

## **NONPROFIT BRANDS: THE IMPORTANCE OF BRAND IMAGE IN CHARITABLE GIVING**

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### **BACKGROUND AND OBJECTIVES**

A better understanding of donation behavior is vital for all nonprofit organizations that depend on public generosity for survival. For some, public donations represent more than 50% of their operating budgets. In order to more clearly explain donation behaviors, marketing researchers have identified three key factors. First, there are variables linked to individual characteristics: socio-demographic factors (Bennett 2003; Grande and Vavra 1999; Kottasz 2004; Van Slike and Brooks 2005), personality variables (Eveland and Crutcheffeld 2004), personal values (Grande and Vavra 1999; Sargeant and Hilton 2005) and motivations (Mathur 1996). Secondly, there are variables linked to the stimulus used to solicit donations (Sargeant 1999; Sargeant and Jay 2004) and emotional states such as fear or guilt generated by the stimulus (Lindsey 2005 and 2007; Richardson and Chapman 2005). Finally, there are variables linked to perceptions of the association: brand image (Bennett and Gabriel 2003), reputation (Bennett and Gabriel 2003) and brand personality (Venable *et al.* 2005; Sargeant *et al.* 2008). Names of nonprofit organizations, as a form of identification, serve as a signpost for donors, function as a guarantee and can play a significant role in the decision-making process behind charitable giving. However, it is interesting to determine the dimensions of the brand image which have the most impact on giver behavior. Consequently, this study aims to develop a specific scale of charities' brand image and test the influence of nonprofit image on intention to take part in the organization (intention to volunteer, donate money, buy fundraising products).

### **METHODOLOGY**

In order to identify the components of nonprofit brand image two qualitative research were conducted through individual interviews. An initial qualitative study was carried out with fifteen fundraising and communication professionals from various charities. A second qualitative study was conducted with 30 donors and non-donors. The quantitative data was collected by means of a questionnaire. It concerned six charities: the Red Cross, the AFM-Téléthon (French Muscular Dystrophy Association), UNICEF, Greenpeace, Handicap International and Doctors Without Borders. 577 people were questioned face-to-face in Study 3 and, 2,549 people by Internet in Study 4. Intention to give was measured by three items (intention to give money, time, or to purchase fundraising products).

### **RESULTS**

According to the results, there are four dimensions to nonprofit brands: *usefulness*, *efficiency*, *affect* and *dynamism*. These dimensions allow us to explain up to 38% of giving intentions.

A global analysis of the model (studies 3 and 4) highlights their goodness of fit with the data which produced (Study 3  $\chi^2 = 358.54 / dl 109$   $P < 0.001$ ; AGFI = 0.90; CFI = 0.95; RMSEA = 0.06; Study 4  $\chi^2 = 1102.76 / dl 109$   $p < 0.001$ ; AGFI = 0.91; CFI = 0.95; RMSEA = 0.06). Concerning relations between the dimensions of brand image and donation intention, our results show that *affect* and *efficiency* dimensions significantly explain intention to give. The two other dimensions, *usefulness* and *dynamism* significantly influence giving behavior only in Study 4. The model explains respectively 38% (Study 3) and 37% (Study 4) of intentions to give.

References Available on Request