

MOTIVATING FACTORS IN THE ACT OF DONATING MONEY AND/OR GOODS IN EMERGING MARKETS: SCALE DEVELOPMENT AND VALIDATION

Emerson Wagner Mainardes (*FUCAPE Business School, Brasil*)¹

Abstract:

This study aimed to propose a scale to measure the tendency of an individual to make donations of money/goods in an emerging market. I reviewed the studies regarding donations, obtaining 107 variables from the literature and from the qualitative research that motivates donating money/goods. I conducted field research with 1073 Brazilian donors, who indicated their perspectives on the variables related to the act of donation. In the data analysis, a factorial structure was developed in which 39 variables were grouped into 11 factors. These factors were named, resulting in a scale for measuring the tendency to donate, divided into two parts: individual characteristics and external motivators. Managers of social organizations in emerging markets that depend on donations can focus their efforts on the variables identified, as they were relevant to the donors surveyed. In addition, they can make use of the scale to ascertain potential donors of money/goods, as well as to gain a better understanding of their current donors.

Keywords: *donation, money, goods, donor behavior, motivations in donating, emerging markets*

FACTORES MOTIVADORES EN EL ACTO DE DONAR DINERO Y/O BIENES EN MERCADOS EMERGENTES: DESARROLLO Y VALIDACIÓN DE ESCALA

Resumen:

Este estudio tuvo como objetivo proponer una escala para medir la tendencia de un individuo a hacer donaciones de dinero/bienes en un mercado emergente. Se revisaron los estudios sobre donaciones, obteniendo 107 variables de la literatura y de la investigación cualitativa, sobre lo que motiva a donar dinero/bienes. Se realizó una investigación de campo con 1073 donantes brasileños, que indicaron sus perspectivas sobre las variables relacionadas con el acto de donación. En el análisis de datos se desarrolló una estructura factorial en la que se agruparon 39 variables en 11 factores. Estos factores fueron nombrados, dando como resultado una escala para medir la tendencia a donar, dividida en dos partes: características individuales y motivadores externos. Los gerentes de organizaciones sociales en mercados emergentes que dependen de donaciones pueden enfocar sus esfuerzos en las variables identificadas, ya que fueron relevantes para los donantes encuestados. Además, pueden hacer uso de la escala para determinar posibles donantes de dinero/bienes, así como para obtener una mejor comprensión de sus donantes actuales.

¹ Av. Fernando Ferrari, 1358, Boa Vista, Vitória/ES, Brazil, emerson@fucape.br, <https://orcid.org/0000-0003-2525-275X>

Palabras clave: *donación, dinero, bienes, comportamiento de los donantes, motivaciones para donar, mercados emergentes*

1. Introduction

The donation has been viewed as a positive behavior for social development, and in fact, has been encouraged as something beneficial to society (Ottoni-Wilhem, 2010). Given this, I can observe the evolution of this behavior, as seen in the World Giving Index reports (Charities Aid Foundation, 2012, 2014) and in the emergence of several private organizations having social purposes that are supported solely by donations (Botetzagias & Koutiva, 2014).

The social relevance of the act of donating has mobilized the interest of several researchers (for example Bekkers & Wiepking, 2007; Du, Qian, & Feng, 2014; Duncan, 1999; Grace & Griffin, 2006, 2009; Guy & Patton, 1989; Konrath & Handy, 2018; Opoku, 2013; Van Leeuwen & Wiepking, 2013), as their findings can contribute to the knowledge about the attitudes underlying this behavior, which is increasingly encouraged by society in general. This interest has motivated studies in a wide variety of fields, such as economics, psychology, sociology, and marketing, among others (for example Choi & Dinitto, 2012; Paulhus, Shaffer, & Downing, 1976; Sepulcri, Mainardes, & Marchiori, 2020; Wymer & Samu, 2002). This multiplicity of studies led to the discovery of multiple variables that may affect the act of donating, as well as allow the measurement of the potential tendency of an individual to donate (Amato, 1985; Badenes, Mafé, & Alcañiz, 2019; Bekkers, 2006, 2010; Bekkers & Wiepking, 2007, 2011a; Casale & Baumann, 2015; L. Du et al., 2014; Guy & Patton, 1989; Konrath & Handy, 2018; Mainardes, Laurett, Degasperri, & Lasso, 2015, 2017; Sargeant, 1999; Sargeant & Woodliffe, 2007).

On the other hand, a disconnection between several previous studies is perceived. Many researchers who have studied some variables (Andreoni, 1990; Michel & Rieunier, 2012; Verhaert & Van Den Poel, 2011) have found an influence, but very few have made a connection with the other variables that have previously been studied (e.g., Bekkers & Wiepking, 2007, 2011b). In addition, many of the studies were experiments/simulations (Eckel & Grossman, 1998; Fong, 2007; Savary, Goldsmith & Dhar, 2015) that do not advance posteriorly to extensive field research, and these gaps are addressed in this research. It should also be noted that most of the studies took place in developed countries, and there are several studies showing that emerging markets are different from developed markets (e.g., Burgess & Steenkamp, 2006; Mainardes, Almeida, & de-Oliveira, 2019; Marquette, Pinto, Grohmann & Battistella, 2017; Pels & Sheth, 2017; Sheth, 2011; Thongpapanl, Ashraf, Lapa, & Venkatesh, 2018).

Considering these aspects, this study aimed to propose a scale to measure the tendency of an individual to carry out donations of money/goods in emerging markets. I chose the individual donation of money and/or goods; after all, all social organizations, especially charitable organizations, need financial and physical resources to function and perform their mission. In addition, according to Hibbert and Horne (1996), the raising of funds from individuals tends to be the primary means of support for a social organization, because governments have been increasingly prone to reduce the resources for private social organizations (Payne, 1998), mainly in emerging countries (Thongpapanl et al., 2018); in addition, private companies co-exist in a market that is ever more competitive, which tends to reduce their contributions to social organizations (Mittelman & Rojas-Méndez, 2013). Therefore, this research will impact a vast number of social organizations from emerging countries, especially charitable ones, which is the expected contribution of this research.

Theoretically, in this research, I sought to systemize the various variables distributed in many studies, proposing a factorial structure that clusters and relates the variables in question to each other. Such a suggestion has already been proposed in previous studies (for example, Bekkers & Wiepking, 2007, 2011c; Mainardes et al., 2015, 2017), although this clustering was not observed in the existing literature describing studies that have been conducted empirically. A compilation of the many variables that have previously been studied constitutes an advancement of the knowledge on this theme.

The uniqueness related to the scales previously developed (for example, Konrath & Handy, 2018) is the proposal of a third-order scale, more complete than other scales, separating personal characteristics and external motivators. In this way, personal characteristics and external motivators are independent higher-order constructs, enabling separate measurements (only personal characteristics and only external motivators), expanding the analysis possibilities. Other scales were developed without this separation, making it difficult, for example, the managers' decisions of nonprofit organizations. Using this scale, it is possible to assess separately what is from the individual and what is external influence to the individual, the latter being a way for nonprofit organizations to encourage donations of money and/or goods. The theoretical contribution is the development of ten first-order constructs as dimensions of two higher-order constructs, which form a third-order construct, highlighting the complexity of the tendency of an individual to carry out donations of money/goods and making personal characteristics and external motivators independent higher-order constructs.

In addition, I emphasize that the scales already developed were all in developed countries, and emerging markets have different behaviors, justifying a specific scale for these markets. Donation scales from developed countries generally do not cover the specificities of emerging countries, and it is necessary to develop specific scales for developing countries (Mainardes et al., 2019).

2. Theoretical Review

2.1 Donation behavior

Comprehending the process of donation has mobilized various researchers, and the process of donation has been verified theoretically and empirically in order to explain the phenomenon (Bachke, Alfnes, & Wik, 2014; Barcellos, 2014; Borgonovi, 2008; Cermak, File, & Prince, 1994; L. Du et al., 2014; Gittell & Tebaldi, 2006; Guy & Patton, 1989; Grace & Griffin, 2006, 2009; Konrath & Handy, 2018; Lin & Li, 2020; Mainardes et al., 2015, 2017; Noble, Algie, Kyriazis, & Cantrel, 2008; Opoku, 2013; Rodriguez-Ricardo, Sicilia, & López, 2018; Urbain, Gonzalez, & Gall-Ely, 2013; Van Leeuwen & Wiepking, 2013). The act has received attention of the managers of the social organizations that depend on donations, especially donations of money/goods. Today, it is possible to donate money via the telephone, the internet, and account credit, as well as other means (Mainardes et al., 2015, 2017). Also, social organizations are structured to receive donated goods: both durable goods and non-durable ones (Gazley & Abner, 2014). A suitable structure for receiving donations has proven to be a critical factor for an organization to facilitate donations (Berman & Davidson, 2003; Van Iwaarden, Van Der Wiele, Williams, & Moxham, 2009).

Complementarily, controls and performance evaluations of social organizations have been developed. The need to make their missions clear, be accountable to society and demonstrate their importance has guided the actions of social organizations (Bowman, 2006; Bekkers & Wiepking, 2011c; Van Leeuwen & Wiepking, 2013).

There are indications that a social organization that has been legitimized by society tends to attract more public and private resources, especially from individuals (Bekkers, 2003). As examples, I can mention the Red Cross and Médecins sans Frontières (MSF), organizations that have been recognized as legitimate and that provide services that are relevant to society. However, the primary focus of attention of researchers has been what influences the act of donation. In this study, I investigated the tendency of an individual to make donations of money/goods. This concept can be defined as a person's willingness to make donations. This disposition can be defined as a willingness to act. The literature indicates that a person tends to make donations based on personal characteristics and external motivators (Bekkers & Wiepking, 2011b) and, therefore, that the tendency of an individual to make donations of money/goods is a construct formed by these two constructs (scales previously proposed did not make this separation, as in Konrath & Handy, 2018). Therefore, I developed a scale separating what is personal characteristic and what is an external motivator so that together they indicate the tendency of an individual to make donations of money/goods.

2.2 Variables influencing the act of donation

The pre-existing reasons that lead an individual to donate have mobilized the attention of researchers (Bekkers & Wiepking, 2007, 2011c; Germain et al., 2007; Guy & Patton, 1989; Grodal, Nelson, & Siino, 2015; Opoku, 2013; Lee, Winterich & Ross, 2014; Wiepking & Bekkers, 2012). Such interest allows the construction of a theoretical framework to explain the motives of the individual donating. Considering that individuals, a priori, are not donors, because their natural tendency is to direct their resources for themselves, it is perceived in the existing literature that certain variables have an impact on individuals, leading them to give up their resources in favor of others and to make the donation (Bachke et al., 2014; Bazanini & Machado Junior, 2018; Bekkers & Wiepking, 2011b; Hibbert & Horne, 1996; Konrath & Handy, 2018; Sargeant & Wordliffe, 2007).

Several studies (Bekkers & Wiepking, 2006; Casale & Baumann, 2015; Curtis, Evans, & Cnaan, 2015; Eckel & Grossman, 1998; Mathur, 2013, among others) reveal that if an individual has a natural motivation (particular aspects of the person) or is adequately motivated, the individual tends to become a donor. Thus, the existing literature has sought to discover such individual and/or external variables in order to develop theories that can predict a potential donation behavior, thereby enhancing the ability of social organizations to find, attract, and maintain donors (Choi & Dinitto, 2012).

On the other hand, this interest of researchers has generated a large set of variables that must be administered by the social organizations. In addition, several variables have been identified in experiments (Fong, 2007; Savary et al., 2015) but have not subsequently been checked directly with donors. Thus, considering the advances in the research on the act of donation, especially the discovery of variables that motivate donor behavior, it seems necessary to cluster the variables in factors that explain what motivates the act of donation by identifying the underlying dimensions that incorporate several variables in constructs, systematizing and consolidating the knowledge that has been developed so far. From such constructs, the managers of social organizations can develop organizational skills that will enhance their ability to attract and retain individual donors (Bekkers & Wiepking, 2011d; Choi & Dinitto, 2012; Verhaert & Van den Poel, 2011). This logic was the primary motivation for the present study.

2.3 Personal Characteristics that favor donation

Several studies investigate the personal characteristics that shape donor behavior (e.g., Bazanini & Machado Junior, 2018, Mainardes et al., 2017). For Grace and Griffin (2006) and Bekkers and Wiepking (2011d), individual characteristics can predict giving behavior. For example, Mainardes et al. (2017) identified several personal characteristics influencing both the inclination to donate and the level of contribution offered. Bekkers and Wiepking (2011b) researched social status, reputation, social responsibility, being employed, and social justice. These variables were identified as influential on donor behavior.

Sargeant and Woodliffe (2007) state that donating does not only brings social benefits, as individuals can donate for their reasons, bringing psychological benefits, such as satisfaction, self-esteem, empathy, forgiveness, compassion, among others. For Bekkers and Wiepking (2011b), they are intangible benefits that donors give themselves, such as feelings of joy for donating, feeling good about making donations, alleviating feelings of guilt.

Sargeant and Woodliffe (2007) also researched individual behaviors, such as the donors' perception of whether their contribution can make a difference to the cause they support, with an eventual increase in their willingness to donate if they perceive a good contribution. For Konrath and Handy (2018), individuals can help each other, as they receive a reward for their help. In short, it is up to managers of philanthropic organizations to understand the behavioral variables of individuals to create and maintain exchanges that meet the needs of individuals and charitable organizations (Casale & Baumann, 2015).

In the study developed here, I sought to detail what these personal characteristics would motivate donations in an emerging market, as there are several variables scattered in the literature and focused on developed countries (Pels & Sheth, 2017). Then, the variables were grouped into constructs, facilitating the management of these variables by the leaders of charitable organizations.

2.4 Donation external motivators

It can be seen that, in addition to personal characteristics, there are also external motivators that can influence donation behavior (Badenes et al., 2019). An individual may be motivated to make charitable donations because other individuals or groups to which he or she belongs support this behavior. Among the external motivators, Wiepking and Bekkers (2012), Van Leeuwen and Wiepking (2013), and Rodriguez-Ricardo et al. (2018) highlight that, when the economy is in recession, charitable organizations that seek resources must take into account the financial situation of donors, as the economic context can inhibit the sending of resources to charity. On the other hand, donors can be sensitized to the situation and strive to make donations.

Donors can also be motivated by the cause or situation of donation, as stated by Bekkers and Wiepking (2011c). Allied to this, donors can also donate thinking about the possibility that in the future, they will need the services offered by the charitable organization or be aware that others are in need or need help. (Curtis et al., 2015). Bennett (2003) and Grace and Griffin (2006) showed that the characteristics of the charitable organization itself tend to influence the donation process. For example, individuals can donate more to charity when they believe that the funds raised are not wasted (Mainardes et al., 2017). This is because most individual donors consider it essential to have information about how the charitable organization uses donations (Curtis et al., 2015).

There is also the influence of others to motivate giving. Some charities use celebrities as spokespersons to encourage donations, according to Michel and Rieunier (2012), or charities can publicize the names of influential donors (Van Leeuwen & Wiepking, 2013). Finally, some researchers in the field have identified that donors can be motivated by personal rewards. As discussed by Wiepking and Bekkers (2012), donors can increase donations when they earn tax breaks. Alternatively, donors make donations to build a political reputation (Casale & Baumann, 2015), or to receive public recognition through your donation acts (Grace & Griffin, 2006).

In summary, there are several variables in the literature that are classified as external motivators for donation (Mainardes et al., 2017). However, these variables, in addition to being dispersed in several studies, do not focus on emerging markets, as they were observed in developed markets. Therefore, I have brought these variables together in this study and grouped them into constructs that explain an individual's tendency to give in emerging markets. The logical structure presented here separates the constructs into personal characteristics and external motivators, as they are groups of distinct variables, making sense to treat them separately. This is all within the context of emerging markets, which the literature shows to be distinct from developed markets (Burgess & Steenkamp, 2006; Mainardes et al., 2019; Pels & Sheth, 2017; Sheth, 2011; Thongpapanl et al., 2018).

3. Methods

In order to achieve the aim of this study, which was to propose a scale to measure the tendency of an individual to donate money/goods, I opted for a quantitative and descriptive study. The target population was individual donors who regularly offer money/goods to Brazilian social organizations and/or foreign ones operating in Brazil. The choice of Brazilian donors was motivated by accessibility criteria because the universe of Brazilian donors is unknown. Furthermore, Brazil is an important emerging market, which makes it a relevant research field for developing a scale to measure the tendency of an individual to make donations of money/goods in emerging markets.

The sample obtained from the data collection, which took place from May to July 2015, comprised 1073 donors, individuals who claimed that they made regular donations of money and/or goods. The sample obtained is considered representative, as the number of respondents is higher than that recommended by the literature for psychometric analyzes considering an error of 5% (Boateng, Neilands, Frongillo, Melgar-Quiñonez, & Young, 2018). The Brazilian individuals in the sample were primarily female (66.4%), were

adults of economically active age (60% between 26 and 50 years of age), had high school equivalent or undergraduate degrees (68%), were employed (70.1%), with income between one and five minimum wages (55.2%), and were residents of urban regions (68.7%) in small or medium-sized cities (84.1%). As for marital status, there was a balance between single (39%) and married individuals (40.4%). I also observed a balance between those who had children (48.3%) and those who did not (51.7%). The respondents claimed that they made regular donations but without a defined periodicity (58%), and most had made donations for over three years (61.1%). In summary, I obtained a diverse sample, as I avoided focusing on only one type of donor or social organization.

A questionnaire was developed for the collection of data from the regular donors. This questionnaire contained a presentation text of the survey, a control question (a confirmation that the individual was a regular donor of money/goods; those who responded “no” were excluded from the sample), two questions regarding the time and the frequency of the donations, and nine questions regarding the characteristics of the respondent (age, gender, marital status, education, children, occupation, income, region, and place of residence). In addition to these, 107 statements were created (corresponding to the 107 variables identified in the literature, see Mainardes et al., 2015) to evaluate the respondent’s agreement with each statement on a 5-point agreement scale. In addition, three statements were developed to verify the respondent’s previous experiences with the donation (satisfaction with donations already made, results of the donation, choice of the institution that received the donation). Also, four statements were developed to verify the respondent’s intent to donate (being motivated to donate, considering donating to be an essential act, intending to continue to donate, considering donating to be a human duty).

The questionnaire was first elaborated in print, and a pre-test was conducted with 16 donors to validate its content. After the adjustments to the first pre-test, the second pre-test did not raise any doubts for the following ten donors. Then, the questionnaire was inserted into an online platform, and another pre-test was conducted with another ten donors. No problems with understanding were verified for the content of the questionnaire.

After validating the questionnaire’s content, it was then sent via email to the donors registered by various social organizations (non-governmental organizations, churches, charitable associations, hospitals, and kindergartens, among others). The data were also collected during donors’ meetings at social organizations, in this case, using two tablets, which were connected to the internet. At the end of this research effort, 1073 valid responses were obtained, which comprise the sample for this research.

All analysis procedures follow the method of Boateng et al. (2018). It is a 9-step procedure. The first two steps (item development) had already been performed in Mainardes et al. (2015). The remaining seven steps were developed here. There are four steps for scale development (developed in Exploratory factor analysis) and three steps for scale evaluation (Scale validation, Hierarchical factor structure, and Nomological validation of the final model). Choosing the method by Boateng et al. (2018) was due to the actuality of the scale development process, which has evolved over the years. In addition, the method by Boateng et al. (2018) is suitable for complex scales, such as the one developed here, which is a third-order construct.

The first data analysis technique chosen as the most appropriate to analyze the data was an exploratory factor analysis (EFA). In the analysis, I conducted all validity tests (KMO, Bartlett’s test of sphericity, commonalities, anti-image matrices, factorial load, Cronbach’s alpha). After the results of the EFA were obtained, in order to validate a scale of measurement for the influencers of the act of donation, a confirmatory factor analysis (CFA) was conducted by testing the cross-validation, the confirmatory factorial loadings, and the convergent and discriminant validity. I concluded the analysis by checking the hierarchical structure of the factors and the nomological validation.

4. Data analysis

4.1 The generation of the 107 items and the content validation

The initial development of a scale requires the conceptual definition of the construct. In this case, I sought to conceptualize the tendency to donate money/goods by an individual. This concept was presented in the theoretical review for this study as a person's willingness to make donations. This disposition can be defined as a willingness to act.

The next step is generating items through the literature and the qualitative field research. Then, content validation is done to check the items to be researched in an exploratory mode. This validation requires qualitative research with experts, academics, and the target population of the study. This type of validation was not necessary for this study because it was done previously by Mainardes et al. (2015) for the population in this study (regular donors of money/goods in an emerging market). Thus, in the present study, I started from a set of 107 identified variables that potentially explain the tendency of an individual to donate money/goods in emerging markets.

4.2 Exploratory factor analysis

The next step in developing the scale was the development of the factorial structure, which provides the origin and purifies the scale of the tendency of an individual to make a donation of money/goods in emerging markets. I then analyzed the indexes that validated the analysis. The result of the KMO was 0.912, and the results of Bartlett's test were significant ($p < 0.000$). Having validated the sample, the purification of the scales began, with the exclusion of items that did not meet the minimum requirements to form a factor within a factorial structure.

The procedures, in this case, considered the anti-image matrix (values greater than 0.50 in the primary matrix), the communalities (values greater than 0.50), and the factor loadings retained above 0.40 and with a difference greater than 0.10 from the other factors. After conducting these procedures, 66 variables were excluded, with the remaining 41 variables met the cited criteria, generating 12 factors that explained an individual's tendency to donate money/goods in emerging markets. For the generation of the 12 factors, I first extracted the factors via an eigenvalue above 1. Then, in order to verify the consistency of this process, a parallel analysis was done. Both procedures resulted in 12 factors that explained a little over 63% of the variance in the model.

To compose the 12 factors, I first used an orthogonal rotation with VARIMAX extraction. To verify the results, I also used the oblique rotation, not orthogonal, based on the assumption that the constructs are related. The results of the analysis can be observed in Table 1.

Cronbach's alpha was calculated for each construct to validate the generated constructs, and the correlation of the items was checked. To Cronbach's alpha, the achieved values were between 0.60 and 0.90 (see Table 1). The correlations between the variables of the construct cannot be greater than 0.85. Using Pearson's method, the values between the variables of the constructs were between 0.30 and 0.50, with all of the correlations being significant. Upon completing all of the analyses, the content of each factor was analyzed, and names were created to identify them, according to the content of the variables and based on the existing literature.

Table 1: Factorial matrix

Matrix of rotating component ^a					
FACTOR	INDICATORS	Communalities	Factor Loadings	Explained variance	Cronbach's Alpha
IMAGE OF THE BENEFICIARY ORGANIZATION	[Trust in the charitable organization influences the decision to donate money/goods.]	0.667	.774	7.044	.772
	[Individuals tend to make donations of money/goods when they know the director and/or founder of the charitable organization.]	0.559	.663		

	[The credibility of the charitable organization influences the decision to donate money/goods.]	0.609	.642		
	[Individuals donate money/goods when they are aware of the needs of a particular charitable organization.]	0.566	.593		
	[Individuals are made aware of the need to donate money/goods in case of natural hazards/disasters.]	0.555	.579		
SOCIAL IMAGE OF THE INDIVIDUAL	[Individuals donate money/goods to gain the recognition of people.]	0.71	.738		
	[People donate money/goods seeking reputation.]	0.668	.729	6.914	.825
	[People donate more money/goods to feel respected by others.]	0.664	.701		
	[Individuals donate money/goods seeking public prestige.]	0.607	.683		
GRANTING OF REWARDS FOR DONATING	[People donate more money/goods when they get a gift from the charitable organization.]	0.74	.724		
	[People donate money/goods when they are rewarded with something (e.g., benefit dinner).]	0.646	.722	6.338	.803
	[When individuals receive some object that identifies a donor (badges, ribbons, etc.), they tend to donate more money/goods.]	0.665	.698		
	[Individuals donate more money/goods when they receive something in return.]	0.628	.686		
DEMOGRAPHIC ASPECTS OF THE INDIVIDUAL	[People of European origin donate more money/goods.]	0.65	.712	6.313	.773
	[Individuals donate more money/goods after having children.]	0.61	.697		
	[Individuals donate money/goods because they feel obliged to donate.]	0.622	.694		
	[People with a higher education donate more money/goods.]	0.621	.653		
INFLUENCE OF OTHERS	[After seeing people donating money/goods, individuals tend to also donate.]	0.68	.727		
	[The disclosure of the names of influential donors can increase the donation of money/goods.]	0.599	.668		
	[Individuals tend to donate more money/goods when other people donate.]	0.602	.618	6.224	.774
	[At the end of the year, between the months of October to December, people are more motivated to donate money/goods.]	0.513	.608		
PSYCHOLOGICAL BENEFITS	[Individuals donate money/goods to improve their own self-esteem.]	0.675	.771	5.136	.694
	[Individuals donate money/goods when they are eager to help.]	0.624	.742		
	[Individuals donate more money/goods when they are distressed.]	0.593	.647		
	[Individuals donate money/goods to feel at peace with themselves.]	0.519	.508		
SOCIOECONOMIC ASPECTS OF THE INDIVIDUAL	[Individuals of a higher social class donate more money/goods.]	0.64	.752		
	[Families with a higher income donate more money/goods.]	0.648	.728	4.737	.677
	[People of higher status donate more money/goods.]	0.632	.659		

Table 1: Factorial matrix (continuation)

Matrix of rotating component ^a					
FACTOR	INDICATORS	Commonalities	Factor Loadings	Explained variance	Cronbach's Alpha
BENEFICIARY ORGANIZATION MANAGEMENT	[Low and fixed monthly donations tend to increase the donation of money/goods.]	0.683	.753	4.477	.689
	[The mission of the charitable organization is decisive in the determination of an individual to donate money/goods.]	0.63	.710		

	[Charitable organizations with a well-known brand in the market receive more donations of money/goods.]	0.589	.608		
SOCIAL CONTRIBUTION OF THE INDIVIDUAL	[Individuals donate money/goods because of feelings of loyalty to the charitable organization.]	0.66	.740		
	[Individuals donate money/goods with the desire to create a fairer world.]	0.661	.716	4.351	.624
	[People donate money/goods to leave a legacy to society.]	0.636	.674		
IMAGE OF THE BENEFICIARY	[Customer service (donor) is fundamental to the maintenance of the donation of money/goods.]	0.659	.718		
	[Beneficiaries of donations who are not to blame for their condition receive more donations of money/goods.]	0.613	.666	4.332	.651
	[People with a good image are considered more worthy of a donation of money/goods.]	0.66	.626		
AID FOR THE OTHER	[Individuals donate money/goods because of a feeling of compassion for others.]	0.711	.805		
	[Individuals donate money/goods with the desire to help others.]	0.664	.765	4.127	.655
AID REQUEST	[Individuals tend to positively accept a request for a donation of money/goods when they are personally invited to donate.]	0.755	.791		
	[When receiving a request to make a donation, people tend to donate more money/goods.]	0.645	.677	3.622	.614

Extraction method: Main component analysis.

Method of rotation: Varimax with Kaiser's normalization.

a. Converged rotation in seven iterations.

4.3 Scale validation

Completing validation of the reliability of the scale, it is initially recommended that cross-validation be conducted (Floyd & Widaman, 1995). I sought to verify whether the factorial structure varies for some changes in the sample. In this case, parts of the sample should be randomly selected, and an exploratory factorial analysis should be conducted for them, assuming that its results will be identical to the analysis conducted using the whole sample. I repeated the exploratory factorial analysis using about 70%, 50%, and 30% of the sample. Few differences emerged in the factor loadings, commonalities, explained variance, and Cronbach's alpha; thus, the results of these three new analyses were very close to the factorial structure presented in the previous section (Table 1), as they always resulted in 12 factors and validated the scale obtained by cross-mode.

The next step was to evaluate the dimensionality of the constructs. In this case, a confirmatory factorial analysis was conducted. In this analysis, the confirmatory factor loadings were verified and possessed convergent and discriminant validity (the latter two are shown in Table 2).

The confirmatory factor loadings of the index for the construct indicates whether the measures of a one-dimensional construct are sufficiently related to the latent constructs (Kline, 1998). All of the variables were significant, and only two-factor loadings were below, but very close to 0.70 (0.6978 and 0.6997); the others had confirmatory factor loadings above 0.70, showing that the indicators of each construct are related to that construct.

The next step was to evaluate the convergent validity of the constructs of the scale. I sought, in this case, to verify whether the independent measures of the same construct either converge or are highly correlated (Netemeyer, Bearden, & Sharma, 2003). In order to demonstrate the preceding, I should observe a correlation between the indicators and the factor loadings that is greater than 0.70 and significant, and an Average Variance Extracted (AVE) that is greater than 0.50. Table 2 shows the results for the AVE, which are all greater than 0.50, indicating the convergent validity of the factorial structure of the scale.

Next, the discriminant validity was verified, showing the extent to which a measure is not correlated with other constructs with which it is assumed to differ. For the scale developed here, it is noticeable in Table 2 that the compound reliability was greater than 0.70 (the lowest value was 0.7947), and the main matrix of the correlations shows that the square root of the AVE was greater than the correlations with the other constructs, indicating the discriminant validity of the scale developed here. In addition, I examined the path diagram generated by the confirmatory factorial analysis, which also indicated the consistency of the scale.

Table 2: Correlation matrix

	A	B	C	D	E	F	G	H	I	J	K	L
A= Image of the beneficiary organization	0.7240											
B=Social image of the individual	0.1661	0.8109										
C= Granting of rewards for donating	0.2235	0.5643	0.7947									
D=Demographic aspects of the individual	0.0724	0.4997	0.407	0.7712								
E=Influence of others	0.4992	0.4343	0.4584	0.3448	0.7730							
F= Psychological benefits	0.1394	0.3865	0.3239	0.3924	0.3311	0.7222						
G=Socioeconomic aspects of the individual	0.1744	0.4157	0.339	0.434	0.2912	0.2892	0.7795					
H=Beneficiary organization management	0.4807	0.3438	0.3483	0.2816	0.4887	0.2518	0.2686	0.7850				
I=Social contribution of the individual	0.2647	0.2163	0.2148	0.226	0.2733	0.2463	0.2209	0.2527	0.7511			
J=Image of the beneficiary	0.3683	0.4184	0.3694	0.382	0.4646	0.2624	0.3608	0.395	0.2606	0.7680		
K=Aid for the other	0.3558	-0.073	-0.034	-0.062	0.1652	0.1205	0.0586	0.1851	0.2409	0.0809	0.8621	
L=Aid request	0.3256	0.3257	0.3691	0.3436	0.383	0.3002	0.3068	0.3444	0.2767	0.3402	0.1359	0.8493
Mean	3.6548	2.8749	2.9268	2.5201	3.3712	3.0049	2.8058	3.3517	3.4163	2.9357	3.9534	3.1724
Standard deviation	0.8889	1.0293	1.0189	0.9708	0.9618	0.9372	1.0078	0.9488	0.8958	0.9597	0.9711	1.0052
Average Variance Extracted(AVE)	0.5242	0.6575	0.6315	0.5948	0.5976	0.5216	0.6076	0.6162	0.5641	0.5898	0.7432	0.7213
Compound reliability	0.8456	0.8846	0.8724	0.8544	0.8555	0.8126	0.8218	0.828	0.7947	0.8118	0.8526	0.8381

Source: Research Data

4.4 Hierarchical factor structure

With the validation of the factorial structure of the scale, after examining the content of the factors, it is noticeable that there is a factorial structure of higher-orders and third-order constructs. Thus, it was assumed that the 12 factors are manifestations of two higher-order factors: personal characteristics and external motivators. This division has been previously proposed in the literature (Bekkers & Wiepking, 2007, 2011c; Konrath & Handy, 2018; Mainardes et al., 2015, 2017), which served as a reference the identification of these two higher-order factors. The third-order factor is the precise phenomenon of the tendency to donate, and it is represented by the two higher-order factors.

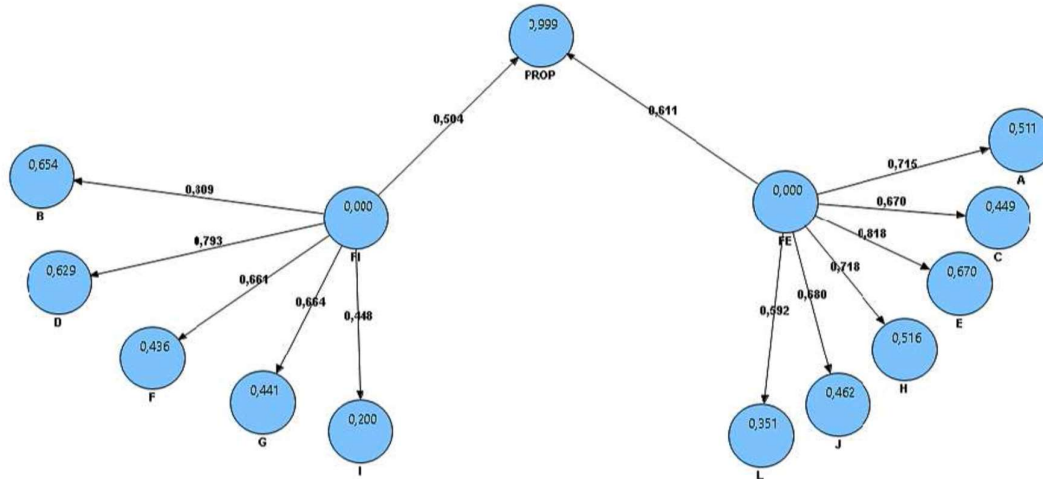
Considering this, I conducted a hierarchical factor structure test, whereas the third-order factor (the tendency to donate in emerging markets) is the algebraic sum of two higher-order factors. Further, each of the higher-order factors is the algebraic sum of six first-order factors:

Personal characteristics: Social image of the individual; Demographic aspects of the individual; Psychological benefits; Socioeconomic aspects of the individual; Social contribution of the individual; Aid for the other.

External motivators: Image of the beneficiary organization; Granting of a reward for the donation; Influence of others; Management of the beneficiary organization; Image of the beneficiary; Aid request.

This hierarchical factor structure was tested using the modeling of hierarchical components (Wetzels, Odekerken-Schroder, & Van Oppen, 2009). In the first analysis, it was noticeable that the “aid for the other” factor did not fit with either of the two higher-order factors. Thus, this factor was deleted, and a new analysis was conducted. The adjustment of the second analysis seemed appropriate, as the factor loadings were above what was required (greater than 0.40, as can be seen in Figure 1). The discriminant validity criteria were met (the correlation between the higher-order factors was less than the square root of the average variance extracted (AVE) – Table 3). In summary, the hierarchical factor structure with factors at the first, higher, and third-order proved appropriate, supporting the tendency to donate as a third-order construct.

Figure 1: Hierarchical factor structure



Caption: A= Image of the beneficiary organization; B= Social image of the individual; C= Granting of rewards for donating; D= Demographic aspects of the individual; E= Influence of others; F= Psychological benefits; G= Socioeconomic aspects of the individual; H= Beneficiary organization management; I= Social contribution of the individual; J= Image of the beneficiary; L= Aid request; PC= Personal characteristics; EM= External motivators; TEND=Tendency to donate.

Source: Research Data

Table 3: Results of the modeling of hierarchical components

CORRELATIONS	Personal characteristics	External motivators
Personal characteristics	0.735041	
External motivators	0.6047	0.702249
TOTAL RESULTS		
Mean	2.9036	3.2701
Standard Deviation	0.5327	0.5361
AVE	0.472261	0.493153
CR	0.811862	0.852589

Source: Research Data

4.5 Nomological validation of the final model

In nomological validation, the created factors are associated with external constructs, which is not part of the scale, but must be associated with it. In the present study, I also measured, for the 1073 Brazilian respondent donors, the previous experiences with a donation through three statements and the intent to donate through four statements.

The previous experiences with a donation may be considered an antecedent, and the intent to donate may be considered a consequence of the tendency to donate, which is the third-order scale factor developed in this study. Thus, the factorial structure obtained after the hierarchical analysis was associated, as a consequence, with the previous experiences with a donation and, as an antecedent, with the intent to donate. That is, previous experiences influence the tendency to donate, which influences the intention to donate. These relationships serve for the nomological validation of the developed scale. This was done in two ways.

First, I did the direct association with the tendency to donate being influenced by previous experiences with a donation and by influencing the intent to donate. Then, I associated personal characteristics and external motivators (higher-order factors) as consequences of previous experiences with donation and influencers on the intent to donate.

The structural model was calculated. The results indicated an explanatory power by finding significance in the relationship of the influence of previous experiences with a donation on the tendency to donate, and of the influence of the tendency to donate on the intent to donate, as well as in the relationship of personal characteristics and external motivators as influenced by previous experiences with a donation and as influencers on the intent to donate. The results of both analyses can be observed in Table 4.

Finally, this last step validates the scale that I developed. It is noticeable that the scale in question is associated with previous experiences with a donation and the intent to donate, which is an essential antecedent of donor behavior. Thus, I can consider that the model developed appears to be suitable for measuring an individual's tendency to donate money/goods in emerging markets.

Table 4: Results of the path diagrams of structural models

MODEL 1	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)	p-value
EM -> A	0.716	0.7165	0.025	0.025	28.6786	0.0000
EM -> C	0.6693	0.6686	0.0226	0.0226	29.6179	0.0000
EM -> E	0.8183	0.8193	0.0124	0.0124	65.852	0.0000
EM -> H	0.7186	0.7192	0.0207	0.0207	34.7082	0.0000
EM -> J	0.6797	0.6806	0.0198	0.0198	34.3877	0.0000
EM -> L	0.592	0.5937	0.0254	0.0254	23.2673	0.0000
EM -> TEND	0.6265	0.6274	0.0187	0.0187	33.4411	0.0000
PC -> B	0.8081	0.8087	0.0128	0.0128	63.3793	0.0000
PC -> D	0.7928	0.7929	0.0152	0.0152	52.1737	0.0000
PC -> F	0.661	0.6624	0.0238	0.0238	27.7861	0.0000
PC -> G	0.6644	0.664	0.024	0.024	27.7078	0.0000
PC -> I	0.4486	0.4497	0.0348	0.0348	12.8975	0.0000
PC -> TEND	0.4877	0.4868	0.018	0.018	27.0517	0.0000
TEND -> DON	0.1756	0.1803	0.0341	0.0341	5.1555	0.0000
PED -> TEND	0.3398	0.3401	0.0244	0.0256	9.6068	0.0000

Table 4: Results of the path diagrams of structural models (continuation)

MODEL 2	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)	p-value
EM -> A	0.7296	0.7303	0.0215	0.0215	33.8711	0.0000
EM -> C	0.6545	0.6548	0.0243	0.0243	26.9315	0.0000
EM -> E	0.8173	0.8169	0.0124	0.0124	65.7983	0.0000
EM -> H	0.722	0.7215	0.0201	0.0201	35.938	0.0000
EM -> J	0.6783	0.6788	0.0198	0.0198	34.2087	0.0000

EM -> L	0.5909	0.5907	0.0261	0.0261	22.6289	0.0000
EM -> DON	0.2656	0.2708	0.0428	0.0428	6.2026	0.0000
PED -> DON	0.2945	0.2949	0.0299	0.0300	6.8135	0.0000
PC -> B	0.8033	0.8032	0.014	0.014	57.3281	0.0000
PC -> D	0.7952	0.7961	0.014	0.014	56.7502	0.0000
PC -> F	0.6639	0.6641	0.0234	0.0234	28.3807	0.0000
PC -> G	0.6668	0.6688	0.0223	0.0223	29.8603	0.0000
PC -> I	0.4469	0.4468	0.0366	0.0366	12.22	0.0000
PC -> DON	0.0915	0.0951	0.0545	0.0545	4.6795	0.0434
PED -> PC	0.1217	0.1224	0.0284	0.0285	5.8711	0.0231

Caption: A= Image of the beneficiary organization ; B= Social image of the individual; C= Granting of rewards for donating; D= Demographic aspects of the individual; E= Influence of others; F= Psychological benefits; G= Socioeconomic aspects of the individual; H= Beneficiary organization management; I= Social contribution of the individual; J= Image of the beneficiary; L= Aid request; ; PC= Personal characteristics; EM= External motivators; TEND=Tendency to donate; DON=Intent to donate; PED=previous experiences with donation.

Source: Research Data

5. Discussion

After all of the processes for developing a scale, it can be considered that the result of this study was the construction of a scale that measures the tendency of an individual to donate money/goods in emerging markets. The application of this scale can highlight people from emerging countries who have a greater tendency to donate, which can assist social organizations that depend on donations. Using the new scale, this organizations can find donors, as well as individuals who have a greater tendency to donate.

The validated scale is divided into two: personal characteristics and external motivators. The personal characteristics are composed of five factors: Social image of the individual (four items); Demographic aspects of the individual (four items); Psychological benefits (four items); Socioeconomic aspects of the individual (three items); and Social contribution of the individual (three items). The second part refers to the external motivators that stimulate donor behavior. This part is composed of six factors: Image of the beneficiary organization (five items); Granting of a reward for the donation (four items); Influence of others (four items); Management of the beneficiary organization (three items); Image of the beneficiary (three items); and Aid request (two items).

It is essential to highlight that emerging markets are different from developed markets (Mainardes et al., 2019). Therefore, previously developed scales tend not to be suitable for developing countries (Burgess & Steenkamp, 2006). This requires that marketing management tools in emerging markets be developed considering the reality of these countries (Pels & Sheth, 2017; Sheth, 2011). This motivated the construction of the scale presented and validated here.

In summary, it can be considered that the scale of the tendency to donate money/goods in emerging markets represents a significant contribution, not only to the literature addressing the topic but also especially to social organizations from emerging countries. Bringing the various influencing variables of donor behavior together on a scale with 39 items facilitates the work of the managers of social organizations, mainly those of charitable organizations in emerging markets that need money/goods, attracting and maintaining donors. The final scale can be seen in Table 5.

Table 5: Scale of measurement of the tendency to donate

FACTOR	INDICATORS
IMAGE OF THE BENEFICIARY ORGANIZATION	[Trust in the charitable organization influences the decision to donate money/goods.]
	[Individuals tend to make donations of money/goods when they know the director and/or founder of the charitable organization.]
	[The credibility of the charitable organization influences the decision to donate money/goods.]

	[Individuals donate money/goods when they are aware of the needs of a particular charitable organization.] [Individuals are made aware of the need to donate money/goods in case of natural hazards/disasters.]
SOCIAL IMAGE OF THE INDIVIDUAL	[Individuals donate money/goods to gain the recognition of people.] [People donate money/goods seeking reputation.] [People donate more money/goods to feel respected by others.] [Individuals donate money/goods seeking public prestige.]
GRANTING OF REWARDS FOR DONATING	[People donate more money/goods when they get a gift from the charitable organization.] [People donate money/goods when they are rewarded with something (e.g., benefit dinner).] [When individuals receive some object that identifies a donor (badges, ribbons, etc.), they tend to donate more money/goods.] [Individuals donate more money/goods when they receive something in return.]
DEMOGRAPHIC ASPECTS OF THE INDIVIDUAL	[People of European origin donate more money/goods.] [Individuals donate more money/goods after having children.] [Individuals donate money/goods because they feel obliged to donate.] [People with a higher education donate more money/goods.]
INFLUENCE OF OTHERS	[After seeing people donating money/goods, individuals tend to also donate.] [The disclosure of the names of influential donors can increase the donation of money/goods.] [Individuals tend to donate more money/goods when other people donate.] [At the end of the year, between the months of October to December, people are more motivated to donate money/goods.]
PSYCHOLOGICAL BENEFITS	[Individuals donate money/goods to improve their own self-esteem.] [Individuals donate money/goods when they are eager to help.] [Individuals donate more money/goods when they are distressed.] [Individuals donate money/goods to feel at peace with themselves.]
SOCIOECONOMIC ASPECTS OF THE INDIVIDUAL	[Individuals of a higher social class donate more money/goods.] [Families with a higher income donate more money/goods.] [People of higher status donate more money/goods.]
BENEFICIARY ORGANIZATION MANAGEMENT	[Low and fixed monthly donations tend to increase the donation of money/goods.] [The mission of the charitable organization is decisive in the determination of an individual to donate money/goods.] [Charitable organizations with a well-known brand in the market receive more donations of money/goods.]
SOCIAL CONTRIBUTION OF THE INDIVIDUAL	[Individuals donate money/goods because of feelings of loyalty to the charitable organization.] [Individuals donate money/goods with the desire to create a fairer world.] [People donate money/goods to leave a legacy to society.]
IMAGE OF THE BENEFICIARY	[Individuals donate money/goods because of a feeling of compassion for others.] [Individuals donate money/goods with the desire to help others.] [Individuals donate money/goods by feel compassion for others.]
AID REQUEST	[Individuals tend to positively accept a request for donation of money/goods when they are personally invited to donate.] [When receiving a request to make a donation, people tend to donate more money/goods.]

Source: Research Data

6. Conclusions and recommendations

This study aimed to propose a scale to measure the tendency of an individual to make donations of money/goods in emerging markets. At the end of this study, it can be concluded that what motivates the act of a donation of money/goods to comprise 11 factors, which include the personal characteristics of the individual and external motivators. It is concluded that it is not enough for the individual to possess characteristics that favor a donation of money/goods. In emerging markets, the beneficiary organization needs to mobilize to attract these individuals, requesting aid while maintaining a faultless image and professional management, and in some way, providing a reward to the donor. One of the ways to obtain and retain donors can be the measurement of the potential of an individual from developing countries to be a donor.

Thus, it can be considered that the present study has made theoretical and practical contributions. Theoretically, this research has made contributions by testing and clustering the various variables present in the literature, developing 11 first-order constructs as dimensions of two higher-order constructs, which form a third-order construct, which had not previously been done empirically in emerging markets. In addition to the theoretical contribution, I developed a third-order scale that measures the tendency of an individual to donate money/goods in emerging markets, which was also unprecedented in the literature, highlighting that research findings in developed countries tend not to represent the reality of developing countries (Mainardes et al., 2019). It is important to note that higher-order constructs, personal characteristics, and external motivators, are independent and can be measured separately, increasing accuracy when compared to previously developed scales, demonstrating the complexity of the concept studied here.

In terms of practicality, selecting the variables that affect the individual donation of money/goods in emerging markets is highlighted. Managers of social organizations from developing countries that depend on donations can focus their efforts on the variables identified, as they were relevant to the donors surveyed. In addition, they can make use of the scale to ascertain potential donors of money/goods, as well as to gain a better understanding of their current donors in emerging markets.

On the other hand, it is necessary to highlight the limitations of the study. The first limitation relates to its comprehensiveness. The study was carried out exclusively with Brazilian donors, and I recommend that the scale developed be replicated, for external validation, in other developing countries. Such replications would refine the scale that was developed here.

Another limitation relates to the object of the research. I exclusively examined donors of money/goods in an emerging market. Thus, the results cannot be generalized to donors of time (volunteers), blood, and organs, among other donations. Therefore, I recommend the development of a study similar in other developing countries, in order to build a scale of an individual's potential to volunteer, to make donations of blood and organs, between others.

Finally, to advance the research on the subject, I suggest an in-depth study of donors of money/goods in other emerging markets to identify other variables that were not included in this study. I also suggest using of the scale developed in the present study to carry out comparative studies between developing countries to identify the common factors of donors of money/goods, regardless of the country, and the factors that are specific to each developing country. In summary, the proposed scale provides room for various research that will highlight the phenomenon of individual donation in other emerging markets.

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