

**Exploring antecedents of philanthropic behaviours towards non-
profit organisations:
The role of perceived organisational reputation, perceived knowledge
of the organisation, and referent others' behavioural intent**

By Alette Dercho

Supervisor Dr Joana Kuntz

A dissertation submitted in partial fulfilment of the requirements for the degree of
Master of Science in Applied Psychology

Department of Psychology
University of Canterbury, 2012

Table of Contents

Table of content	2
List of Tables	3
List of Figures	4
Acknowledgment	5
Abstract	6
Introduction	7
<i>Reputation</i>	11
<i>Organisational Social Responsibility</i>	15
<i>Service Quality</i>	17
<i>Knowledge</i>	19
<i>Referent Others</i>	22
<i>Behavioural Intent</i>	24
Method	27
<i>Participants Procedure</i>	27
<i>Instrumentation</i>	28
Results	32
<i>Analysis</i>	32
<i>Result</i>	32
Discussion	40
<i>Summary of Results</i>	40
<i>Limitations</i>	43
<i>Implications and Directions for Future research</i>	44
<i>Conclusion</i>	47
References	49
Appendices	55
Appendix A: Frequency and Demographics	55
Appendix B: Consent Form	56
Appendix C: Survey	57
Appendix D: Tables: Factor Analysis	61

List of Tables

Table 1	<i>Means, standard deviations, coefficient alphas and intercorrelations for the variables Reputation, Knowledge, Referent Others, Behavioural Intent and Chronbach's alpha for the scales.....</i>	35
Table 2	<i>Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation A).....</i>	37
Table 3	<i>Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation B).....</i>	37
Table 4	<i>Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation C).....</i>	37
Table 5	<i>Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation A).....</i>	39
Table 6	<i>Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation B).....</i>	39
Table 7	<i>Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation C).....</i>	40

List of Figures

<i>Figure 1</i>	Effects of Reputation, Knowledge and Referent Others on benefactors	
	Behavioural Intent.....	10

Acknowledgements

I would like to extend my deepest gratitude to my supervisor, Dr Joana Kuntz, for her endless support, encouragement and professional assistance. Her expertise, as well as her kind way of interacting with me was invaluable to this study. I am very grateful that I had the privilege of working under and learning from her.

A thanks goes to all my wonderful friends in New Zealand, who made this experience so exceptional. Thank you to Penni and Graeme, our adopted 'Kiwi-parents', Ulli and Heiner for their friendship and support, and to Heather, my life-coach, for all the valuable advice and mentoring over the past two years. I also would like to thank the Rotary community for my scholarship, thus allowing me for this amazing opportunity to study aboard. Last but not least, a big thanks goes to my parents for their endless encouragement.

My inner-most appreciation goes to my loving partner, Gary. Thank you for having the dream to live in New Zealand. Experiencing this journey with you has been absolutely amazing, allowed me to see the world through yet another lens, and taught me life-skills that will remain with me for a long time. Moreover, thank you for all the hours of support, your kind words of encouragement and always believing in me.

Abstract

The purpose of the current study is to examine predictors of donating and volunteering intentions among the general public towards non-profit organisations (NPOs). In particular, this study sought to investigate whether perceived reputation of an NPO, perceived knowledge of the NPO, and referent others' philanthropic behaviours were related to individuals' intentions to donate and volunteer. An online survey was sent out and completed by a diverse sample of participants ($N = 712$) from the New Zealand population. The results showed significant and positive relationships between perceived reputation of a NPO, perceived knowledge of that NPO, referent others' philanthropic behaviours, and the participants' intent to donate and volunteer. Hierarchical multiple regression analysis revealed that reputation, and especially the behaviours of referent others, emerged as significant predictors of participants' intent to donate or volunteer. In fact in the current study, behaviours of referent others emerged as the strongest predictor to explain individuals' intentions to donate and volunteer across the three exemplified organisations. These findings highlight the importance of investigating key predictors concerning pro-social behaviours in order to aid NPOs in their survival by targeting variables that increase individuals' donating and volunteering behaviours. Other theoretical and practical implications and limitations of this study are discussed.

Introduction

Today, a substantial number of non-profit organisations (NPO) are found everywhere in the world. The New Zealand Inland Revenue defines a NPO as “any society, association or organisation (incorporated or not) that is not carried on for the profit or gain of any member, and whose rules do not allow money, property or other benefit to be distributed to any of its members” (Inland Revenue New Zealand, 2010). The size of NPOs can vary from small-scale, community-oriented organisations to large-scale national or international focused organisations (Haugh, 2006). However, regardless of their size, NPO share the common desire to help and provide services to local and global communities (Venable, Rose, Bush, & Gilbert, 2005). Their goals and objectives range widely from humanitarian work to improvement of environmental standards, and from animal rescue to the support of art and culture programs (Venable et al., 2005; Webb, Green, & Brashear, 2000). NPOs have taken on a significant role in many societies as they provide ongoing community and financial support to those in need (Bennett & Gabriel, 2003; Venable et al., 2005). In addition to the ongoing local, national and international aid, some NPOs provide support (e.g. food supply, medical support and survival equipment) during severe emergency situations, such as during conflict or natural disasters, making a significant contribution to people’s well being. However in order to provide these services and reach set objectives, most NPOs rely heavily, if not exclusively, on voluntary work and external funding (Webb, et al., 2000). Therefore in order to manage the workload and stay afloat financially, NPOs need to attract volunteer workers who will dedicate their time and efforts to the organisation’s cause. In addition to recruiting voluntary personnel, NPOs must entice private donors, governments, service clubs, or charitable foundations to provide support through monetary allocations (Bottiglieri, Kroleski &

Conway, 2011). Due to an ongoing worldwide recession however, benefactors have had to make major cut backs in their spending (Padanyi & Gainer, 2003; Sarstedt & Schloderer, 2010). Simultaneously to the financial cut backs, NPOs are also operating in an abundantly competitive environment. In New Zealand alone there are currently 25,519 registered charities (Charities Commission, 2012).

The reliance on technology to conduct business has further exacerbated the competitive environment in which NPOs operate. Technology plays a major role in the competitive market of fundraising and awareness. Due to the increasing use of technology (e.g. availability of organisational web sites and social networks), donors are easily able to obtain information on the values, projects and performances of different NPOs. The NPOs as a result have become more transparent to donors. This transparency acts as a “regulator for greater accountability” to show exactly where, when, and how donations are being managed (Haugh, 2006; Mueller, Rickman, & Wichman-Tau, 2006). Overall, the current environment presents a challenging situation for NPOs, as they are forced to place a greater emphasis on effective and efficient management as well as developing better corporate communications using a wide range of media (Sargeant & Lee, 2002; Sarstedt & Schloderer, 2010; Sung & Yang, 2008; Venable et al., 2005). As a result, strategic methods and practices from the corporate sector (e.g. managing an organisation’s reputation), have progressively been incorporated in the non-profit sector (Sarstedt & Schloderer, 2010).

Research in the corporate sector shows that building and maintaining a positive reputation, referred to as an overall positive or negative assessment of the NPO by benefactors (Fomburn & van Riel, 1997), is vital to organisational survival, and this also extends to the non-profit sector (Padanyi & Gainer, 2003). In fact a NPO’s perceived reputation has emerged as an important variable in explaining the

attraction of charitable donations (Herman, 1990; Hunt & Morgan, 1995; Meijer, 2009; Padanyi & Gaimer, 2003; Sarstedt & Schloderer, 2010).

Knowledge about an organisation (i.e. being familiar with the organisation) has been identified in the literature as another important variable impacting individuals' behavioural intent to donate. Providing individuals with accurate and relevant information about an organisation's performance (e.g. about current activities) can positively influence people's evaluations as well as their willingness to donate to a NPO (Bennett & Gabriel, 2003; Bennett & Savani, 2003; Webb et al., 2000). However, if knowledge (i.e. familiarity) of the NPO or its projects is low, individuals cannot evaluate or process incoming information based on existing memory or past experiences (Mason, Jensen, Burton & Roach, 2001). Consequently individuals can only make arbitrary inferences about the situation. Therefore organisations should share accurate and relevant information to benefactors in order for them to assess performance attributes successfully and develop favourable attitudes towards a NPO, which in turn, will increase the likelihood of charitable support (Bennett & Savani, 2003).

In addition to the role of a NPO's reputation (i.e. attitude towards or impression of a NPO) and knowledge about the organisation (i.e. familiarity with the NPO and its projects), referent others (i.e. individuals who are close or meaningful to a person), may influence one's intent to donate or volunteer. In general, individuals express the need to belong and identify with groups in society. The attitudes and behaviours that are expressed and modelled by the group (e.g. family members who actively volunteer) can heavily impact a person, and consequently play a significant role on an individual's own behavioural intentions (Warburton & Terry, 2000). Thus, charitable behaviours demonstrated by referent others, such as positive interpersonal

communications about the NPO's work, might heavily influence individuals' own intentions and behaviours.

Overall, the high pressures and challenges NPOs experience in today's market (e.g. high competition, reduced funding, and attracting and maintaining private donors), highlight the need to further identify and understand the variables that influence the behavioural intent of potential donors and volunteers (see Figure 1). Therefore the current study will seek to identify the effect of perceived reputation and knowledge of a non-profit organisation on current and potential benefactors' behavioural intent, such as intention to make a monetary donation and the willingness to volunteer. In addition, the current study is also interested in investigating the extent to which intention to make a monetary donation and the willingness to volunteer are influenced by the philanthropist behaviour of referent others (e.g. peer group, relatives, and co-workers).

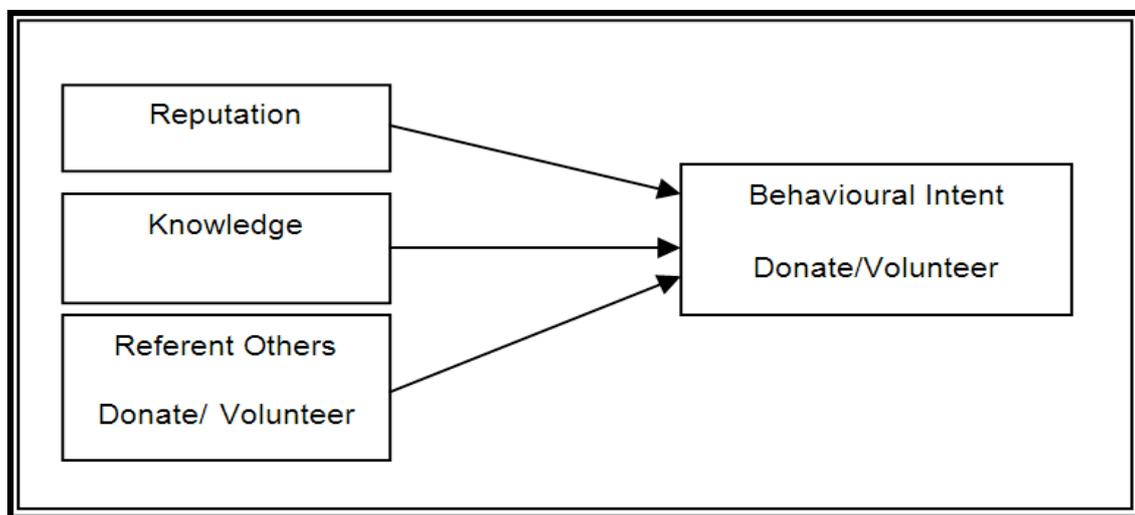


Figure 1. Effects of Reputation, Knowledge and Referent Others on Benefactor's Behavioural Intent

Literature Overview

The following section will describe current literature relevant to the research objectives of this study. The literature review is organised into four sections: (1) the importance of an organisation's reputation, introducing two of the underlying drivers of reputation (organisational social responsibility and service quality); (2) a discussion of knowledge about the organisation and how it is linked to behavioural intent; (3) a discussion of referent others' influence on behavioural intent; and (4) a discussion of behavioural intent anchored on the theory of planned behaviour. The study includes five hypotheses, which are placed after each relevant section, to aid in the direction of the current research.

Reputation

A distinct reputation allows organisations to present themselves in a unique manner. This exclusive identity increases organisational status and can provide organisations with a competitive advantage by distinguishing its work from that of similar organisations, which is especially important in today's competitive environment (Bennett & Gabriel, 2003; Bennett and Sargeant, 2005; Hong and Yang, 2009; Meijer, 2009; Walsh & Beatty, 2007).

In the current study, a NPO's reputation is broadly conceptualized as an individual's global perception or a general assessment of the organisation (Bennett & Gabriel, 2003; Bromley, 2000; Fombrun, 1996; Fombrun & van Riel 1997; Padanyi & Gaimer, 2003; Sarstedt and Schloderer (2010). Following the perspective by Bromley (2000) and Sarstedt and Schloderer (2010), reputation is formed via direct experiences and also as a result of subjective perceptions; for example, from other people's shared impressions or through media reports. Sarstedt and Schloderer (2010)

state that an “organisation’s reputation captures the effects that brands and images have on stakeholders’ evaluation of an organisation” (p.277), which, according to Bennett and Gabriel (2003), is built over time and adjusts with the circumstances that are currently faced in society (Berens & van Riel, 2004).

A substantial amount of ‘corporate reputation’ research is available in the for-profit sector. The literature identifies and recognises the vital importance of the construct; in fact, some researchers claim that an organisation’s reputation is the most important variable in increasing performance outcomes (Padanyi & Gainer, 2003). Consequently an organisation needs to manage its reputation along with other vital functions in the organisation (Walsh & Beatty, 2007). It is essential for the overall success of an organisation that stakeholders have a positive perception of its values and activities (Berens & van Riel, 2004; Bronn & Vrioni, 2001; Heller, 2008; Walsh & Betty, 2007). When reputation is managed effectively, it positively impacts customer loyalty, trust and word-of-mouth communication (Walsh & Beatty, 2007). Therefore it is plausible to assume that in the same way a positive corporate reputation affects the financial bottom-line of a for-profit organisation, it should also positively impact benefactors’ behaviours and other attitudes toward a NPO. Research conducted by Meijer (2009) supports the latter statement, suggesting that a positive NPO’s reputation promotes positive donation behaviour. In addition, Sargeant (1999) explains that an NPO’s reputation not only affects current volunteer and donor behaviour, but also how these individuals perceive the organisation in the long-run, hence impacting long-term support for the organisation. Finally, Bennett and Gabriel (2003) add that a positive reputation is shown to promote supportive collaborations with corporations and attract volunteers as well as high quality staff. Thus the management of a NPO’s reputation is especially important in order to attract donors

and volunteers, as well as to sway individuals' motivations to engage and interact with an organisation (Meijer, 2009; Sarstedt & Schloderer, 2010).

Research suggests that the decision to support an organisation via donations or volunteering depends highly on an individual's trust in the organisation. The importance of this link (between an organisation's reputation and trust) has been well established (Bennett & Sargeant, 2005; Berens and van Riel, 2004; Jin, Park, & Kim, 2008). In fact Berry (1995) claims that gaining the public's trust is the most vital variable to a company, and according to Burnett and Wood (1988) trust plays an integral role in how much and how frequently individuals are willing to give. In general, NPOs are seen as more trustworthy institutions than corporate organisations (Aaker, Vohs, & Mogilner, 2010). At the same time, the general public tends to hold NPOs to higher standards and expectations as ethical role models, follow legal guidelines, distribute and manage funds respectfully and efficiently, deliver positive results on proposed projects, and provide information regarding the impact their projects make on society (Sargeant & Lee, 2002). Therefore exhibiting transparent and ethical behaviours, while following legal requirements and showing long-term support and improvements, account for some of the important obligations that NPOs have to illustrate to the public in order to develop a trusting, supportive and loyal relationship (Brammer & Pavelin, 2004; Mueller et al., 2006; Sargeant & Lee, 2002). Thus a positive, strong and consistent reputation creates a trustworthy and reliable foundation, which is vital in order to survive in today's market. A negative reputation, which can be developed through using the bulk of donations for internal administrative work and advertising instead of the specified cause or project, or through instances of financial or logistic mismanagement (e.g. due to lack of qualified employees), holds negative consequences for the NPOs' ability to raise donations

(Bennett & Savani, 2003; Meijer, 2009). This is borne out by Bennett and Savani's (2003) study, where participants, in this case the general public, expressed their concern that donations could be mismanaged, and/or misspent on administrative procedures rather than used efficiently for the cause. This type of mismanagement was seen with the Red Cross in the USA after the tragic event on 11 September 2001. The Red Cross mishandled the contributions and left a negative perception for several years, resulting in a decrease of fundraising capabilities not just in the United States but also around the world (Bottiglieri et al., 2011; Mueller et al., 2006; Sarstedt & Schloderer, 2010). NPOs with a bad reputation regarding the manner in which they allocate their money or administer their funds can damage the public's trust (Webb et al., 2000) and negatively impact on stakeholders' willingness to make monetary donations (Bennett & Savani, 2003). Hence NPOs should place a high priority on upholding and communicating these important obligations when developing their marketing strategies.

As mentioned, a surfeit of studies on corporate organisational reputation can be identified in the literature. This is contrary to the non-profit sector where research is limited, and measurement tools developed and adapted for this sector are scarce (Meijer, 2009; Padanyi & Gaimer, 2003; Sarstedt & Schloderer, 2010). In today's challenging environment, and given the demands faced by NPOs (e.g. financial pressures, managing and maintaining members, donors and volunteers), more research into the precursors and outcomes of reputation might aid in their survival.

For the purpose of the current study, two of the four dimensions of reputation identified by Sarstedt and Schloderer (2010) –service quality and social responsibility– will be used to assess people's perceptions regarding an organisation's

reputation. The rationale underlying the selection of these two dimensions will be outlined in the next section.

It should be noted that different stakeholder groups could have dissimilar perceptions of an organisation (Berens & van Riel, 2004). For example, the general public, a vital stakeholder group for NPOs, may have very different perceptions about an organisation's activities when compared to governments or private beneficiaries, due to the latter's unique involvement and knowledge with that organisation. People's actions and behaviours towards charitable organisations (as evidenced by donations and voluntary work) are essential and highly needed assets (Heller, 2004). Hence the present study will focus solely on perceptions and philanthropic behaviours of the general public.

Organisational Social Responsibility

The literature in the for-profit and non-profit sectors identifies organisational social responsibility (OSR) as one of the main drivers of an organisation's reputation (Berens & van Riel, 2004; Fombrun & Shanley, 1990; Heller, 2004; Sarstedt & Schloderer, 2010). Introduced in the 1960s in the United States as a marketing strategy, the notion of OSR was used to improve an organisation's reputation. OSR was demonstrated by companies displaying ethical and responsible behaviours; internally, this was demonstrated through correct procedures and employee management, and externally, it was demonstrated through consumer and stakeholder treatment, as well as getting involved in local community projects (Bhattachary & Sen, 2004; Bronn & Vrioni, 2001). These actions would go beyond organisations' legal obligations and shareholder requirements (Bronn & Vrioni, 2001; Dean, 2004). Brown and Dacin (1997) describe social responsibility "as a company's status and

activities with respect to its perceived societal or, at least, stakeholder obligations” (p.68).

Researchers such as Fombrun and Shanley (1990) claim that demonstrated socially responsible behaviour greatly impacts an organisation’s reputation. Heller (2008) and Nicolau (2008) also state that people’s perceptions of an organisation are greatly affected by the organisation’s modelled behaviour and the impact it makes on the community. Consequently, lower levels of OSR behaviours should be associated with negative organisational reputation.

Research in the corporate sector on OSR is plentiful. Corporate OSR behaviour strategies and practices however deviate from the non-profit sector, and therefore cannot be applied in the same manner for NPOs. For example, whereas the corporate sector demonstrates its OSR by donating to cause-related projects (e.g. environmental or community support), cause-related marketing (e.g., collaboration between businesses and NPOs), getting involved in local projects, or donating towards a specific NPO (Bhattacharya & Sen, 2004), NPOs are already modelling these practices as a result of their missions and goals. Even if similar marketing strategies cannot be applied by the non-profit sector, certain aspects of OSR need to be managed and incorporated as standard procedures for NPOs in order to ensure positive appraisals from the community. These include: behaving in a socially conscious way, providing accurate and reliable information to the general public, and following ethical procedures and fair handling of funds (Bottiglieri et al., 2011; Deshpande & Hitchon, 2002; Heller, 2004; Sarstedt and Schloderer, 2010).

Service Quality

Another significant driver of an organisation's reputation is service quality (Berens & van Riel; 2004; Heller, 2004; Sarstedt & Schloderer, 2010). In fact Sarstedt and Schloderer (2010) suggest that service quality is the main determinant of an NPO's reputation. In the current study the term 'service quality' refers to individuals' attitudes towards an organisations' management of projects, funds and services. Demonstrating concern for beneficiaries as well as for donors, executing high quality projects effectively and efficiently, and utilising allocations respectfully highlight some of the important implications of a NPO's service quality.

The general public tends to hold several concerns when it comes to a NPO's service quality. A major concern is the lack of effective management of funds. Some donors anticipate that organisations will use the most efficient and effective procedures and allocate donations directly to the cause (Meijer, 2009). However others express concern that donations are incorrectly used for administrative functions, and do not get to serve the intended purpose or project. According to Bennett and Savani, (2003) these concerns are often misconceptions, as individuals frequently assume that a substantial amount of funds is allocated to administrative work, when in fact a good proportion of organisations allocate the donations to the specific project. Even if not always accurate, negative perceptions regarding the allocation procedure have shown to significantly impact an organisation's reputation and skew the view of donors (Bennett & Savani, 2003). Thus NPOs need to be aware that due to lack of knowledge and transparency of their procedures, negative perceptions can develop.

In general, NPOs are expected to work in a business-like manner. However NPOs rely on a wide range of collaborators, such as full-time and part-time

employees as well as specialised professionals and volunteers (Bennett & Savani, 2003). Running an organisation with a workforce of diverse expertise could impact the quality of outcomes, adversely influencing a donor's perception, and subsequently affecting their decision to support the organisation and its cause (Bennett & Savani, 2003; Heller, 2008), particularly if potential donors hold NPOs to the same operational and outcome standards as they do for for-profit businesses.

One way to overcome these challenges is to manage information in a more suitable manner. NPOs need to provide clear and accessible information on where, when and how donations are spent. This transparency will provide the general public with sufficient information and a better understanding of how the organisation functions. Thus it is important that NPOs educate the benefactors as well as the media about the reasoning behind their financial spending (e.g. showing that using money for campaigns is not wasted because it brings awareness; or explaining that hiring skilled personnel will reduce mismanagement and errors which could be very costly). This in return will help to provide a more accurate perception on NPOs' activities and as a result attain a positive reputation (Bennett & Savani, 2003).

The present study seeks to investigate the relationship between an NPO's perceived reputation and the intent to donate and volunteer. Reputation, composed of OSR and service quality, is expected to positively impact the intent to donate or volunteer:

Hypotheses 1_a: The reputation of an NPO will be positively related to intent to donate.

Hypotheses 1_b: The reputation of an NPO will be positively related to intent to volunteer.

Knowledge

The literature identifies knowledge of, and familiarity with, an organisation as an important variable that impacts individuals' behavioural intent to donate (Bennett & Savani, 2003). Manson et al., (2001) state that individuals' mental pictures are profoundly impacted by a person's previous knowledge of and familiarity with the organisation. In fact providing individuals with accurate and relevant information about an organisation's performance can positively influence people's evaluations as well as their willingness to donate to a non-profit organisation (Bennett & Gabriel, 2003; Bennett & Savani, 2003; Webb et al., 2000). Bennett and Savani (2003) state that "high levels of knowledge and familiarity enable the individual to encode, categories, interpret and recall appropriate information about attributes more easily and to be more discerning when making attribute inferences" (p.330). Research suggests that benefactors consider familiarity, effectiveness (e.g. delivering of set targets) and allocation of funds before making a monetary donation (Manson, 2001; Webb et al., 2000). However if an individual's knowledge of and familiarity with an organisation is low, inferences are made solely on heuristics and are not carefully evaluated based on existing memory or past experiences (Mason, et al., 2001).

In general an individual's impressions are formed immediately, stored in memory and form the person's attitude (Bennett & Savani, 2003). Without an apt knowledge foundation, individuals could base their perceptions on false information or hearsay, which could be detrimental for an organisation. Research findings show that misconceptions among the general public are common when considering NPOs' allocations of funds on administrative procedures and advertising (Bennett & Savani, 2003). Bennett and Savani's (2003) study investigated how members of the general public rated the accuracy of NPOs' performance attributes (e.g. allocations of funds

on administrative procedures). Bennett and Savani (2003) found that similar to the findings in the literature, a discrepancy between an individual's perception on how organisations allocate funds and the actual spending allocations. In addition, Bennett and Savani (2003) further investigated if knowledge (relevant or irrelevant) of the organisation's performance would affect individuals' attitudes towards the NPO, and consequently, impact an individual's willingness to donate. Findings suggest that even small amounts of relevant information allows individuals to make better inferences about the organisation, therefore developing more favourable attitudes towards the organisation and thus, a greater likelihood of donating. Along the same lines, Walsh and Beatty (2007) suggest that communication with benefactors and information sharing on the organisation's values and initiatives furthers the understanding and knowledge of practices, and subsequently leads to higher levels of trust. Therefore it is highly important that organisations not only communicate who they are and what they stand for but also provide information to benefactors about the organisations service quality, e.g. how funds are allocated and managed (Bennett and Savani, 2003).

The information exchange, via formal media channels or third parties (e.g., referent others), allows organisations to influence and shape the public's knowledge. This requires that organisations provide benefactors with relevant information about organisations' objectives, values and performance, which will reduce the benefactors' uncertainty (Rindova, Williamson, Petkova, & Sever, 2005) and allow individuals to make informed decisions and judgments when making donations (Manson, 2001). Therefore accurate and relevant information should be shared to benefactors by the organisation, in order for benefactors to assess performance attributes successfully,

develop favourable attributes towards a NPO, and thus increase the likelihood of individuals donating and volunteering behaviours.

The current study aims to investigate if the relationship described in the literature between an individual's knowledge of an organisation and intent to donate and volunteer is supported. Therefore it is expected that better knowledge of organisations will be related to an individual's intent to donate or volunteer. The current study does not however aim to assess the accuracy or actual knowledge of the organisation but rather individuals' ideas of knowledge about the organisation. This leads to the following hypotheses:

Hypothesis 2_a: Perceived knowledge of an NPO will be positively related to intent to donate.

Hypothesis 2_b: Perceived knowledge of an NPO will be positively related to intent to volunteer.

Referent Others

Organisational identification literature frequently draws on social identification theory (SIT) (Ashforth & Mael, 1989; Tajfel & Turner, 1985). SIT claims that individuals have the need to place, categorise and link themselves as well as others into social groupings (Ashforth & Mael, 1989; Boros, Curseu, & Miclea, 2011; Ravasi & van Rekom, 2003; Tajfel & Turner, 1985). The degree to which a person identifies with a group depends on several factors such as the value attached to the group, emotional investment, and the overlap of interest. The value and prestige that is attached to the group determines if the membership will actually enhance an individual's status, self-esteem, affective commitment, and feelings of pride and importance (Ashforth & Mael, 1989; Bhattacharya & Sen (2004); Boros et al., 2011).

This bond is especially strengthened when individuals emotionally invest in the relationship. According to Boros et al. (2011) the effect of this emotional investment prompts strong feelings of belongingness and attachment. Research in social psychology has shown how decision-making processes are influenced by the presence of others (Bereczkei, Birkas & Kererkes, 2010). Individuals rely on the judgment of others, such as friends, family members or even the media, especially in situations of uncertainty. Hong and Yang (2009) further add that information exchange between people we are familiar with, leads to a higher level of seriousness and trust. Consequently individuals' attitudes, perceptions and behaviours are most likely influenced by the presence of referent others.

The literature identifies a link between consumer identification with an organisation and positive communications about the organisation, which is also referred to as positive word-of mouth (Ahearne, Bhattacharya, & Gruen, 2005). Brown, Barry, Dacin and Gunst (2005) define 'word-of-mouth' as "making others aware that one does business with a company, making positive recommendations to others about the company, and extolling a company's quality orientation" (p.125). In other words, 'word-of-mouth' is the exchange of information about a service, product or organisation between one individual and another (Brown et al., 2005). For organisations, this type of networking and information dissemination is an important marketing tool and plays an integral role in the formation of individuals' attitudes and behaviours (Hong & Yang, 2009). Similarly, referent others' supportive perceptions of or behaviour toward a NPO or its cause, should play an important role in the information distribution of those around us and hence, influence our attitudes and behaviours. In general individuals like to share their experiences regarding organisations' products or services. This is especially the case when the experiences

are extremely positive or negative (Walsh & Beatty, 2007). Thus customers as well as employees act indirectly as marketing agents for the organisation. Whether individuals express positive encounters with the organisation or share negative information is critically important to an organisation.

Furthermore, findings in the literature suggest that individuals evaluate and compare behaviours demonstrated by referent others before they may engage in the behaviour themselves. The Theory of Planned Behaviour (TPB) literature refers to this type of behaviour as descriptive norms, or also known as behavioural norms (Smiths & McSweeney, 2007; Warburton & Terry, 2000). Perceptions of whether referent others perform the behaviour has been found to add additional significance to the model of TPB predicting intentions to engage in a behaviour (Smiths & McSweeney, 2007). According to Warburton and Terry (2000), behaviours of referent others play a significant role on a person's own intentions, and in their study, referent others was found to be a significant predictor explaining intention to volunteer among older people (Warburton & Terry, 2000). Thus individuals are not only influenced by referent others' perceptions, but also by the extent of demonstrated behaviours of those around them (Warburton & Terry, 2000).

The current study is interested in ascertaining whether individuals who are intending to support (monetary or volunteering intent) charitable giving, have referent others (e.g. peers, family, friends, co-workers) demonstrating equally high levels of supportive behaviours (i.e., volunteering and donating behaviours). The following hypotheses are proposed:

Hypothesis 3_a: An individual's perceptions of referent others' donating behaviours will be positively related to their own intent to donate.

Hypothesis 3_b: An individual's perceptions of referent others' volunteering behaviours will be positively related to their own intent to volunteer.

Behavioural Intent

According to Ajzen and Fishbein's (1980) Theory of Planned Behaviour (TPB), an individual's intention to engage in a particular behaviour has shown to predict actual behaviour outcomes. Warburton and Terry (2000) report that two decades of research on TPB indicates strong support for the relationship between a person's behavioural intention and the actual response. Ajzen and Fishbein (1980) suggest that individuals' decisions are not made at random, but based on evaluations of the situation. An individual's evaluations are based on societal norms, attitudes and how much control a person believes they have over the behaviour (Smith & McSweeney, 2007).

Based on TPB, the concept of referent others plays an important role when considering behavioural intentions. As mentioned in the section on referent others, individuals close to us can heavily impact our attitudes and behaviours. In general, people like approval by referent others (in TPB referred to as *subjective norms*). In addition, individuals compare and evaluate the modelled behaviours and attitudes of referent others (in TPB referred to as behavioural norms) before they perform the behaviours themselves (Warburton & Terry, 2000). The relationship between the evaluation and the behavioural response is moderated by the level of motivation an individual has to conform to those around them. This implies that those individuals who have the motivation to conform to the subjective and behavioural norms are most likely to engage in the desired behaviour. Therefore individuals demonstrating high

levels of intent to donate and volunteer should be surrounded by referent others demonstrating equally high levels of charitable behaviours.

The research literature suggests that having a positive regard for a NPO is a prerequisite for an individual's willingness to give donations (Sarstead & Schlodereer, 2010). TPB implies that having positive attitudes towards the behaviour (i.e. the more of a positive perception of the NPO the higher the likelihood to give a donation) the intention to perform behaviours can be predicted with high certainty (Ajzen, 1991). Thus, in the current study it is expected that individuals with a positive attitude towards the organisation are more likely to demonstrate behavioural intent to donate or volunteer.

As Smiths and McSweeney (2007) state, "behavioural decisions are not made spontaneously but are the result of a reasoned process" (p.5). Having sufficient and relevant knowledge about the organisation and its practices increases an individual's ability to form favourable attitudes (or unfavourable attitudes) about the organisation and thus, influence the likelihood to donate (or not) (Bennett & Savani, 2003). The more knowledgeable and familiar a person is about the organisation and its performance, the more likely they are to evaluate the situation accurately and form an attitude towards donation or volunteering behaviour.

The current study seeks to assess people's perceptions of NPOs (i.e., reputation), specific knowledge of NPOs, and of referent others' philanthropic behaviours, and the relationship between these variables and intentions to donate or volunteer. In particular the study seeks to investigate if perceived reputation, knowledge of the organisation and referent others' behaviours uniquely contribute to an individual's intention to donate or volunteer. This will be investigated with the following hypotheses:

Hypothesis 4_a: Perceived reputation, perceived knowledge of the organisation, and referent others' donating behaviours will independently predict an individual's intention to donate to a non-profit organisation.

Hypothesis 4_b: Perceived reputation, perceived knowledge of the organisation, and referent others' volunteer behaviours will independently predict an individual's intention to volunteer to a non-profit organisation.

Method

Participants and Procedure

Participants for this study were recruited from large urban areas in the North and South Islands of New Zealand. Of the 859 people volunteering to participate, 712 completed the questionnaire in its entirety (see Appendix A). The age of the participants ranged from 18 to 84 with a mean of 35.91, and a standard deviation of 17.56. The gender split was 59 percent females and 41 percent males. Fifty-eight percent of the participants lived in Christchurch and 42 percent lived elsewhere in New Zealand. The gross income of participants ranged from \$14,000 to over \$70,001. Participants' education levels ranged from NCEA Level 1/ School certification to participants with postgraduate degrees. Seventy-five percent of participants actively engaged in philanthropic behaviours (e.g. monetary donors or volunteers for NPOs). Forty-six percent of the participants stated that they were members of a non-profit organisation.

Pilot Study. Prior to starting the data collection, a preliminary survey was distributed to 23 students and staff members at the University of Canterbury to ensure that instructions and scale items were clear. This procedure raised a couple of suggestions about the questionnaire's content and interpretability. The feedback was taken into consideration, and adjustments to the original questionnaire were made accordingly, (e.g., layout improvements and item wording).

Main Study. The data was collected online via an anonymous questionnaire. While the vast majority of participants completed the online survey, a paper version was also made available. An informed consent page outlined the study objectives,

participation criteria (e.g., over 18 years old), and clarified participants' rights and conditions of participation and withdrawal (see Appendix B).

The convenience sample was comprised of students and professionals, contacted through their universities, for-profit and non-profit organisations, and via social networks. These participants in turn were asked to distribute the survey link to their personal and professional acquaintances (i.e., snowball sampling). Due to the use of a convenience sample, generalisations from the study should be made with caution.

Overall, the survey took participants between 10 and 15 minutes to complete. All participants were invited to provide their email information to enter into a draw to win one of six NZ\$100 petrol vouchers.

Instrumentation

The questionnaire was composed of five sections (see Appendix C). The first section included demographic information on the participants (e.g. age, gender, employment status). This section was followed by scales assessing the main variables of interest: organisational reputation, knowledge of the organisation, referent others' philanthropic and volunteer behaviour, and behavioural intent to donate and volunteer. A total of 31 items made up the questionnaire. Each of the scales was introduced with a brief statement in order to provide context to participants between sections of the questionnaire.

Due to the fact that 'knowledge' and 'reputation' comprised some of the main variables of interest, which can only be ascertained in relation to specific exemplars, three international NPOs were selected for this study. In order to ensure that a large proportion of participants had developed perceptions about the exemplified organisations, three well-known NPOs were selected. Each of the organisations was

selected based on their distinct values. *Organisation A* focuses on humanitarian projects, *Organisation B* is an environmental organisation, and *Organisation C* is an animal rights organisation.

Demographic information. Participants were asked to provide information regarding their country of residence, whether they were Christchurch residents¹, age, gender, gross income level, education level, monetary donor status, volunteer status, and specification of NPO membership.

Reputation. Reputation was assessed with the subscales, *service quality* and *organisational social responsibility* adapted from Sarstedt and Schloderer (2010). Service quality was measured with 7 items (e.g. “*I have the impression that the following organisations are a reliable partner for donors*”) and organisational social responsibility was measured with 5 items (e.g. “*I have the impression that the following organisations behave in a socially responsible way*”). All statements measuring service quality and organisational social responsibility were operationalised using a 5-point Likert scale ranging from 1=strongly disagree to 5=strongly agree. Sarstedt and Schloderer (2010) conceptualised and measured reputation in a formative way, in which computing any kind of internal consistency measure (such as Alpha) is inappropriate. Thus, references to the scales’ coefficient alpha cannot be reported. Furthermore Sarstedt and Schloderer (2010) explain that “formative items are not necessarily correlated and that all items constitute the latent construct” (p. 283). Consequently, a problem with this method is that it does not allow for “a preliminary factor structure” (p.283) (Sarstedt & Schloderer, 2010).

¹ The reason for identifying Christchurch residents in the sample is due to the ongoing earthquakes since 4 September 2010. It is assumed that these events might have impacted ‘Cantabrians’ awareness and perceptions of NPOs’ service activities compared to those residents elsewhere in New Zealand.

In the current study, principal Axis Factor analysis of the scales service quality and organisational social responsibility suggested the presence of only one factor (see Appendix D). This result was consistent across the three organisations in the current study. Consequently service quality and organisational social responsibility were collapsed into one single scale representing the overall construct ‘reputation’. One reason for this result could be due to Sarstedt and Schlodderer’s (2010) measurement scale, which was developed for a formative construct rather than a reflective one. In addition, participants might have regarded service quality and organisational social responsibility as similar constructs falling under the umbrella of the construct reputation.

Thus in the current study, for responses across the three organisations, reliability analysis for the collapsed scale measuring the overall construct of perceived reputation showed a good internal consistency ranging from .91 to .93.

Knowledge. Participants’ self-reported notion of how much they know about each of the NPOs exemplified was assessed with a single item, repeated for each NPO; i.e. “*How much knowledge do you have about each of the following non-profit organisation?*”. Ratings were made along a 5-point-likert scale, ranging from 1=Very little knowledge to 5=Very good knowledge.

Referent Others. The scale utilised to assess referent others’ volunteer and donor behaviours was based on Smith and McSweeney’s (2007) *Descriptive Norm* scale and tailored to the present study. The construct *referent others* was assessed with two sets of questions (e.g. “*How frequently do people in the following categories donate to one or more of the following organisations?*”), each set was followed by four groups of referent others (Family, Friends, Co-workers, Role models (people I admire)), and rated along a 5-point Likert scale ranging from 1=Never to 5=Very

frequently. In its original form, Smith and McSweeney's (2007) scale has previously shown an internal consistency of .76. In the current study, reliability analysis shows an internal consistency of .77 for referent others' donating behaviours and .82 for referent others' volunteering behaviours.

Behavioural intent. The participants' intent to donate to or volunteer for the three organisations indicated, was measured using a 6-item scale (e.g. "*I will donate to one or more of these organisations in the next several months*") adapted from Smith and McSweeney (2007) and altered to fit the present study, as it included items assessing intention to volunteer (e.g. "*I will volunteer for one or more of these organisations in the next several months*"). Responses were provided on a 5-point Likert scale, where ratings ranged from 1=strongly disagree to 5=strongly agree. In its full form, Smith and McSweeney's (2007) scale has previously shown an internal consistency of .85. In the current study, '*intent to donate*' showed an internal consistency of .95 and .94 for '*intent to volunteer*'.

Results

Analyses

After downloading the questionnaire from the online survey provider *Qualtrics*, *SPSS Statistics 19* was used for the data analysis.

Means and standard deviations for all variables were calculated. Mean results can vary between 1 (low) and 5 (high).

To investigate the relationships between an organisation's reputation and behavioural intent (hypothesis 1), knowledge of the organisation and behavioural intent (hypothesis 2), and referent others and behavioural intent (hypothesis 3), results from Pearson correlations were examined.

To investigate hypotheses 4 a) and b), hierarchical regression analyses were conducted. The regression analysis was used to examine the unique impact of perceived reputation, perceived knowledge and referent others' behaviours on intentions to donate or volunteer. The dependent variable (behavioural intent) was first, regressed on 'perceived reputation'. In the second step, behavioural intent was regressed on 'perceived knowledge of the organisation', followed by the independent variable 'referent others' at step three. Finally, after all variables were entered, the overall model was assessed in terms of its ability to predict each of the dependent measures: intent to donate and intent to volunteer.

Results

Descriptive statistics (mean, standard deviation), Chronbach's alphas, and Pearson product-moment correlation coefficients among all variables are presented in Table 1.

As can be seen in Table 1, participants reported high levels of 'perceived reputation' for two of the organisations (*Organisation A* with a mean of 4.06 and

Organisation C with a mean of 3.87). Participants reported moderate levels of ‘perceived knowledge of the organisation’, with means ranging from 2.99 to 3.23, low levels of ‘referent others’ donation behaviours with a mean of 2.81, and low levels of ‘referent others’ volunteer behaviours with a mean of 2.14. Participants reported low levels of behavioural ‘intent to donate’ with a mean of 2.77 and behavioural ‘intent to volunteer’, with a mean of 1.95. With the exception of *Organisation A* ($sd = .58$) and *C*’s ($sd = .59$) ‘perceived reputation’, all variables show good levels of variation responses, with standard deviations ranging from .73 to 1.15.

Hypothesis 1 a) stated that the reputation of an NPO would be positively and significantly related to intent to donate. This relationship was supported across all three exemplified organisations with correlations ranging from $r = .19$ to $r = .25$, $p < .01$. Similarly, the correlations investigating hypothesis 1 b) (stating that the reputation of an NPO would be positively and significantly related to intent to volunteer), were positive and significantly related for *Organisation B* ($r = .17$, $p < .01$) and *Organisation C* ($r = .10$, $p < .01$). However, ‘reputation’ of *Organisation A* and behavioural ‘intent to volunteer’ were not significantly correlated ($r = .04$, $p = .27$).

Examination of hypothesis 2 a) revealed that ‘perceived knowledge’ of an NPO was positively and significantly related to ‘intent to donate’, with correlations ranging from $r = .12$ to $r = .20$, $p < .01$ across the three different organisations. In addition, the relationships between ‘perceived knowledge’ of a NPO and behavioural ‘intent to volunteer’ (hypothesis 2 c) were also positive and significantly correlated ranging from $r = .10$ to $r = .15$, $p < .01$. Finally, hypotheses 3 a) and b) were investigated. The research question concerns an individual’s perceptions of referent others’ donating and volunteer behaviours and if the relationship between the referent

others' behaviour in relation to at least one of the organisations exemplified would be positively and significantly related to their own intent to donate or volunteer to those organisations. Positive and significant correlations were found ranging from $r = .27$ to $r = .50$, $p < .01$ for the relationship between referent others' donating behaviours and intent to donate to one or more of the three NPOs exemplified, and $r = .38$ to $r = .42$, $p < .01$ for the relationship between referent others' volunteering behaviours and intent to volunteer to one of the same three organisations. Overall, these results showed a consistent pattern across the three organisations exemplified.

Table 1. Means, standard deviations, coefficient alphas and intercorrelations for the variables Perceived Reputation, Perceived Knowledge, Referent Others, Behavioural Intent, Age, and Chronbach's alpha for the scales.

Variable	Mean	sd	Items												
			1	2	3	4	5	6	7	8	9	10	11		
1. Reputation A	4.06	.58	(.92)												
2. Reputation B	3.26	.82	--	(.93)											
3. Reputation C	3.87	.59	--	--	(.91)										
4. Knowledge A	3.23	.85	.36**	-.08*	.22**	(-)									
5. Knowledge B	2.99	.92	.13**	.05	.13**	--	(-)								
6. Knowledge C	3.17	.95	.21**	-.06	.35**	--	--	(-)							
7. Referent Others Donate	2.81	.73	.12**	.11**	.10**	.22**	.14**	.16**	(.77)						
8. Referent Others Volunteer	2.14	.85	.02	.07	.03	.18**	.18**	.12**	--	(.82)					
9. Behavioural Intent Donate	2.77	1.15	.19**	.19**	.25**	.20**	.12**	.19**	.50**	.27**	(.95)				
10. Behavioural Intent Volunteer	1.95	.83	.04	.17**	.10**	.15**	.10**	.14**	.27**	.38**	.42**	(.95)			
11. Age	35.91	17.56	-.04	-.21**	-.14**	.14**	.04	.08*	.21**	.16**	.03	-.12**	(-)		

NOTE: Organisation A focuses on humanitarian projects, Organisation B is an environmental organisation, and Organisation C is an animal rights organisation. Chronbach's alpha coefficients for the multi-item variables in parentheses along the main diagonal.

n = 712, ** p < .01, * p < .05

Multiple regression analyses were used to test hypotheses 4a) and b). A summary of the results for each of the three organisations is presented in Tables 2 to 4.

Hypothesis 4 a) stated that ‘perceived reputation’, ‘perceived knowledge of the organisation’, and ‘referent others' donating behaviours’ would independently and significantly predict an individual’s intention to donate to a non-profit organisation. In the first step of the analysis, and across the three NPOs exemplified, ‘perceived reputation’ showed a significant and unique contribution to behavioural intent to donate (*Organisation A: $\beta = .19, p < .01$*); *Organisation B: $\beta = .19, p < .01$* ; and *Organisation C: $\beta = .26, p < .01$*). When ‘perceived knowledge’ was added to the model, it explained additional variance in behavioural ‘intent to donate’. Again, these results were consistent across the three organisations. However when adding the last independent variable, ‘referent others’, the influence of ‘perceived knowledge’ of the organisation on intent to donate became non-significant. These findings were also consistent across the three NPOs. In fact the independent variable ‘referent others’ emerged as the strongest predictor of behavioural ‘intent to donate’, explaining between 22% and 23% of the variance across the three organisations. The contribution of ‘perceived organisational reputation’ to the dependent variable was more modest, ranging from 3% to 7% of the variance explained.

Table 2.
Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation A).

		<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:					.03	.03	24.52**
	Reputation	.37	.07	.19**			
Step 2:					.05	.02	13.87**
	Reputation	.26	.78	.13**			
	Knowledge	.20	.05	.15**			
Step 3:					.28	.22	209.50**
	Reputation	.23	.07	.11**			
	Knowledge	.07	.05	.05			
	Referent Others	.76	.05	.48**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Table 3.
Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation B).

		<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:					.04	0.4	26.86**
	Reputation	.27	.05	.19**			
Step 2:					.05	.01	9.28**
	Reputation	.26	.05	.19**			
	Knowledge	.14	.05	.11**			
Step 3:					.28	.23	218.69**
	Reputation	.20	.05	.14**			
	Knowledge	.61	.04	.05			
	Referent Others	.77	.05	.49**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Table 4.
Hierarchical Regression Analysis for Behavioural Intent to donate (Organisation C).

		<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:					.07	.07	48.81**
	Reputation	.50	.07	.26**			
Step 2:					.08	.02	12.74**
	Reputation	.41	.08	.21**			
	Knowledge	.17	.05	.14**			
Step 3:					.31	.22	220.06**
	Reputation	.36	.07	.19**			
	Knowledge	.09	.04	.07*			
	Referent Others	.76	.05	.48**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Hypothesis 4 b) stated that ‘perceived reputation’, ‘perceived knowledge of the organisation’, and referent others’ volunteering behaviours would independently and significantly predict an individual’s intention to volunteer to a non-profit organisation (Tables 5-7). Similar to the findings obtained in the previous regressions on intent to donate, the introduction of ‘referent others’ to the model emerged as the strongest predictor of ‘intention to volunteer’ across the three NPOs, explaining between 13% and 14% of the variance in the dependent variable.

The contribution of the other independent variables, namely ‘reputation’ and ‘knowledge of the organisation’, varied across the three organisations (See Table 5-7). In the first step of the analysis for *Organisation B* and *Organisation C*, ‘reputation’ showed a significant and unique contribution to behavioural ‘intent to volunteer’ (*Organisation B*: $\beta = .17, p < .01$, *Organisation C*: $\beta = .10, p < .01$). When ‘knowledge’ was added to the model, it explained additional variance in behavioural intent to volunteer across the two organisations. However, when adding the last independent variable, ‘referent others’, at step 3, the variable ‘referent others’ dominated as the strongest predictor over and above the variables ‘perceived knowledge’ and ‘reputation of the organisation’ on behavioural intent to volunteer (see Table 6-7). In fact the inclusion of the variable ‘referent others’, either decreased or eliminated the effect of ‘perceived knowledge’ and ‘reputation’ on behavioural ‘intent to volunteer’ (see Tables 5-7).

As mentioned before, *Organisation A*’s reputation and intent to volunteer did not significantly correlate in the current sample, thus, ‘reputation’ provides no significant contribution in explaining behavioural ‘intent to volunteer’ to this organisation (See Table 6, Step 1). When ‘perceived knowledge of the organisation’ was added to the model, at step 2, the variable explained additional variance in behavioural ‘intent to

volunteer' ($\beta = .26, p < .01$), with an R^2 value of .03 indicating 'knowledge of the organisation' explains 3% of the variance in intent to volunteer. This unique contribution stayed significant ($\beta = .09, p < .05$) when adding the last independent variable, 'referent others', explaining 3% of the variance. As previously mentioned, 'referent others' emerged as the strongest predictor in the model explaining 16% of the variance.

Table 5.
Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation A).

	<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:				.00	.00	1.35
Reputation	.06	.05	.04			
Step 2:				.03	.02	16.48**
Reputation	-.02	.06	.02			
Knowledge	.16	.04	.16**			
Step 3:				.16	.13	106.06**
Reputation	.01	.05	.01			
Knowledge	.09	.04	.09*			
Referent Others	.36	.04	.37**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Table 6.
Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation B).

	<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:				.03	.03	20.66**
Reputation	.17	.04	.17**			
Step 2:				.04	.01	6.30*
Reputation	.17	.04	.17**			
Knowledge	.09	.03	.09*			
Step 3:				.17	.13	109.69**
Reputation	.15	.04	.14**			
Knowledge	.03	.03	.03			
Referent Others	.36	.04	.37**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Table 7.
Hierarchical Regression Analysis for Behavioural Intent to volunteer (Organisation C).

	<i>B</i>	<i>SE b</i>	β	R^2	ΔR	ΔF
Step 1:				.01	.01	6.99**
Reputation	.14	.05	.10**			
Step 2:				.02	.01	7.72**
Reputation	.09	.06	.06			
Knowledge	.10	.04	.11**			
Step 3:				.16	.14	112.05**
Reputation	.10	.05	.07			
Knowledge	.06	.03	.07			
Referent Others	.37	.04	.37**			

NOTE. * $p < .05$. ** $p < .01$. ($n=712$)

Discussion

Summary of Results

The purpose of the current study was to explore predictors of donating and volunteering intentions among the general public. Specifically, this study investigated the relationship between an individual's perceptions regarding a NPOs' reputation ('service quality' and 'OSR') and their intent to donate or volunteer. In addition, this study was interested in exploring if perceived knowledge of the organisation would impact individuals' behavioural responses to donate or volunteer. Finally, the study explored the under-researched field of pro-social behaviours, examining whether individuals who are intending to support (monetary or volunteering intent) charitable giving have referent others (e.g. peers, family, friends, co-workers, role models) demonstrating equally high levels of supportive behaviours (i.e., volunteering and donating behaviours).

Overall, the findings indicated positive and significant relationships between the NPOs' reputation, knowledge, and referent others' philanthropic behaviours, and the participants' intent to donate or volunteer to those NPOs. There was however one exception. Reputation of *Organisation A* (a humanitarian non-profit organisation) was not significantly correlated to behavioural intent to volunteer. A possible explanation for this non-significant relationship could be due to the nature of *Organisation A*. *Organisation A's* voluntary base is highly established and the organisation contains a large professional workforce. Therefore the general public may associate this particular organisation with higher needs for monetary donations. Another explanation for this finding could be because of the recent earthquakes in the Canterbury region. Due to these natural disasters *Organisation A* was raising

awareness through appealing for donations via media channels across New Zealand (i.e. TV advertising and newspapers). The prevalence of these advertisements could have possibly influenced individuals' perceptions that the need for donations within this particular organisation is higher than the need for voluntary support.

The current study also examined if perceived reputation of a NPO, perceived knowledge of the organisation, and referent others' donating behaviours would independently and significantly predict individuals' intentions to donate or volunteer to a non-profit organisation. Hierarchical multiple regression analysis was conducted to test the unique effects of the independent variables on intent to donate and volunteer.

Interesting patterns emerged from the analysis when regressing the dependent variable (individuals' intent to donate) onto the independent variables. Reputation contributed to intent to donate, and when knowledge was added to the model it explained additional variance in the dependent variable. However when the variable 'referent others' was added to the model, the effect of perceived knowledge of the organisation on donating intent became non-significant. In fact, the variable 'referent others' emerged as the strongest predictor of intention to donate. Similar to the findings for intention to donate, the inclusion of the variable 'referent others' also emerged as the strongest predictor of intention to volunteer. This result indicates that referent others have a large effect on an individual's intent to donate or volunteer.

As stated in the literature overview, opinions and attitudes of those closest to us play an impacting role on how we, as individuals, perceive the world (Sung & Yang, 2008). In fact Warburton and Terry (2000) suggest that the behaviour of referent others plays a significant role on people's own intentions to engage in similar behaviours. Consistent with these assertions, this study found that participants that

intended to donate or volunteer, were also more likely to have referent others performing similar philanthropic behaviours.

Several researchers, such as Herman, 1990; Hunt & Morgan, 1995; Meijer, 2009; Padanyi & Gaimer, 2003; Sarstedt & Schloderer, 2010, state that an organisation's reputation is one of the most important variables, contributing to an NPO's financial performance, such as volume of monetary donations. The findings in the current research show that the variable reputation made a unique, albeit modest, contribution to the intention to donate. This was different however when analysing the impact of reputation on intention to volunteer. In fact the relationship between reputation and intent to volunteer was only significant for one of the organisations exemplified. Thus contrary to the findings in the research literature, the variable reputation did not emerge as the strongest variable predicting an individual's intention to donate or volunteer.

An interesting finding in the regression analysis was the relationship between perceived knowledge of the organisation and intent to donate. The contribution of perceived knowledge was eliminated when the variable referent others was introduced in the model. Again this was consistent across the three different organisations. This finding suggests that referent others may be the primary source of an individual's perceived organisational knowledge. A possible explanation for this finding could be that individuals trust the judgment of those close to them and draw knowledge about the organisation from formal and informal exchanges with referent others. In fact Hong and Yang (2009) state that information exchange between people we are familiar with, such as referent others, receives a higher level of seriousness and is also more trusted, than information from strangers.

Limitations

Even though the current study had several strengths (i.e. a diverse and large sample), as with every study there are also several limitations that need to be discussed.

First, this study applied a cross-sectional study design, where the data pertaining to both dependent and independent variables was collected at one point in time. Collecting data at only one specific point in time does not allow for robust causal inferences (Johnson & Hall, 1988). Hence the findings obtained must be interpreted with caution. Despite this methodological limitation, the present study remains one of the first to simultaneously investigate the relationship between NPO perceived reputation, perceived knowledge, and referent others' behaviour, and a person's intent to donate or volunteer.

Second, another potential limitation of the current study concerns the social desirability due to the reliance on self-report measures. In general, when measuring pro-social behaviours, participants have the tendency to inflate their responses and like to present themselves in a more favourable light (Fisher, 1993). In an attempt to mitigate the effects of this bias, participants were assured that the survey was anonymous and the responses kept confidential.

Third, two of the scales, namely 'referent others' and 'behavioural intent' differed in their format from the 'reputation' and 'knowledge' scales. Whereas the constructs reputation and knowledge of an NPO were assessed in relation to specific exemplars (i.e. three international NPOs), referent others and behavioural intent were assessed by asking participants more broadly about their intentions to donate and volunteer and the philanthropic behaviours of referent others in relation to the three NPOs exemplified, without specifying which of the three organisations were

supported. While the relationship between the predictors and intent to donate/volunteer to each of the exemplified organisations could not be ascertained, it can be inferred from the results that the prompt to keep at least one of the three organisations in mind when declaring intent to donate/volunteer was effective. An external factor that possibly impacted participants across New Zealand and especially in Christchurch is the recent events in the Canterbury region. Due to the recent earthquakes, a wide range of NPOs have provided endless support for the residents in the devastated region. Thus an individual's perceptions about NPOs in general, and their understanding of the importance of NPOs, could have been impacted. Therefore, participants' reactions towards NPOs in New Zealand at the time the data were collected may not reflect those found in populations with lower exposure to natural disasters and high salience of NPO interventions.

Implications and Directions for Future research

The unique and significant contribution of referent others' behaviours on individuals' intentions to donate and volunteer to NPOs, along with the positive relationship between referent others' behaviours and knowledge of the organisation, hold important implications for future marketing strategies. In practice, NPOs could utilise existing membership bases as an important marketing tool. In order to do this, NPOs need to communicate to their members the importance and impact of members' roles as marketing agents. Despite the strong effects found, a number of participants in the current study stated that they were uncertain of their referent others' donating or volunteering behaviours, especially those co-workers or friends. This issue is also highlighted in Smith and McSweeney's (2007) study. They suggest that the reason for their modest findings concerning the relationship between referent others and

donating behaviours was due to the fact that for many people their donation behaviour is a private matter. However by keeping their donating or volunteering behaviours a private matter, positive ‘word of mouth’ (e.g., making others aware that one interacts with and praises an organisation and its projects), becomes an underutilised marketing resource. Considering that positive ‘word of mouth’ communication has more impact than any another communication channel and plays an integral role on individuals’ attitudes and behaviours (Hong & Yang, 2009), NPOs should further capitalise on this marketing resource. By failing to mention their support for NPOs, members, volunteers and active donors are not exercising sufficient impact on those around them. Thus NPOs should encourage their membership base not to treat their donations and volunteering behaviours as a private matter, but instead highlight the positive ripple effect on further donations and the volunteering base for the projects supported. A common method used by some organisations to highlight individuals’ donation behaviours is to provide stickers or ribbons to those who have donated (e.g. pink ribbons from the cancer society).

Thus future research should investigate the reasons participants think that donations or volunteer behaviours should remain a private matter. In fact another interesting avenue for future research is to examine whether there are differences among different cultures, such as collectivistic vs. individualistic societies, or other demographic groups in both their philanthropist behaviours and their communication of these activities to others.

Another positive potential outcome of positive ‘word of mouth’ marketing could be a reduction in advertising costs. Studies show that benefactors such as the general public, disapprove of donations meant for a specific cause being spent on advertising or administrative procedures (Bennett & Savani, 2003). While this is not

to suggest that NPOs' advertising, which effectively reaches a broad audience, should be undermined or abandoned, activating NPO members as agents of dissemination could help reduce some advertisement costs. This could be achieved by organising events where current volunteers or members invite relatives, friends and co-workers to visit the organisation and see first hand what the organisation stands for.

In addition, research is needed to further investigate the role of referent others' donation or volunteer behaviours. The current study focused on referent others as broad categories, i.e. family, friends, co-workers and role models; however, future research could investigate the more specific roles and characteristics of referent others: how often referent others donate or volunteer (frequency), who donates, how much people know about referent others' donation and volunteer behaviours, whether people hold in-depth knowledge of the projects and organisations their referent others support, or whether it is the fact that they are modelling donating and volunteering behaviours to those around them that is important, etc. By further investigating participants' knowledge about referent others' behaviours more in depth, future research can develop a better understanding of the impact that referent others have on participants' donation and volunteering behaviours.

Another important variable to assess when considering the relationship between individuals' and referent others' behaviours is trust. In the current sample, perceived knowledge of the organisation became non-significant as a predictor of intent to donate and volunteer when referent others were introduced to the model. 'Trust' in a familiar person may play an important mediating role on an individual's intent to donate or volunteer.

Finally, future research could also apply different methodological approaches. For example, instead of utilising a survey, future studies could use written scenarios

to identify donor and volunteer attitudes towards an organisation. Furthermore, instead of using a cross-sectional study design, a longitudinal study could be applied to investigate individuals' charitable intentions and behaviours, in order to make robust causal inferences.

Conclusion

The need for NPOs' services in society and around the world is inescapable. Thus their survival is critically important, not only for those requiring their services, but also to aid and support governments to balance economic, political and social inequalities within society. Therefore research in this field is needed so that organisations can implement the most effective marketing strategies and thus further gain more financial support from vital stakeholder groups, such as the general public. Overall the current study highlighted the importance of referent others' philanthropic behaviour in influencing volunteering and donating intents. Furthermore, the study highlights the importance of investigating and understanding the complex factors underlying individual's support for pro-social behaviours. As mentioned, many communication strategies are incorporated from the for-profit sector to aid NPOs with their marketing strategies. However it is essential to keep in mind that these organisations have different missions and characteristics, and that individuals hold NPOs to different standards compared to corporate organisations (Aaker et al., 2010). Hence, further research is needed to uncover the individual and group-level factors that account for philanthropic behaviours, and how these should be considered and incorporated with NPOs' marketing strategies.

References

- Aaker, J., Vohs, K.D., & Mogilner, C. (2010). Nonprofits Are Seen as Warm and For-Profits as Competent: Firm Stereotypes Matter. *The Journal of Consumer Research*, 37(2), 224-237.
- Ahearne, M., Bhattacharya, C.B., & Gruen, T. (2005). Antecedents and Consequences of Customer-Company Identification: Expanding the Role of Relationship Marketing. *Journal of Applied Psychology*, 90(3), 574-585.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Ashforth, B.E. & Meal, F. (1989). Social Identity Theory and the Organisation. *The Academy of Management Review*, 14(1), 20-39.
- Bennett, R., & Gabriel, H. (2003). Image and Reputational Characteristics of UK Charitable Organizations: An Empirical Study. *Corporate Reputation Review*, 6, 276-289.
- Bennett, R., & Savani, S. (2003). Predicting the accuracy of public perception of charity performance. *Journal of Targeting, Measurement and Analysis for Marketing*, 11, 326-342.
- Bennett, R., & Sargeant, A. (2005). The nonprofit marketing landscape: guest editors' introduction to a special section. *Journal of Business Research*, 58, 797-805.
- Bereczkei, T., Birkas, B., & Kerekes, Z. (2010). The Presence of Others, Prosocial Traits, Machiavellianism. *Social Psychology*, 41, 238-245.

- Berens, G., & van Riel, C. B. M. (2004). Corporate Associations in the Academic Literature: Three Main Streams of Thought in the Reputation Measurement Literature. *Corporate Reputation Review*, 7, 161-178.
- Berry, L.L. (1995). Relationship Marketing of Service – Growing Interest, Emerging Perspectives. *Journal of Academy of Marketing Science*, 23(4), 236-245.
- Bhattacharya, C.B. & Sen, S. (2004). Doing Better at Doing Good: When, Why and How Consumers Respond to Corporate Social Initiatives. *California Management Review*, 47(1), 9-24.
- Boros, S. Curseu, P.L., & Miclea, M. (2011). Integrative Tests of a Multidimensional Model of Organisational Identification. *Social Psychology*, 42(2), 111-123.
- Bottiglieri, W.A., Kroleski, S.JD., & Conway, K. (2011). The regulation of Non-Profit Organisations. *Journal of Business & Economics Research*, 9, 51-60.
- Brammer, S., & Pavelin, S. (2004). Building a Good Reputation. *European Management Journal*, 22, 704-713.
- Bronn, P.S., & Vrioni, A.B. (2001). Corporate social responsibility and cause related marketing: an overview. *International Journal of Advertising*, 20, 207-222.
- Broomley, D.B. (2000). Psychological aspects of corporate identity, image and reputation. *Corporate Reputation Review*, 3, 240-252.
- Brown, T.J., & Dacin, P.A. (1997). The Company and the Product: Corporate Associations and Consumer Product responses. *Journal of Marketing*, 61(1), 68-84.
- Brown, T.J., Barry, T.E., Dacin, P.A., & Gunst, R.F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the Academy of Marketing Science*, 33(2), 123-138.

- Burnett, J.J. & Wood, V.R. (1988). A proposed Model of the Donation Process. *Research in Consumer Behaviour*, 3, 1-47.
- Charities Commission. (2012). *Charities Commission*. Retrieved from <http://www.charities.govt.nz/>
- Chronbach, L.J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika*, 16, 297-334.
- Dean, D.H. (2004). Consumer perception of corporate donations: Effects of Company Reputation for Social Responsibility and Type Donation. *Journal of Advertising*, 32(4), 91-102.
- Deshpande, S., & Hitchon, J.C. (2002). Cause-related marketing ads in the light of negative news. *Journalism and Mass Communication Quarterly*, 79(4), 905-926.
- Fombrun, C.J. (1996). *Reputation. Realizing Value from the Corporate Image*. Harvard Business School Press: Boston.
- Fombrun, C.J., & Shanley, M. (1990). What's in a Name ? Reputation Building and Corporate Strategy. *The Academy of Management Journal*, 33(2), 233-258.
- Fombrun, C. J., & van Riel, C. B. M. (1997). The Reputation landscape. *Corporate Reputation Review*, 1, 5-13.
- Haugh, H. (2006) "Nonprofit Social Entrepreneurship." In Parker, S. (ed.): *The life Cycle of Entrepreneurial Ventures (International Handbook Series on Entrepreneurship)*, Vol. 3. New York: Springer Science+Business Media Inc, pp. 401-436.
- Heller, N. A. (2008). The Influence of Reputation and Sector on Perception of Brand Alliances of Nonprofit Organizations. *Journal of Nonprofit and Public Sector Marketing*, 20(1), 15-36.

- Herman, R.D. (1990). Methodological Issues in Studying the Effectiveness of Nongovernmental and Nonprofit Organizations. *Nonprofit and Voluntary Sector Quarterly*, 19(3), 293-306.
- Hong, S. Y., & Yang, S. U. (2009). Effects of Reputation, Relational, Satisfaction, and Customer-Company Identification on Positive Word-of-Mouth Intentions. *Journal of Public Relations Research*, 21, 381-403.
- Hunt, S.D., & Morgan, R.M. (1995). The comparative advantage theory of competition. *Journal of Marketing*, 59(2), 1-15.
- Inland Revenue New Zealand. (2010). *Non-profit glossary*. Retrieved from <http://www.ird.govt.nz/non-profit/np-glossary/#np>
- Jin, B., Park, J. Y., & Kim, J. (2008). Cross-cultural examination of the relationships among firm reputation, e-satisfaction, e-trust, and e-loyalty. *International Marketing Review*, 25, 324-337.
- Johnson, J.V. & Hall, E.M. (1988). Job Strain, Work Place Social Support, and Cardiovascular Disease: A Cross-Sectional Study of a Random Sample of the Swedish Working Population. *American Journal of Public Health*, 78(10), 1336-1342.
- Nicolau, J.L. (2008). Corporate Social Responsibility Worth- Creating Activities. *Annals of Tourism Research*, 35(4), 990-1006.
- Mason, K., Jensen, T., Burton, S., & Roach, D. (2001). The accuracy of brand and attribute judgments: The role of information relevancy product experience and attribute- relationship schemata. *Journal of the Academy of Marketing Science*, 29 (3), 307-317.
- Meijer, M. M. (2009). The Effects of Charity Reputation on Charitable Giving. *Corporate Reputation Review*, 12, (1), 33-42.

- Mueller, J., Rickman, J., & Wichman-Tau, N. (2006). Not-for-profit management system: A possible assessment tool. *University of Auckland Business Review*, 8, 49-57.
- Padanyi P., & Gainer B. (2003). Peer Reputation in the Nonprofit Sector: Its Role in Nonprofit Sector Management. *Corporate Reputation Review*, 6, 252-265.
- Ravasi, D., & van Rekom, J. (2003). Key Issues in Organisational Identity and Identification Theory. *Corporate Reputation Review*, 6(2), 118-132.
- Rindova, V.P., Williamson, I.O., Petkova, A.P., & Sever, J.M. (2005). Being Good or being known: An empirical examination of the dimensions, antecedents, and consequences of organisational reputation. *Academy of Management Journal*, 48(6), 1033-1094.
- Sargent, A. (1999). 'Charitable giving: Towards a model of donor behaviour'. *Journal of Marketing Management*, 2(4), 211-220.
- Sarstedt, M., & Schloderer, M. P. (2010). Developing a measurement approach for a reputation of non-profit organizations. *International Journal of Nonprofit and Voluntary Sector marketing*, 15, 276-299.
- Sen, S. & Bhattacharya, C. B. (2001). Does Doing Good Always Lead to Doing Better? Consumer Reactions to Corporate Social Responsibility. *Journal of Nonprofit and Voluntary Sector Marketing*, 15, 276-299.
- Smith, J.R., & McSweeney, A. (2007). Charitable giving: The effectiveness of a revised Theory of Planned Behaviour model in predicting donating intentions and donating behaviour. *Journal of Community and Applied Social Psychology*, 17, 363-386.

- Sung, M., & Yang, S. U. (2008). Toward the Model of University Image: The influence of Brand Personality, External Prestige, and Reputation. *Journal of Public Relations Research, 20*, 357-376.
- Tajfel, H. & Turner, J.C. (1985). *The social identity theory of intergroup behavior- Psychology of Intergroup Relations* (2nd ed.). United States: Nelson-Hall.
- Venable, B. T., Rose, G. M., Bush, V. D., & Gilbert, F. W. (2005). The Role of Brand Personality in Charitable Giving: An Assessment and Validation. *Journal of the Academy of Marketing Science, 33*, 295-312.
- Walsh, G., & Beatty, S. E. (2007). Customer-based corporate reputation of a service firm: scale development and validation. *Journal of the Academic Science, 35*, 127-143.
- Warburton, J., & Terry, D.J. (2000). Volunteer Decision Making By Older People: A Test of a Revised Theory of Planned Behaviour, *Basic and Applied Social Psychology, 22*(3), 245-257.
- Webb, D. J., Green, C. L., & Brashear, T. G. (2000). Development and Validation of Scales to Measure Attitudes Influencing Monetary Donations to Charitable Organizations. *Journal of the Academy of Marketing Science, 28*, 299-309.

Appendix A

Table1: *Frequencies and Descriptives for demographic characteristics of participants age, gender, residence, NPO membership percentages, donor/and volunteer status, gross income level (\$), and education level completed.*

Variable	Range	Mean	SD	n	Cumulative %
Age:	18-84	35.91	17.56	712	
Gender:					
Female				416	59
Male				290	41
Residence:					
Christchurch				411	58
Elsewhere in New Zealand				297	42
Member of a NPO:					
Yes				324	46
No				385	53
Donor and Volunteer Status:					
Monetary Donor and Volunteer				210	31
Donor				158	23
Volunteer				140	21
Not Donor or Volunteer				168	25
Gross Income Level (\$):					
Up to 14,000				269	38
14,001 to 48,000				179	25
48,001 to 70,000				135	19
Over 70,001				126	18
Education Level Completed:					
NCEA Level 1/ School Certification				27	4
NCEA Level 2/ Six Form Certificate				45	6
NCEA Level 3/ Bursary				212	30
Diploma				75	11
Bachelor's Degree				176	25
Honours Degree				55	8
Postgraduate Degree				118	17

Note. N= 712.

Appendix B

The Effects of a Non-profit Organisation's Reputation on Donor Attitudes and Behaviour

Purpose of the Study

You are invited to participate in an MSc dissertation study conducted by Alette Dercho, under the supervision of Joana Kuntz and Simon Kemp (Psychology Department, University of Canterbury). The purpose of this study is to **investigate people's perceptions of non-profit organisations and their attitudes towards donating and volunteering with these organisations**. The study will further the understanding of how the reputation of an organisation impacts donor behaviours, and provide information for non-profit organisations intending to manage their reputation and improve marketing strategies.

Procedure

If you volunteer to participate in the study, you will be asked to fill out this questionnaire. **The questionnaire should take no longer than 15 minutes to complete.**

Potential Risks and Discomforts

There are no foreseeable risks or discomfort associated with this study.

Confidentiality

- Any information that you provide will be treated as confidential. Only the principal researcher and supervisors will have access to raw data.
- The questionnaire data will be stored on password-protected computers in secured locations in the Psychology department of the University of Canterbury.
- You can be assured that your name will not be revealed in any reports/publications generated by this study.
- This research is **not related to any of the mentioned non-profit organisations**. The information gathered from the current questionnaire will **not** be made available to any of the named non-profit organisations.
- **This MSc Dissertation** will be available through the University of Canterbury library database.

Participation and Withdrawal

If you volunteer to be in this study, **you may withdraw at any time during completion without consequences of any kind**, and your responses will not be considered for data analysis.

Rights of Research Subjects

The University of Canterbury Human Ethics Committee has reviewed my request to conduct this project. Please contact Joana Kuntz (joana.kuntz@canterbury.ac.nz) if you have questions or concerns about this research.

Participation Consent

- I have read and understood the description of the project.
 - I understand that my participation will involve **completing** a questionnaire.
 - **I fully accept that I am giving my consent to participate in this research study.** (Ticking the 'accept' box indicates that I understand and agree to the research conditions)
 - I am satisfied with the measures that will be taken to protect my identity and interests.
 - I understand that I cannot withdraw the data I provided once I have returned the questionnaire.
 - I agree to the publication of results, with the understanding that my anonymity will be preserved
- I understand that I will be eligible to **win one of the six NZ\$100 Petrol Vouchers** if I complete the entire questionnaire and provide contact information.

I ACCEPT

Appendix C

<u>Participant Information:</u> New Zealand Resident: Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Do you live in Christchurch? Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Gender: Female: <input type="checkbox"/> Male: <input type="checkbox"/>
Age: _____
Gross income level: up to \$14,000 <input type="checkbox"/> \$14,001 to \$48,000 <input type="checkbox"/> \$48,001 to \$70,000 <input type="checkbox"/> over\$70,000 <input type="checkbox"/>
Education Level: Please select the highest level of school education achieved: NCEA Level 1 / School Certification <input type="checkbox"/> Diploma <input type="checkbox"/> NCEA Level 2 / Six Form Certificate <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> NCEA Level 3 / Bursary: <input type="checkbox"/> Honours Degree <input type="checkbox"/> Postgraduate Degree <input type="checkbox"/>
Philanthropy status and Voluntary activity: Monetary donor <input type="checkbox"/> Non- Monetary Donor <input type="checkbox"/> Volunteer <input type="checkbox"/> Non- Volunteer <input type="checkbox"/>
Are you currently a member of a non-profit organisation(s)? Yes <input type="checkbox"/> No <input type="checkbox"/>
If yes, which one(s): _____
If you were to donate or volunteer for a non-profit organisation(s), which one(s) would you choose? _____

The following questions will ask you about the monetary and voluntary behaviour of people that are important to you in reference to three non-profit organisations: Organisation A, Organisation B, and Organisation C.

Please answer the following questions to the best of your knowledge.

1.) How frequently do people in the following categories donate money to one or more of the following organisations (Organisation A, B, C):	Never	Rarely	Occasionally	Frequently	Very Frequently
Family	<input type="checkbox"/>				
Friends	<input type="checkbox"/>				
Co-workers	<input type="checkbox"/>				
Role models (people I admire)	<input type="checkbox"/>				

2.) How frequently do people in the following categories volunteer for one or more of the following organisations (Organisation A, B, C)	Never	Rarely	Occasionally	Frequently	Very Frequently
Family	<input type="checkbox"/>				
Friends	<input type="checkbox"/>				
Co-workers	<input type="checkbox"/>				
Role models (people I admire)	<input type="checkbox"/>				
3.) Have you ever donated or volunteered to one of these organisations (Organisation A, B, C) because someone you know has persuaded you: Donated: Yes <input type="checkbox"/> No <input type="checkbox"/> Volunteered: Yes <input type="checkbox"/> No <input type="checkbox"/> Comment: _____					

In the following section you will be asked about your future donor or volunteer behaviour. Please answer the following questions to the best of your knowledge.

	Strongly Disagree	Disagree	Somewhat agree	Agree	Strongly Agree
4.) <u>I will donate money</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				
5.) <u>I will volunteer</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				
6.) <u>I intend to donate money</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				
7.) <u>I intend to volunteer for</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				
8.) <u>I am likely to donate money</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				
9.) <u>I am likely to volunteer for</u> to one or more of these organisations in the next several months.	<input type="checkbox"/>				

In the following section, you are asked to rate three non-profit organisations (Organisation A, B, C) on their reputation in regard to service quality and organisational social responsibility. Please answer the questions to the best of your knowledge.

	Strongly Disagree	Disagree	Somewhat agree	Agree	Strongly Agree
10.) I have the impression that beneficiaries (e.g. community) are held in high regard by the:					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				

11.) I have the impression that the projects of the following organisations are of high quality.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
12.) I have the impression that the following organisations take care of its donors (e.g., provide clear information about their projects).					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
13.) I have the impression that the following organisations are a reliable partner for donors.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
14.) In my opinion, the following organisations tend to be innovators, rather than imitators.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
15.) I have the impression that the following organisations make it easy to donate (e.g., online donations).					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
16.) I have the impression that the following organisations have a positive influence on governments and other organisations.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				

	Strongly Disagree	Disagree	Somewhat agree	Agree	Strongly Agree
17.) I have the impression that the following organisations behave in a socially responsible way.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
18.) I have the impression that the following organisations openly provide information to the public about how they spend donations.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				

19.) I have the impression that the following organisations have a fair attitude towards their donors and beneficiaries.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
20.) I have the impression that the following organisations follow ethical standards.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				
21.) I have the impression that most of the money donated to the following organisations will be directly invested in a good cause.					
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				

22.) How much knowledge do you have about the three non-profit organisations? Please indicate how much you know about each of the three organisations:

	Very little Knowledge	Little Knowledge	Some Knowledge	Good Knowledge	Very Good Knowledge
Organisation A	<input type="checkbox"/>				
Organisation B	<input type="checkbox"/>				
Organisation C	<input type="checkbox"/>				

Appendix D

Table 2. Factor analysis^a of the items measuring Service Quality (SQ) and Organisational Social Responsibility (OSR) Organisation A.

	Questions	Factor 1	h ²
SQ 1	I have the impression that beneficiaries (e.g. community) are held in high regard by the:	.598	.358
SQ 2	I have the impression that the projects of the following organisations are of high quality.	.737	.543
SQ 3	I have the impression that the following organisations take care of its donors (e.g., provide clear information about their projects).	.729	.531
SQ 4	I have the impression that the following organisations are a reliable partner for donors.	.789	.622
SQ 5	In my opinion, the following organisations tend to be innovators, rather than imitators.	.592	.356
SQ 6	I have the impression that the following organisations make it easy to donate (e.g., online donations).	.563	.317
SQ 7	I have the impression that the following organisations have a positive influence on governments and other organisations.	.668	.446
OSR 1	I have the impression that the following organisations behave in a socially responsible way.	.768	.590
OSR 2	I have the impression that the following organisations openly provide information to the public about how they spend donations.	.662	.438
OSR 3	I have the impression that the following organisations have a fair attitude towards their donors and beneficiaries.	.723	.523
OSR 4	I have the impression that the following organisations follow ethical standards.	.798	.637
OSR 5	I have the impression that most of the money donated to the following organisations will be directly invested in a good cause.	.712	.507
Eigenvalue		6.35	
Percent of variance (after extraction)		48.86	

^aPrincipal axis factor analysis, oblimin Rotation

Table 3. Factor analysis^a of the items measuring Service Quality (SQ) and Organisational Social Responsibility (OSR) Organisation B.

	Questions	Factor 1	h ²
SQ 1	I have the impression that beneficiaries (e.g. community) are held in high regard by the:	.663	.439
SQ 2	I have the impression that the projects of the following organisations are of high quality.	.829	.686
SQ 3	I have the impression that the following organisations take care of its donors (e.g., provide clear information about their projects).	.784	.615
SQ 4	I have the impression that the following organisations are a reliable partner for donors.	.867	.752
SQ 5	In my opinion, the following organisations tend to be innovators, rather than imitators.	.606	.367
SQ 6	I have the impression that the following organisations make it easy to donate (e.g., online donations).	.445	.198
SQ 7	I have the impression that the following organisations have a positive influence on governments and other organisations.	.687	.472
OSR 1	I have the impression that the following organisations behave in a socially responsible way.	.817	.668
OSR 2	I have the impression that the following organisations openly provide information to the public about how they spend donations.	.733	.537
OSR 3	I have the impression that the following organisations have a fair attitude towards their donors and beneficiaries.	.790	.624
OSR 4	I have the impression that the following organisations follow ethical standards.	.804	.647
OSR 5	I have the impression that most of the money donated to the following organisations will be directly invested in a good cause.	.809	.654
Eigenvalue		7.06	
Percent of variance (after extraction)		55.50	

^aPrincipal axis factor analysis, oblimin Rotation

Table 4. *Factor analysis^a of the items measuring Service Quality (SQ) and Organisational Social Responsibility (OSR) Organisation C.*

Questions		Factor 1	h ²
SQ 1	I have the impression that beneficiaries (e.g. community) are held in high regard by the:	.523	.274
SQ 2	I have the impression that the projects of the following organisations are of high quality.	.718	.516
SQ 3	I have the impression that the following organisations take care of its donors (e.g., provide clear information about their projects).	.715	.512
SQ 4	I have the impression that the following organisations are a reliable partner for donors.	.756	.572
SQ 5	In my opinion, the following organisations tend to be innovators, rather than imitators.	.634	.402
SQ 6	I have the impression that the following organisations make it easy to donate (e.g., online donations).	.485	.235
SQ 7	I have the impression that the following organisations have a positive influence on governments and other organisations.	.582	.339
OSR 1	I have the impression that the following organisations behave in a socially responsible way.	.760	.577
OSR 2	I have the impression that the following organisations openly provide information to the public about how they spend donations.	.650	.422
OSR 3	I have the impression that the following organisations have a fair attitude towards their donors and beneficiaries.	.735	.540
OSR 4	I have the impression that the following organisations follow ethical standards.	.757	.573
OSR 5	I have the impression that most of the money donated to the following organisations will be directly invested in a good cause.	.736	.542
Eigenvalue		6.02	
Percent of variance (after extraction)		45.87	

^aPrincipal axis factor analysis, oblimin Rotation