> ( <i>emotional attachment</i> )	Huber et al. (2010); Bekkers and Wiepking (2011c); Boenigk et al. (2011)
	<i>Costs and benefits</i> ( <i>good reputation</i> )	Bekkers and Wiepking (2011a); Mews and Boenigk (2012); Wiepking et al. (2012)
	<i>Need awareness</i> ( <i>dedication to the cause</i> )	Boenigk et al. (2011); Mews and Boenigk (2012)

Source: own elaboration

As Figure 1 shows, the proposed model separates the endogenous (*obligation, feeling useful, emotional attachment*) and exogenous variables (*location, competence, reputation, dedication to the cause*). A survey questionnaire was designed to test the model and to find evidences to explain the phenomenon of the donating behaviour.

Specifically, Table 2 shows the endogenous attributes found by Bekkers and Wiepking (2011b), accompanied by studies that have attempted to explain such behaviour. For each attribute, a new association as the endogenous nature and a new interpretation of the behaviour attribute were performed. Its content includes small variations related to this behaviour, depending on the nature, country of origin, culture and personality, the individual will be more or less predisposed to a type of donation, whether it refers to money, new or used goods, human material or its own time.

Looking at the content of this Table 2, it is possible to see that the attribute *obligation* means the translation of an inner force that moves the individual to a concrete action of donation, as their personal values. An example of this approach is reported by Goodwin et al. (1990), who presented a study on the motivation of the consumer buying process for a donation or for gifting.

*Feeling useful* is an attribute presented by Bekkers and Wiepking (2011b) and described as *effectiveness*. Individuals are pleased to be able to display their abilities, they show pleasure in being part of a social action, collaborating with something of value. *Emotional attachment* is a purely altruistic force and was considered as, according to Huber et al. (2010), emotions may influence the charitable donation and creates a reciprocity bond.

Table 3 above shows the exogenous nature attributes, listing some contributions in literature that have attempted to explain such behaviour. For each attribute, a new association was held on the exogenous nature and a new interpretation of the attribute.

Comparing Table 3 with the literature, it can be observed that, in the literature review by Bekkers and Wiepking (2011b), the only attribute that is not in the list of the eight attributes or mechanisms driving the donation behaviour is the *location*, which was identified in a more recent research by Bachke et al. (2013), aiming to answer the question about donors have a preference for geographical destination of their resources. Based on the obtained results, these authors concluded that differences in the donations are consistent with the differences in the attitudes of donors on aid (donated feature), development (volunteering) and their beliefs about the differences of poverty and vulnerability of the beneficiaries. Therefore, these arguments reinforce the understanding that there are internal and external forces to the individual, the driving behaviour of donating, including the variable location. Thus, the variable *location* was included in our research as an attribute to measure the donation behaviour (Table 3). The donor may be prone to make donations to nonprofit organizations closer to their reality, or to help to solve social problems in their neighbourhood or workplace where the donor has access to and can observe what is taking place with its donation (Bachke et al. 2013).

*Competence* is a variable that demonstrates the effectiveness and good management of the nonprofit organization, since perceived by the donor. One must also know how to communicate the image of competence so that everyone has the necessary information to value judgment. As Trussel and Parsons (2007) stated, the efficiency of operations and financial stability of the organization are important factors used by donors in the decision to donate.

The attribute of *reputation* is related to the organization's ability to relate to society and the positive image that it transmits for donors. Therefore it must just not be competent; it must notify the society and generate a good image. For example, Mews and Boenigk (2012) highlighted the factors that drive the donation as extrinsic motivation, intrinsic motivation and the image of the organization.

*Dedication to the cause* is a reflection of the engagement, the donation of members to a particular cause or social need. These actions are able to sensitize the next in search of collaboration, whether financial or not. It is noted that donations are affected by information about the recipient or remittee, a continuation of the idea of "identifiable victim" presented by Bachke et al. (2013), finding clear evidence that the size of the grants is affected by identification with the recipient or charitable organization.

Thus, the model seeks to understand the donation act and few researches on this topic have been carried out in Brazil. Results from other studies suggest that non-governmental organizations have extensive experience in earning of public money, but there is little empirical research on the preferences of individual donors to build the fundraising campaigns of this type of organizations (Bachke et al. 2013). The proposed model allows investigating the financial and non-financial donation. Countries like USA and UK are very strong in financial donation, while Nordic countries have a closer relationship with volunteering, which is donating time and skills to the individual concerned (Smith and McSweeney 2007; Monzón and Chaves 2008). Therefore, the factors that promote the donation may have different effects in different countries, which also suggest a deeper relationship with the type of donation, either financial or otherwise (Laufer et al. 2010). Finally, the proposal evaluates the effects of endogenous and exogenous forces in the donation phenomenon and explores which forces emerge with a greater degree of significance and may be useful for a better understanding about the donation behaviour.

#### 4. Research methodology

This research used a quantitative and descriptive, cross-sectional methodology (Creswell 2013) to describe the behaviour of the donor, based on primary data collected from 01 March to 30 April 2013, by using a structured, self-administered, available online and printed survey.

The population of this research was composed of diverse individuals who already have made donations in the Brazilian State of Espírito Santo. Control questions on money/goods donation in last 12 months at the beginning of the questionnaire identified whether a respondent was part of the target audience. The survey was sent to some 2000 emails through social networks and 300 printed forms were distributed. Thus, the sample can be classified as a non-probability sample of convenience (Cooper and Schindler 2003). At the end of the period, 256 valid responses were obtained.

Only correctly completed questionnaires by individuals which marked the control alternatives were considered as valid. Compared to the number of emails sent, together with the printed forms, it was found a reasonable percentage of respondents (11.13%).

Respondents declared their degree of agreement or disagreement with affirmative statements which were developed for each stage of the proposed model based on the indicators in Tables 2 and 3. The instrument contained the five-level Likert scale, ranging from 1 (“*strongly disagree*”) to 5 (“*strongly agree*”). Table 4 lists the defined attributes for the proposed model and the related statements used in the survey form.

Then a survey form was designed, including a total of 15 questions, seven of them related to the independent variables (Table 4), and four related to the demographic survey sample and their ratings, while two were control and two were related to the pretensions to make new donation (Table 5).

Once collected, data were analysed. Initially each questionnaire was validated through control variables. Then the respondents were characterized to verify that there was no bias in the sample, as it should be heterogeneous. Later on, descriptive statistics and multiple linear regressions were applied. Such analyses allowed to meet the intended objectives of this research.

**Table 4.** Description and classification of the questions related to the attributes in the empirical research

Classification	Attribute	Affirmative
<i>Motivation</i> (endogenous or internal)	<i>Obligation</i>	I believe that donating/contributing to social projects is an obligation and a duty of human beings
	<i>Feeling useful</i>	I feel useful when making a donation
	<i>Emotional attachment</i>	To me to have incentive to make a donation is required that I have emotional attachment to the social project and/or the nonprofit entity
<i>Perception</i> (exogenous or external)	<i>Location</i>	I believe that the location of the nonprofit organization helps my choice and decision to collaborate as a donor
	<i>Competence</i>	I believe that the competence of a nonprofit organization is crucial in my decision to donate
	<i>Good reputation</i>	I believe that a good reputation and good references from nonprofit organizations are decisive in my decision to donate
	<i>Dedication to the cause</i>	The dedication to the cause crafted by the entity stimulates my act of donation

Source: own elaboration

**Table 5.** Description of the control, intention and demographic questions in the survey

Type of question	Questions / statements
Demographic	Which is your monthly income range?
	Which is your education level?
	Which is your current age?
	Which is your gender?
Control (yes/no)	In the last 12 months, I donated money to a charity or nonprofit organization
	In the last 12 months, I donated used or new goods or human material to a charity or nonprofit organization
Pretension of donation (agreement scale)	Over the next 12 months, I will donate money to a charity or nonprofit organization
	Over the next 12 months, I will donate used or new goods or human material to a charity or nonprofit organization

Source: own elaboration

## 5. Data analysis

As mentioned, the sample was initially characterized to achieve the objectives of the study. Then descriptive statistics and two multiple linear regressions were applied.

### 5.1. Sample characterization

The study was conducted on a sample of 256 respondents. A 58.59% majority of individuals were female, while 25% were male, and 14.41% did not specify this information (Table 6). This confirmed the interest of women on donations, as pointed out by Bachke et al. (2013), who described the greater participation of women as volunteers and donors in the UK.

The presence of a good number of individuals with higher education must be highlighted (29.30%), as well as the amount of respondents with monthly income of up to US\$ 2,200.00 (34.77%), thus indicating that donations do not necessarily come from individuals in segments with highest rent levels. In summary, it sought to validate the sample, noting that it meets the profile of the research. The sample was considered as valid, without identifying majorities that would distort the analysis. What is more relevant, only those questionnaires fulfilled by respondents who reported having recently conducted donations of money and/or goods were considered as valid.

### 5.2. Descriptive statistics

Descriptive statistics were used to initially review and summarize the collected data. Means (M) and standard deviations (SD) were calculated for each variable (see Table 7).

**Table 6.** Sample characterization

Variable/position	Number of respondents	% of respondents
<i>Sex</i>		
Male	64	25.00%
Female	150	58.59%
Not specified	42	16.41%
<i>Monthly income</i>		
Up to US\$ 2,200,00	89	34.77%
From US\$ 2,200,01 to US\$ 4,000.00	20	7.81%
Above US \$ 4,000.00	10	3.91%
Not specified	137	53.52%
<i>Educational level</i>		
Middle-level education	15	5.86%
Higher education	75	29.30%
Postgraduate education	30	11.72%
Not specified	136	53.13%

**Table 7.** Descriptive statistics

	N	M	SD
Y <sub>1</sub> (donating money)	256	2,99	1,36
Y <sub>2</sub> (donating goods)	256	3,24	0,96
X <sub>1</sub> (feeling obligation to donate)	256	2,91	1,43
X <sub>2</sub> (feeling useful)	256	3,55	1,09
X <sub>3</sub> (emotional bond)	256	2,98	1,07
X <sub>4</sub> (location)	256	3,86	1,26
X <sub>5</sub> (competence)	256	3,74	1,16
X <sub>6</sub> (reputation)	256	4,05	0,89
X <sub>7</sub> (dedication to the cause)	256	3,48	0,97
Valid N (list wise)	256		

According to the results in Table 7, it is clear that initially, the mean of the variable *donate money* ( $Y_1$ ) is close to 3 ( $MY_1 = 2.99$ ), then suggesting neutrality. However, the standard deviation was high ( $DPY_1 = 1.36$ ), showing that there was no consensus on the answers. Analyzing the answers individually, it was found that 38.28% agreed fully or partly with the statement that will make money donations in the next 12 months and 33.98% disagreed with the same statement. Thus, it appears that most of the current donors have doubts about making money donations, something to be investigated in depth in future research.

The mean of the variable *donate goods* ( $Y_2$ ) was a little higher ( $MY_2 = 3.24$ ), but also tending to neutrality. However, the standard deviation was slightly lower ( $DPY_2 = 0.96$ ), that is, the majority of respondents (54.69%) was neutral towards the donation of goods, a more homogeneous behaviour, depending on the availability of the same. Results show that respondents were not sure whether if they will have the goods to donate, but if they do, they will probably donate, because 31.64% of respondents agreed fully or partly with donating new or used goods in the next 12 months.

As regarding the descriptive statistics of the other variables, namely the means of the variables *reputation* ( $MX_6 = 4.05$ ) and *dedication to the cause* ( $MX_7 = 3.48$ ), they greater than 3 and showed a low standard deviation, indicating agreement of respondents with the importance of these variables on donation to nonprofit organizations, as the standard deviation showed a certain consensus on the answers. It is noteworthy that the highest mean of the variables was found for *reputation* ( $MX_6 = 4.05$ ), signifying the highest level of agreement among respondents concerning the good reputation of nonprofits. This variable is corroborating with Bachke et al. (2013), who found evidence that the donation is affected by the reputation of the recipient.

Regarding the variable *feeling obligation to give*, the mean was not only below 3, but it was also the lowest one among all tested variables ( $MX_1 = 2.91$ ). Then the standard deviation was the highest one among all of them ( $DPX_1 = 1.43$ ). So while the mean points to the neutrality of the respondents, the standard deviation indicates disagreement, i.e. there was no consensus about feeling the obligation to make donations (40.23% wholly or partly disagreed with the statement, and 39.06% fully or partly agreed with it). This result should be researched in depth in future because, as pointed Bekkers and Wiepking (2011b), the sense of obligation of donating is influenced by the characteristics of the individual related to religion, culture, education and socialization, and these variables were not measured in this study.

The variables *feeling useful* ( $X_2$ ), *location of the organization* ( $X_4$ ) and *competence of the organization* ( $X_5$ ) had similar means close to agreement, with standard deviations above 1, then showing no consensus among respondents. Analyzing the answers given to these three variables, it was found, on average, an 15% disagreement and a 70% agreement. That is, in general, respondents agreed with the statement.

The variable *emotional attachment* ( $X_3$ ) had a mean below 3 ( $MX_3 = 2.98$ ), which indicates certain neutrality of respondents regarding the emotional attachment affecting the donation behaviour. As the standard deviation was close to 1, this suggests some uniformity of responses.

Finally, it can be noted that of the seven independent variables ( $X_1$  to  $X_7$ ), five showed a high standard deviation value, which may indicate the existence of clusters among the respondents, or groups of respondents with common perceptions between another and very different between the groups. As the objective was to analyze the behaviour of the act of donating the population in general, the identification of possible clusters can be performed in future investigations.

### 5.3. Multiple linear regression analysis

Aiming to identify the factors influencing the behaviour of donating, multiple linear regressions were performed between the dependent variables (*donate money* and *donate goods*) and the independent variables (endogenous and exogenous forces).

- Multiple linear regression with *donate money* as dependent variable:

Initially, it was performed a multiple linear regression for the dependent variable  $Y_1$  (*donate money*). The results from this analysis are shown in Tables 8 and 9.

As Table 8 shows, for this model the  $F$ -test value was  $< 0.05$  or, at a significance level of 5%, it was 1.2%, therefore less than 5% and validating the model. The model explains 68.5% of the variable *donate money*, what is a good fit, based on the variables  $X_1$  (*feeling obliged to donate*),  $X_5$  (*competence of the organization*),  $X_6$  (*reputation of the organization*) and  $X_7$  (*dedication to the cause*).

**Table 8.** Model obtained from the linear regression of the dependent variable  $Y_1$  (donate money)

Model	$R$	$R$ square	Adjusted R		$R$ square change	Change statistics			Sig. $F$ change	Durbin-Watson
			Adjusted $R$ sq.	Std. error		$F$ change	$df1$	$df2$		
1	0.831	0.690	0.685	0.76393	0.008	6.338	1	251	0.012	1.749

Predictors: (constant),  $X_1$ ,  $X_7$ ,  $X_5$ ,  $X_6$

Dependent variable:  $Y_1$

Estimation method: stepwise

Validity testing: ANOVA (significant); test for randomness (accept the hypothesis of randomness); adhesion test Kolmogorov-Smirnov (accepted hypothesis adherence to normal distribution); test of homoscedasticity (accept the hypothesis homoscedasticity)

**Table 9.** Coefficients obtained from the linear regression of the dependent variable  $Y_1$  (donate money)

Model 1	Unstandardized coefficients		Std. coeffs. $\beta$	t	Sig.	95.0% confidence interval for B		Correlations			Collinearity statistics		
	B	Std. error				Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF	
(constant)	-0.116	0.229		-0.508	0.612	-0.568	0.335						
$X_1$	0.518	0.042	0.544	12.406	0.000	0.436	0.601	0.772	0.617	0.436	0.641	1.560	
$X_7$	0.358	0.069	0.256	5.188	0.000	0.222	0.494	0.607	0.311	0.182	0.507	1.972	
$X_5$	0.310	0.063	0.263	4.884	0.000	0.185	0.435	0.620	0.295	0.172	0.425	2.355	
$X_6$	-0.199	0.079	-0.130	-2.518	0.012	-0.355	-0.043	0.377	-0.157	-0.088	0.466	2.148	

Dependent variable:  $Y_1$

As Table 8 also shows, in the analysis of the Durbin-Watson test, the  $d$  value was found 1.749, which is smaller than the valued Durbin-Watson for  $n > 200$ ,  $k = 4$  and 5% significance. Therefore there was evidence of a positive correlation in the errors of the first order.

When looking at Table 9, we can see that the variables  $X_1$ ,  $X_5$ ,  $X_6$  and  $X_7$  had statistical significance with value of  $t$ -test minor than 5%. The VIF results for each variable constitute another aspect to highlight, as these values were  $< 10$ , thus indicating no multicollinearity problems, which means that the independent variables are not correlated with each other, resulting in more reliable estimates.

Considering these results, it can be seen that, as perceived by the respondents, the variables *feeling obliged to donate*, *competence of the organization*, *reputation of the organization* and *dedication to the cause* influence the *donation of money*. We should highlight, however, the negative sign in case of the variable *reputation of the organization*, which is something surprising. One explanation for this fact could be that when the donor perceives a nonprofit organization with a good infrastructure and a good reputation, he/she can also perceive, in its discretion, that the organization may have enough resources available for its maintenance, then decreasing the individual's intention to donate money to it, searching therefore, to donate to an organization or a cause with more funding needs.

The other three considered variables (*feeling obliged to donate*, *competence of the organization* and *dedication to the cause* show all of them a positive influence), i.e. if the individual feels a moral obligation to make a cash donation and finds a nonprofit organization which proves to be competent and dedicated to the cause it defends, then the individual's intention seems to be higher towards the realization of the donation.

- Multiple linear regression with *donate goods* as dependent variable

In a second step, it was performed a multiple linear regression for the dependent variable  $Y_2$  (donate goods). The results from this analysis are shown in Tables 10 and 11.

**Table 10.** Model obtained from the linear regression of the dependent variable  $Y_2$  (donate goods)

Model	R	R square	Adjusted R		R square change	Change statistics			Sig. F change	Durbin-Watson
			Adjusted R sq.	Std. error		F change	df1	df2		
2	0.720	0.519	0.511	0.67344	0.014	7.407	1	251	0.007	1.680

Predictors: (constant),  $X_7$ ,  $X_1$ ,  $X_6$ ,  $X_4$

Dependent variable:  $Y_2$

Estimation method: stepwise

Validity testing: ANOVA (significant); test for randomness (accept the hypothesis of randomness); adhesion test Kolmogorov-Smirnov (accepted hypothesis adherence to normal distribution); test of homoscedasticity (accept the hypothesis homoscedasticity)

**Table 11.** Coefficients obtained from the linear regression of the dependent variable  $Y_2$  (donate goods)

Model	Unstandardized coefficients		Std. coeffs.	t	Sig.	95.0% confidence interval for B		Correlations			Collinearity statistics		
	B	Std. error				Lower bound	Upper bound	Zero-order	Partial	Part	Tolerance	VIF	
(constant)	0.285	0.215		1.325	0.186	-0.139	0.709						
$X_7$	0.352	0.061	0.356	5.806	0.000	0.233	0.471	0.629	0.344	0.254	0.510	1.961	
$X_1$	0.210	0.034	0.312	6.148	0.000	0.143	0.277	0.557	0.362	0.269	0.745	1.342	
$X_6$	0.182	0.064	0.168	2.845	0.005	0.056	0.308	0.528	0.177	0.125	0.552	1.812	
$X_4$	0.098	0.036	0.128	2.722	0.007	0.027	0.169	0.253	0.169	0.119	0.870	1.149	

Dependent variable:  $Y_2$

Again, a good fit of the model was obtained. Table 10 shows an  $F$ -test value  $<0.01$ , that is, a significance of 1%. The  $F$ -test was 0.7%, therefore less than 1%, thus validating the model. The model explains 51.1% of the variable *donate goods* from the variables  $X_1$  (*feeling obliged to donate*),  $X_4$  (*location of the organization*),  $X_6$  (*reputation of the organization*) and  $X_7$  (*dedication to the cause*). When analyzing the Durbin-Watson test, the value  $d$  was 1.680, less than the value of the Durbin-Watson  $n > 200$ ,  $k = 4$  and significance of 5%, then indicating a positive correlation errors in the first order.

Table 11 shows that variables  $X_1$ ,  $X_4$ ,  $X_6$ , and  $X_7$  are statistically significant, with a  $t$ -test value under 1%. Again the results for each VIF variable values were  $< 10$ , which indicates that there are no problems of multicollinearity, then meaning that the independent variables are uncorrelated with each other, and resulting in more reliable estimates.

Given these results, and according to the respondents, the variables *feeling obliged to donate*, *reputation of the organization*, *location of the organization* and *dedication to the cause* influence the *donation of goods*. In this case, it was found that the when the individual feels a moral obligation to help a nonprofit organization, he/she selects an organization with a good reputation and dedication to the cause. In addition, the donor considers the variable location, possibly for the sake of convenience (proximity to the donor, ease of access or delivery) or to maintain a relationship with the donation-receiving organizations nearby (near its residence or workplace).

## 6. Discussion of results

Analysing and comparing the obtained results with those in previous literature on donor's behaviour (Sargeant et al. 2004; Proença and Pereira 2008; Blery et al. 2010; Gluckler and Ries 2012), it makes sense to build models that include motivations (endogenous forces) and perceptions (exogenous forces) of the donor. Moreover, it was noticed that at least one component from each group was significant in both regression analyses, one of them in case of donating money and the other one in case of donating goods. This type of model serves to guide nonprofit organizations when aiming the act of donating or, specifically, encouraging fundraising, as indicated Bekkers and Wiepking (2011c).

In the case of the concrete sample of individuals and related to their behaviour towards to Brazilian organizations that rely on donor resources, influence factors tested can be the basis of their marketing activities in the country, even more as the public subsidy is being increasingly disputed, just as in case of many other countries (Alcock 2010). Specifically, obtained results showed that one cannot consider only high-income donors, just as most of the respondents who claimed to have made donations in the last 12 months were individuals who had an income of less than US \$2,200.00.

Regarding the initial formulation of the theoretical model, two new models were obtained after the analysis, the one of them in case of donation of money and the other one in case of donation of goods, in both cases considering only the attributes that were significant according to the results of the regression analyses. The new model that describing the process of donation of money is formed by the variables *feeling obliged to donate*, *dedication to the cause*, *reputation of the organization* (with an inverse relation to the donation) and *competence of the organization*. Meanwhile, the new model for the donation of goods is formed by the variables *feeling obliged to donate*, *dedication to the cause*, *location of the organization* and *reputation of the organization*. These two models are shown in Figure 2.

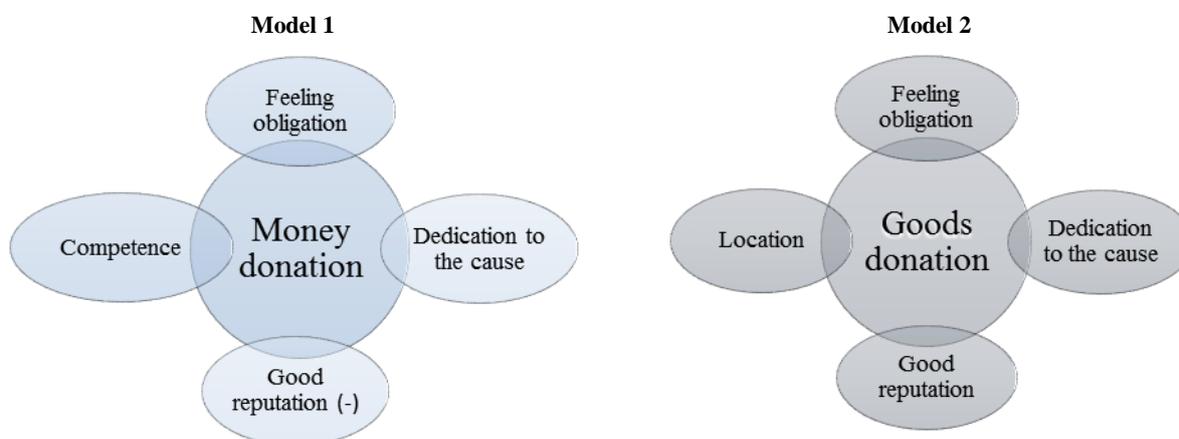
Analyzing the new models, we can appreciate common characteristics of both considered types of donations. For example, and as the more easily perceived evidence, both models share the independent variables *feeling obliged to donate*, *dedication to the cause* and *reputation of the organization*, which may indicate a common behaviour among donors.

Thus, the *sense of obligation* seems to be an important attribute influencing donations, no matter if we are talking on money or goods. This variable was already considered as part of several donation studies, where it appeared as significant (Sherry Jr. 1983; Goodwin et al. 1990; Bendapudi et al. 1996; Mathur 1996; Bekkers and Wiepking 2011a; Guéguen et al. 2013). It is a feeling which reveals itself as synonymous with the awareness of the need, as described by Bekkers and Wiepking (2011c), and which can be awakened by Third Sector organizations that prospect resources for their survival and growth.

The *dedication to the cause* was a second attribute influencing positively in both final models. In accordance, and being an exogenous force, the organization that wants to attract donors should develop their ability to communicate their actions to society, showing how dedicated they are to their cause (Mews and Boenigk 2012). This evidence was also suggested by Bennett (2012) as a conclusion from his research related to blood donation, when realizing that at attracting donors there was a need to demonstrate that the organization was devoted to the cause defended (collection of blood).

The *reputation of the nonprofit organization* shows a controversial performance. It influences positively in case of donation of goods, but it influences negatively in case of donation of money. This result undoubtedly points to the necessity of further studies, as the negative influence could make no sense. As suggested by Kim et al. (2011), reputation is not a tangible feature, but it can lead to an improved image of the organization and, consequently, it can raise the reputation of anyone who makes a donation.

Figure 2. New models proposed



Source: own elaboration

In this sense, previous studies, such as those by Boenigk et al. (2011) or Mews and Boenigk (2012), showed that negative news about a nonprofit organization affect levels of blood donation. Therefore, the concerned organizations must act to minimize and neutralize the negative image generated. On the contrary, the results from our study suggest that a (too) good reputation could inhibit the donation of money, since it can pass out to potential donors the impression of enough (self-sufficiency) financial resources.

There are also some differences between the two suggested models. For example, *competence of the organization* appears as independent variable in case of donation of money, while the variable *location of the organization* does in case of donation of goods. As previously mentioned, the positive influence of the location to donate goods is possibly related to the ease of the donor to supply such goods, and it can contribute also to monitor the correct use of the donated goods. This factor was already identified by Bachke et al. (2013), who suggested geographical preferences of the donor. The results of our study extend the findings of these authors as specifically identifying that the donation of goods is influenced by the location of the organization. Additionally, Gluckler and Ries (2012) indicated that donations are favoured in geographical terms when there is a sense of debt to the donor's local social context and a desire to support the same region.

Such evidence is not perceived when donating money. In this case, it is the responsibility –competence– of the organization which appears as a significant influencing variable, as indicated in the conclusions from some previous studies (Trussell and Parsons 2007; Mews and Boenigk 2012; Wiepking et al. 2012). Therefore, nonprofit organizations specifically wanting attraction of funds should pay attention to the competence that they transmit to society. Different studies already suggested the influence of the perceived effectiveness of nonprofit organizations on the intention of donating, especially in case of those who leave legacies (Mews and Boenigk 2012), and loyal donors (Gluckler and Ries 2012; Bachke et al. 2013). All this evidence points out that money donations made by public institutions, private companies and individual donors consider the quality of the management and performance of the nonprofit organization.

Despite the results of our study, we should not discard the potential influence of the variables *feeling useful* and *emotional attachment*, as they were considered as significant in previous studies (Huber et al. 2010; Bekkers and Wiepking 2011a; Boenigk et al. 2011). Despite their non-significance according to our results, one must take into account that we used a convenience sample, and then new studies will be required to properly consider these variables, especially when using a statistically significant sample. Another important finding is that the models partially explain the phenomena of donation of money and donation of goods (adjusted  $R^2$  values being 68.5% and 51.1%, respectively), i.e. there are other variables which were not identified in this study, and which could significantly contribute to explain donation of money and/or goods.

We would like also highlight that the final suggested models, composed of endogenous and exogenous forces, are intended to serve as a guide for nonprofits organizations seeking to raise funds from individual donors. Understanding donor's behaviour can help to develop marketing plans to compete in an environment where competition for donors has increased in recent years (Sargeant and Woodliffe 2007; Baghi et al. 2010) and is increasing more and more. This position requires professional approach to the management of nonprofit organizations (in terms of competence and reputation) against donor scarce and the perception/influence of critical and suspicious donors (Hanson 1997; Weir and Hibbert 2000).

## 7. Conclusions and recommendations

The aim of this study was the identification of the factors that influence individuals to make money and/or goods donations. At this purpose, a model was developed considering seven variables, which were divided into the two categories of endogenous and exogenous forces.

Based on the data from our survey, the results of the analyses point to the convenience of considering two specific models differing from the original proposal. So we determined a first model explaining the donation of goods and second model explaining the donation of money. The existing differences between both models prove that there is not a single proposal explaining the phenomenon of donor behaviour, which supports the previous conclusions by Bekkers and Wiepking (2011b) and confirms the need for further research into the topic.

Regarding the potential implications of this study, we can highlight the proposition and test of a model that seeks to explain the behaviour of the donor in the Brazilian reality. As there are few related studies, the number of considered variables was small. This reinforces the need to expand the model proposed by considering additional variables. The understanding of donor behaviour contributes to unravel a phenomenon that, although not new, is still under consideration by the scientific community.

Our research has also implications for practitioners, as suggested models can serve as a guidance for managers of non-governmental organizations. When seeking funds for their organization, managers must know what influences the act of donation, focusing their shares to raise funds, following the donor behaviour.

Concerning the limitations of the study, and as already mentioned, one of main weaknesses is the scarce number of considered variables, as we should face a still undeveloped literature on the concerned topic, which offered a scant research basis. In this sense, it would be strongly recommended that future researches delve deep into the various kinds of donors, trying to find new variables that determine the behaviour of the donation.

Another limitation was the use of a convenience sample, which does not allow the generalization of the obtained results. In this sense, it is suggested to continue testing the model, addressing other realities and getting extensions. Still it is recommended to consider the cultural, political and economic forces that may affect the behaviour of the donation.

Therefore, future studies may contribute to the evolution of knowledge in the nonprofit sector, primarily related to the behaviour of donating. Highlighting the need for further studies in different regions, specific studies related to the donation of money and studies about which actions taken by nonprofit organizations generate better results will provide many opportunities to go further in the understanding of the phenomenon of donation.

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