

# Potential donors' gender and prosocial behaviour: A brand anthropomorphism lens

Jade Verbeek<sup>a\*</sup>, Liezl-Marié van der Westhuizen<sup>b</sup>, and Melanie Wiese<sup>c</sup>

<sup>a</sup>University of Pretoria, South Africa. ORCID: [orcid.org/0000-0002-8409-8193](https://orcid.org/0000-0002-8409-8193); <sup>b</sup>University of Pretoria, South Africa. ORCID: [orcid.org/0000-0003-1972-8408](https://orcid.org/0000-0003-1972-8408); <sup>c</sup>University of Pretoria, South Africa. ORCID: [orcid.org/0000-0002-0117-3830](https://orcid.org/0000-0002-0117-3830)

\*Corresponding author: [jade.verbeek@up.ac.za](mailto:jade.verbeek@up.ac.za)

## Abstract

This study explores the role of potential donors' gender in prosocial behaviour, using an anthropomorphic lens. Its findings could aid non-profit organisations (NPOs) in eliciting individual charitable donations and thus accessing additional funding. A gender-neutral brand spokes-character was used as the stimulus in a survey questionnaire distributed via an online panel of 200 respondents, from which actual donation behaviour towards a South African NPO was captured. The data was analysed using multi-group moderation structural equation modelling (SEM). The findings indicated that potential donors' gender plays a role in the relationships between brand anthropomorphism and prosocial behaviour in South Africa, highlighting the importance of context-specific considerations when exploring gender differences. Thus, contributions are made to understanding the role of gender in prosocial behaviour through a brand anthropomorphism lens. Practical context-specific insights related to actual donation behaviour in a developing country are also provided.

**Keywords** non-profit, gender, brand spokes-characters, brand anthropomorphism, prosocial behaviour

## **Introduction**

Along with exponential growth in the global non-profit sector, competitive rivalry between non-profit organisations (NPOs) for financial resources and volunteers has also increased (Casey, 2016; Michaelidou, Micevski & Siamagka, 2015). Marketing activities, traditionally used in for-profit sectors, are therefore becoming a critical competitive differential for NPOs too (Lee, 2021; Michel & Rieunier, 2012) to encourage prosocial behaviour. This is especially relevant because of the important role that NPOs play in society, making their sustainability and expansion advantageous to communities and society at large. The COVID-19 pandemic revealed how NPOs fulfilled their social responsibility (Li & Feng, 2021), despite its unprecedented and worldwide socio-economic consequences, especially for developing countries such as South Africa. The South African non-profit sector is particularly vulnerable when managing the consequences of COVID-19 while still supporting the community (Bates & Denysschen, 2020) as they have scarcer financial resources than markets in the global north. Initiatives to acquire additional funding (Walton-Good, 2021) remain a top priority for South African NPOs, which can often be hindered by restrictive legislative governance, making them over-reliant on only a few large donors (Maboya & McKay, 2019). Individual charitable donations, therefore, continue to be an important source of additional funding for NPOs (Snipes & Oswald, 2010), and a better understanding of such donations and of donation psychology and behaviour should actively guide future research agendas (Li & Feng, 2021).

Specifically, the gender of individual charitable donors has been found to impact prosocial behaviour. This may be attributed to the more traditional gender norms in which females are perceived as more caring, taking responsibility, exercising concern, and connecting with others (Gilligan, 1982) compared with males. Consequently, volunteering, and charitable

initiatives often appear to reinforce such stereotypical gender biases in their approach to recruiting, encouraging participation, and rewarding female involvement in such initiatives. This was evident in a study of gendered experience in school-based volunteering (Lau, 2022). Yet the role of gender in prosocial behaviour is currently contested (Wiepking & Bekkers, 2012), particularly given the blurring of gender lines in society (Claveria, 2016) and the growing importance of feminist analysis in understanding gender differences in the non-profit sector (Dale & Breeze, 2022; Dean & Wiley, 2022). Understanding this, therefore, is more important than ever in order to gain insight into how to encourage individual charitable donations. However, such research has been done mainly in the United States and the United Kingdom, potentially disregarding country and context-specific differences (e.g., the labour market and culture) that could affect donation behaviour among male and female donors. It is important, therefore, to investigate the extent of these gender differences in other national contexts and to explore potential explanations for them (De Wit & Bekkers, 2016). This would be particularly relevant for developing countries such as South Africa, which is regarded as a ‘giving society’ that is richly diverse, multicultural and characterised by various charitable giving behaviours that are often typical in everyday life (Everatt & Solanki, 2005). This includes assisting the homeless, who are often seen at major intersections, or contributing through donation boxes in supermarkets. A 2019 study by Charities Aid Foundation Southern Africa found that, while the median value of monetary donations from males and females was the same, the average monetary donation from male South African donors was higher than that from females. This was different from the United States, where both the median and the average amounts donated were higher for male donors (Charities Aid Foundation America, 2019). Thus, considering gender differences in prosocial behaviour across different cultural and geographic contexts is crucial, as it may yield varying outcomes.

Receiving considerable attention from marketing scholars (e.g., Aggarwal & McGill, 2007; Delgado-Ballester, Palazón, & Peláez 2020; MacInnis & Folkes, 2017), brand anthropomorphism has been considered an effective corporate branding element (Tuškej & Podnar, 2018), that is likely to be effective for NPOs too (Dalman & Ray, 2021). ‘Brand anthropomorphism’ refers to the “perception of brands as having unobservable human-like qualities, such as a mind with mental capacities or states” (MacInnis & Folkes, 2017). This study therefore explores gender differences in prosocial behaviour through the lens of brand anthropomorphism, using a South African sample. Specifically, in this study ‘brand anthropomorphism’ refers to a personified brand spokes-character rather than the brand itself, as characters could be considered brand elements that might strengthen the brand image of NPOs and encourage individual charitable donations.

This may be amplified by the fact that anthropomorphism enables non-human agents to be perceived as moral beings who need care and concern (Epley, Waytz & Cacioppo, 2007). This ability of brands to elicit emotional responses, referred to as ‘brand affect’ (Chaudhuri & Holbrook, 2001), may subsequently encourage consumers to have favourable behavioural intentions (Morris, Woo, Geason & Kim, 2002) and inadvertently engage in favourable behaviour (Ajzen, 1991) towards the brand. This study contributes to the evidence on gender differences in prosocial behaviour in a developing country using an anthropomorphic lens. It also addresses the intention–behaviour gap (van der Linden, 2011) by measuring actual donation behaviour, which is often overlooked in research on prosocial behaviour – as is evident from the call for more research on actual donation behaviour (Michaelidou et al., 2015; Park, Cho, Johnson & Yurchisin, 2017). The primary objective of this study is to explore the context-specific moderating effect of gender on the interrelationships between brand anthropomorphism, brand affect, intention to donate, and donation behaviour. The insights of

this study could benefit the voluntary sector in developing countries by promoting more inclusive and targeted brand strategies, and by moving away from more traditional and stereotypical Westernised approaches such as “pink is for girls and blue is for boys” (Nickel, Orth & Kumar, 2020).

## **Literature review**

### ***Voluntary sector overview: A South African perspective***

The voluntary sector mostly comprises NPOs, which are independent of the government, relying on external funding from various sources to make a social impact and to serve the public interest rather than that of shareholders (Milligan, 2009). The voluntary sector in South Africa is growing, with 248 902 registered NPOs as of September 2021 – an increase from 2019, when 220 543 NPOs were registered (Dialogue, 2021).

NPOs in South Africa are governed by the Non-Profit Organisations Act No. 71 of 1997, which imposes restrictions on and state control over NPOs, thus hindering their fundraising initiatives and making them over-reliant on a few large, mostly corporate, donors (Maboya & McKay, 2019). Some of the main sources of income of South African NPOs are local private companies, local private donors, foreign private donors, and self-generated income (Dialogue, 2021). However, the impact of COVID-19 has negatively affected these income sources for NPOs, worsening their already dire need for funding (Dialogue, 2021). Along with the increased competition in the non-profit sector, marketing techniques – which are traditionally used in the for-profit sector – are being used in the non-profit sector too (Pope, Isley & Asamoah-Tutu, 2009). Such techniques not only promote the sale of goods and services

in the sector, but, more importantly, also help to foster relationships with stakeholders, such as donors (Moyer, 1990, cited in Lee, 2021) in order to encourage more individual charitable donations. This is especially important in South Africa, where the development of a distinct NPO brand identity is becoming critical in aiding fundraising initiatives (Terblanche, Boshoff & Human-Van Eck, 2023).

***Theoretical framework: The theory of selectivity hypothesis and gender differences in prosocial behaviour***

Gender has an undeniable influence on society, and is therefore considered a significant factor impacting consumer behaviour (Millan & Wright, 2018). According to Wheeler (2009) females are believed to respond differently from males to non-profit advertising. Traditional gender norms suggest that females are generally perceived to be more communal in nature (Eagly & Steffen, 1984) and therefore more inclined to help others than males (Paulin, Ferguson, Schattke & Jost, 2014). This has been evident in studies in which females were more likely to donate and often donated higher amounts (Mesch, Brown, Moore & Hyat, 2011) than males. In contrast, there has also been research in which no gender differences were found (Bekkers, 2007), and in which males were found to donate more (Bekkers, 2010) or were more likely to support charitable events than females were when emotions such as altruism and empathy were influenced (Paulin et al., 2014). In South Africa – and in the Netherlands and the United States – females were more likely to donate, yet males donated higher amounts (Charities Aid Foundation America, 2019; Charities Aid Foundation Southern Africa, 2019; De Wit & Bekkers, 2016). It is thus evident that the role of gender in prosocial behaviour is often still contested (Wiepking & Bekkers, 2012).

Some of these gender differences may be attributed to the theory of selectivity hypothesis, which suggests that males and females differ in how they process and respond to information (Meyers-Levy & Loken, 2015; Meyers-Levy & Maheswaran, 1991). As a result, conditional gender differences have been found in different domains such as sensitivity to nonverbal cues, shopping behaviour, and responses to promotional activities (Meyers-Levy & Loken, 2015). The premise of the theory of selectivity hypothesis may often draw on inferences from stereotypical gender biases. However, considering changing gender perceptions and the complexities of blurred gender lines in society (Claveria, 2016), the theory still provides a suitable foundation on which to explore gender differences in prosocial behaviour through the lens of brand anthropomorphism. Based on the literature and on the theory of selectivity hypothesis, potential donors' gender could be a notable moderating variable when exploring prosocial behaviour in this study. Thus, non-directional hypotheses were deemed appropriate for this study.

### ***Brand anthropomorphism and prosocial behaviour***

Arising from global expansion and the associated increase in competitive rivalry between NPOs (Casey, 2016; Michaelidou et al., 2015), the use of branding principles traditionally used in the for-profit sector are becoming common practice among NPOs that want to differentiate themselves (Michel & Rieunier, 2012). The role of branding in the non-profit sector is shifting from a communication and fundraising tool to a strategic asset that signals an NPO's core values to stakeholders such as potential donors (Boenigk & Becker, 2016). This recent shift to using brand-building blocks such as brand purpose, brand image, and brand personality drives the sustainability and growth of NPOs by empowering them to engage with stakeholders, to foster their trustworthiness and perceptions of a good reputation, and to differentiate

themselves as they vie for stakeholder commitment and resources (Michel & Rieunier, 2012; Mirzaei, Webster & Siuki, 2021; Venable, Rose, Bush & Gilbert, 2005).

As a highly connected society, we have entered the ‘human era’ in which brands are expected to communicate and build connections just as humans do (Glynn & Marshall, 2019). Brand anthropomorphism, which refers to the perceived humanness of brands, has emerged as a key brand-building tool in the profit sector, as it has been found to yield brand benefits such as loyalty, commitment, and positive word-of-mouth (MacInnis & Folkes, 2017). Similarly, it is likely to yield benefits in the non-profit sector, as is evident in recent studies. First, brand experience cultivates perceptions of NPOs’ brand personalities (Anestis, Karantza, Assimakopoulos & Vlachakis, 2022); and second, the humanisation of NPO brands and their messaging yields positive donation intentions (Dalman & Ray, 2021). Therefore, as we explore NPOs, the use of a brand anthropomorphism lens may be key to generating brand benefits for NPOs that are in dire need of additional funding, such as individual charitable donations.

To examine brand anthropomorphism in this study, it was deemed appropriate to use brand spokes-characters – *personified fictional animated characters with observable human-like attributes that represent a brand for promotional purposes* – because personification has been found to elicit brand anthropomorphism (Delbaere, McQuarrie & Phillips, 2011). Since mental capacities or states (e.g., intentions) are often considered uniquely human attributes (Epley, 2018), ‘brand anthropomorphism’ in this study refers to these spokes-characters being perceived as having *unobservable* human-like qualities (MacInnis & Folkes, 2017) associated with mental states (e.g., intentions). It is important to note that it differs from ‘personification’, which refers to these characters’ *observable* human-like attributes (e.g., human-like facial features). To date, only a few studies have explored brand anthropomorphism and its relation



to prosocial behaviour, especially in developing markets (e.g., Ahn, Kim, & Aggarwal, 2014; Zhou, Kim & Wang, 2019), and the influence of gender differences on anthropomorphism (Letheren, Kuhn, Lings & Pope, 2016). This emphasises further the importance of understanding gender differences in this context and their potential to influence individual charitable donations.

As brand anthropomorphism is able to elicit an increased emotional connection and positive brand affect from consumers (Connell, 2013; Delbaere et al., 2011; Delgado-Ballester et al., 2020), so too is it likely to elicit positive brand affect among potential donors. ‘Affect’ has been defined as psychological processes such as emotions, moods, and attitudes (Bagozzi, Gopinath & Nyer, 1999). A brand’s potential to arouse affect in consumers after they experience a brand is referred to as ‘brand affect’ (Chaudhuri & Holbrook, 2001). A positive relationship should thus exist between brand anthropomorphism and brand affect. Furthermore, based on gender differences being evident in information processing (Meyers-Levy & Maheswaran, 1991), gender differences are likely to be prevalent in brand anthropomorphism too. Also, since gender affects social positions, which in turn affect emotions (Sanghera, 2018), gender may impact the predisposition to build relationships with brands, based on affect (Sahay, Sharma & Mehta, 2012). So gender differences should be evident when exploring the relationship between brand anthropomorphism and brand affect. It can therefore be hypothesised that:

- H<sub>1</sub>: Potential donors’ gender moderates the relationship between the perceived brand anthropomorphism of an NPO’s brand spokes-character and brand affect towards this character.

Emotional responses such as brand affect play a critical role in consumers' decision-making, specifically determining the behavioural intention and subsequently the actual behaviour towards a brand (Morris et al., 2002). Yet previous research has found gender differences to be evident in the degree of affect in brand relationships (Sahay et al., 2012), in the concern for others' well-being (Eagly & Steffen, 1984), and the motives to donate (Mesch et al., 2011). Therefore, gender differences are likely to occur in the relationship between brand affect and the intention to donate. It can therefore be hypothesised that:

- H<sub>2</sub>: Potential donors' gender moderates the relationship between brand affect towards an NPO's brand spokes-character and the intention to donate to the NPO.

Given the human-like resemblance of brand spokes-characters, they are likely to be anthropomorphised (Epley et al., 2007; MacInnis & Folkes, 2017), leading to increased perceptions of these characters as moral beings who warrant care, respect, and concern (Epley, 2018; Epley et al., 2007). Anthropomorphised animals (Hills, 1995) have been shown to evoke great empathy, which may explain why, when social causes are personified and perceived as human, they too evoke greater empathy, leading to a higher likelihood of donating to such causes (Ahn et al., 2014; Zhou et al., 2019). Based on evident gender differences in information processing (Meyers-Levy & Maheswaran, 1991), males and females may differ in their tendency to anthropomorphise brand spokes-characters, leading to varying perceptions of whether these characters warrant care and concern. Previous research has also highlighted the prevalence of gender differences in the probability of donating to charitable causes (Mesch et al., 2011). It can therefore be hypothesised that:

- H3: Potential donors' gender moderates the relationship between the perceived brand anthropomorphism of an NPO's brand spokes-character and the intention to donate to an NPO.

Research on donation intentions and actual donation behaviour remains scant, particularly beyond the influence of student samples (Knowles, Hyde & White, 2012). According to Michaelidou et al. (2015) and Park et al. (2017), more research is needed on actual donation behaviour, especially given NPOs' dire need for additional funding. One of the limited number of studies exploring the intention-behaviour gap in an NPO context confirmed that donation intentions positively influence actual donation behaviour (Kashif, Sarifuddin & Hassan, 2015). Yet previous findings highlight possible gender differences in prosocial behaviour beyond the expected differences in intentions to donate (De Wit & Bekkers, 2016; Guo & Main, 2021; Mesch et al., 2011). Therefore, it can be hypothesised that:

- H4: Potential donors' gender moderates the relationship between the intention to donate to an NPO and donation behaviour towards the NPO.

## **Methodology**

### ***Context***

To avoid biased stimulus responses, an unfamiliar brand spokes-character devoid of stereotypical gender cues (e.g., clothing) was designed for this study. Because of bears' human-like appearances, such as their forward-facing ears, hand-like claws, and ability to walk bipedally (Connell, 2013), a bear named Jojo was used as the personified non-human brand spokes-character representing the NPO in this study. Bears also seemed apt because of their

altruistic nature (Get Bear Smart Society, n.d.), which is a key characteristic of NPOs (Arkansas State University, 2017).

### *Sample*

Data was collected via an online panel that was administered by a reputable research company, Springvale Online CC, with experience in the South African market. Because a quota of 100 males and 100 females was needed, a convenience sample of 200 respondents across urban areas in South Africa was used. As the study aimed to explore individual charitable donation behaviour, a sample from urban areas was deemed apt, as charitable contributions typically come from urban areas in South Africa. Respondents were 18 years or older, and needed to have access to a device on which to complete the online questionnaire.

Convenience sampling was deemed suitable, given the lack of a sampling frame (Cooper & Schindler, 2011). While convenience samples are useful for exploratory studies to generate insights and hypotheses, they are not representative of the population, and therefore their findings are not generalisable. Caution should thus be exercised when interpreting their results (Malhotra, 2010). South Africa was the developing country of choice for this study, also primarily out of convenience. A sample size of 200 respondents was deemed suitable for this study, as it exceeded the minimum requirement of 74 respondents ( $N = 50 + 8m$  ( $m =$  number of independent variables);  $N > 50 + 8(3)$ ) (Tabachnick & Fidell, 2007), and aligned with the sample sizes of similar previous studies (e.g., Delgado-Ballester et al., 2020; Kashif et al., 2015; Knowles et al., 2012).

The sample was exposed to the stimulus shown in Figure 1, along with a brief scenario introducing the spokes-character by name as representing an NPO that operates across multiple charitable categories in South Africa.

Figure 1: Gender-neutral bear brand spokes-character stimulus and the scenario



### ***Measures***

The reliability of all of the measurement scales used in this study was confirmed in previous studies. Brand anthropomorphism was measured through five adapted items (e.g., “Jojo appears to have a mind of its own”, and “Jojo appears to have consciousness”) used by Epley, Akalis, Waytz and Cacioppo (2008), Waytz et al. (2010), and Tuškej and Podnar (2018). Brand affect was measured through three items (e.g., “Jojo makes me feel good”) adapted from Chaudhuri and Holbrook (2002). The intention to donate was measured using four items (e.g., “I am likely to donate to the non-profit organisation”) adapted from Coyle and Thorson (2001). The adapted items were measured on a seven-point Likert scale (1=“Strongly disagree” and 7=“Strongly agree”).

To probe and measure donation behaviour, respondents were also provided with a monetary incentive of R30.00 (about USD 1.70). The name of the NPO described in Figure 1 was disclosed as Loving Thy Neighbour, a South African NPO spanning multiple charitable categories. This was a deliberate attempt to avoid skewed results that might have ensued, based on donors' personal charitable preferences (Breeze, 2013), if a specific kind of NPO (e.g., a child welfare organisation) had been selected. Respondents were given a choice to receive the full R30.00 or to donate some or all of it to Loving Thy Neighbour. The options for the amount to be donated were in increments of R5.00 (about USD0.28). All of the proceeds collected in this study were donated to Loving Thy Neighbour. The questionnaire included a few demographic questions about age (i.e., "in which year were you born"), population group (i.e., "Black African", "Coloured" (mixed race), "Indian", or "White") and gender. Since biological sex and gender are often used interchangeably in consumer behaviour, the respondents' gender was coded as either male or female (Millan & Wright, 2018).

Before the final questionnaire was fielded, ethical clearance was obtained, and a pre-test was conducted among 60 respondents to determine any weaknesses in the instrumentation of the questionnaire (Cooper & Schindler, 2011). Minor amendments included improving the flow of the questionnaire by changing the order of some of the questions.

### **Analysis and results**

The data was analysed using IBM SPSS version 29 and Mplus version 8.9.

### *Demographic profile*

An equal gender quota of 100 male and 100 female respondents participated in this study; they ranged from 20 to 70 years old, of whom 71.5% were between the ages of 20 and 35 years. The most represented population group among the respondents was “Black African” (44%). The age and population group distribution of this study reflects the South African population, in 2022 62% were under the age of 35 years and 81% were “Black African” (Stats SA, 2022).

### *Descriptive statistics*

The mean scores and standard deviations for each construct per gender group are shown in Table 1, evidently the male respondents attained higher mean scores for brand anthropomorphism (M=4.93, SD=1.46), brand affect (M=4.85, SD=1.55), and intention to donate (M=5.16, SD=1.54) than the female respondents.

**Table 1:** Mean scores and standard deviations per gender group

		<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
<b>Brand anthropomorphism</b>	<b>Female</b>	100	4.81	1.36
	<b>Male</b>	100	4.93	1.46
	<b>Total</b>	200	4.87	1.41
<b>Brand affect</b>	<b>Female</b>	100	4.70	1.57
	<b>Male</b>	100	4.85	1.55
	<b>Total</b>	200	4.77	1.56
<b>Intention to donate</b>	<b>Female</b>	100	4.84	1.48
	<b>Male</b>	100	5.16	1.54
	<b>Total</b>	200	5.00	1.51

### ***Donation behaviour***

For donation behaviour towards Loving Thy Neighbour, 54.5% of the respondents donated to the NPO, of whom 49.54% were female (n=54) and 50.46% were male (n=55). On closer inspection of the amounts donated, the females collectively donated slightly more money (R825.00 = about USD46.62) than the males (R770.00 = about USD43.51). Of the R30.00 available for donation per respondent, females on average donated 50.90% of it (R825.00 / 54 = R15.28 / R30.00 x 100), while males donated 46.67% (R770.00 / 55 = R14.00 / R30.00 x 100).

### ***Validity and reliability***

A confirmatory factor analysis (CFA) was used to test the psychometric properties of the measurement model, using an MLM estimator, which is robust to non-normality, as the data was not normally distributed. The measurement model displayed acceptable fit ( $\chi^2 = 62.289$ ,  $df = 51$ , Satorra-Bentler  $\chi^2/df$  ratio = 1.22; scaling correction factor for MLM = 1.5446; root mean square error of approximation (RMSEA) = 0.033 < 0.08; comparative fit index (CFI) = 0.993 > 0.9; Tucker-Lewis index (TLI) = 0.991 > 0.9), based on the respective cut-off points (Hair, Black, Babin & Anderson, 2014).

Table 2 provides statistical evidence of convergent validity and reliability. The factor loadings were all above 0.5 (Hair et al., 2014), and were statistically significant at  $p < 0.01$ . Furthermore, Cronbach's alpha coefficients and composite reliability (CR) were all above 0.7 (Hair et al., 2014), indicating the acceptable reliability of all the scales used. Finally, the average variance extracted (AVE) per construct was above 0.5 (Hair et al., 2014).



Table 2: Convergent validity and reliability analysis

	Estimate*	Cronbach's alpha	CR	AVE
<b>Brand anthropomorphism</b>				
Jojo appears to have a mind of its own	0.780	0.920	0.920	0.698
Jojo appears to have intentions	0.796			
Jojo appears to have consciousness	0.864			
Jojo appears to have desires	0.875			
Jojo appears to have the ability to experience emotions	0.857			
<b>Brand affect</b>				
Jojo makes me feel good	0.937	0.959	0.959	0.887
Jojo makes me feel happy	0.959			
Jojo gives me pleasure	0.929			
<b>Intention to donate</b>				
I am likely to donate to the non-profit organisation	0.882	0.942	0.943	0.805
I will donate next time	0.868			
I will definitely donate to the non-profit organisation	0.932			
I will recommend others to donate to the non-profit organisation	0.906			

Note: [\*] All loadings were statistically significant at  $p < 0.01$ , two-tailed

Discriminant validity was evident (see Table 3), as the square root of the AVE for each construct exceeded the inter-construct correlation coefficients (Fornell & Larcker, 1981), suggesting distinctiveness between the constructs (Hair et al., 2014).

Table 3: Discriminant validity analysis

Constructs	Brand anthropomorphism	Brand affect	Intention to donate
<b>Brand anthropomorphism</b>	<b>0.835*</b>		
<b>Brand affect</b>	0.685	<b>0.942*</b>	
<b>Intention to donate</b>	0.525	0.712	<b>0.897*</b>

Note: \*Square root of the AVE.

### *Estimating the structural model*

The data was analysed using multi-group moderation structural equation modelling (SEM), as it simultaneously performs various multivariate techniques, providing an intuitive way of assessing whether and how the theoretical relationships can be observed in the sample data (Babin & Svensson, 2012).

A structural model was estimated that portrayed the causal relationships between the respective constructs that were hypothesised in this study (West, Taylor & Wu, 2012). Donation behaviour was recoded (where 0=No and 1=Yes) before being included in the structural model. Because of this categorical dependent variable, the structural model was estimated using the weighted least squares mean and variance adjusted (WLSMV) estimator (Sass, Schmitt & Marsh, 2014). The structural model displayed acceptable fit ( $\chi^2 = 93.767$ ,  $df = 106$ ; RMSEA =  $0.000 < 0.08$ ; CFI =  $1 > 0.9$ ; TLI =  $1 > 0.9$ ), based on the respective cut-off points (Hair et al., 2014).

Table 4: Standardised estimates in the structural model

Structural Paths			Standardised estimate	S.E. est.	p-value	t-value	Result
BA	→	Brand affect	0.683	0.037	0.0001	18.220	Significant
Brand affect	→	Intention to donate	0.690	0.060	0.0001	11.542	Significant
BA	→	Intention to donate	0.045	0.058	0.442	0.769	Not significant
Intention to donate	→	Donation behaviour	0.577	0.071	0.0001	8.166	Significant

BA: Brand anthropomorphism

Following the estimation of the structural model, the structural paths were inspected. From Table 4 it is evident that, while most of the paths were statistically significant, only the path between brand anthropomorphism and intention to donate was not statistically significant ( $\beta = 0.045, p = 0.442$ ).

***Multi-group moderation analysis: Testing H<sub>1</sub> to H<sub>4</sub>***

To conduct a multi-group moderation analysis to test hypotheses H<sub>1</sub> to H<sub>4</sub>, measurement invariance had to be evaluated to determine whether there were any differences between the two groups (i.e., the male and female respondents). Using a chi-square test, measurement invariance was tested (Hair et al., 2019) by confirming: 1) configural invariance, which ascertains whether the basic factor structure remains true across the groups; 2) metric invariance, which ascertains whether the relationship between the items and the factors are equal across the groups; and 3) scalar invariance, which ascertains whether the intercept terms between the groups are equal (Campbell, Barry, Joe & Finney, 2008; Muthén & Asparouhov, 2018).

Table 5: Chi-square results for invariance testing

Models compared	Chi-square	Df	p-value
Metric against configural	6.596	9	0.6791
Scalar against configural	13.216	18	0.7786
Scalar against metric	6.619	9	0.6767

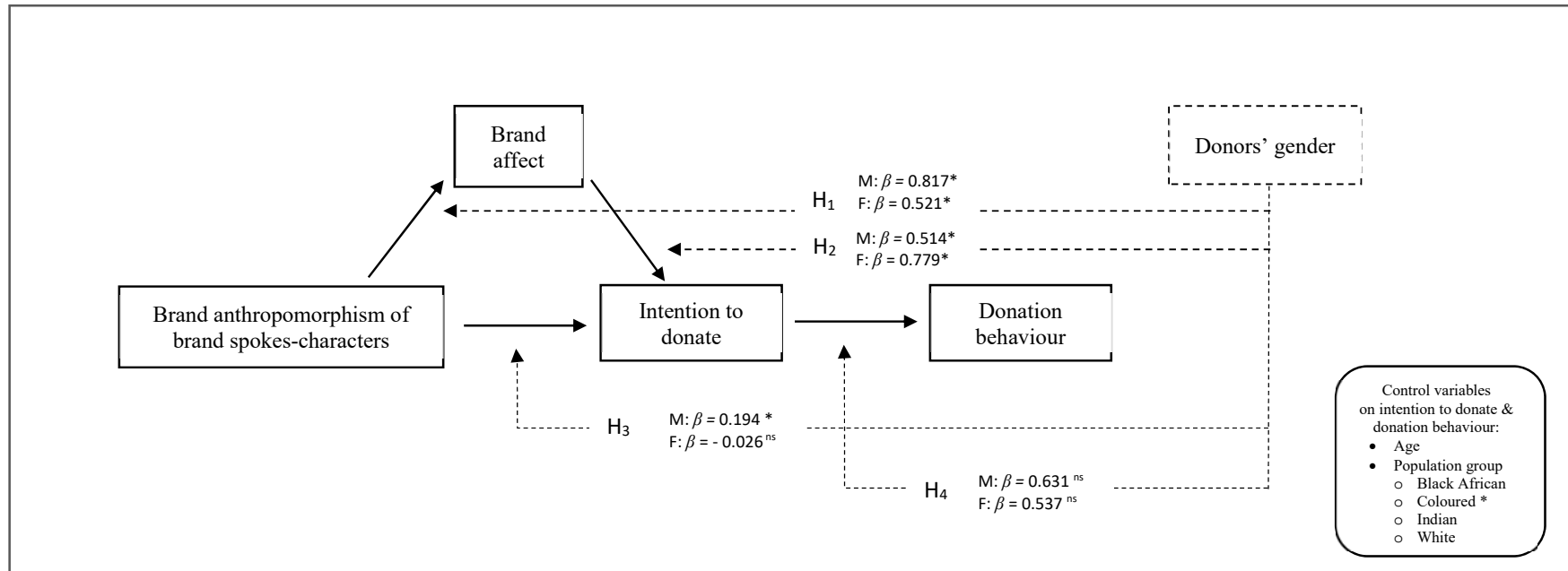
It is evident from Table 5 that there were no statistically significant differences between the three models when assessing each type of invariance (Hair et al., 2019). Invariance between the three models was evident, suggesting that any differences in the structural paths were a

result of the respondents' gender, and not because the concepts were perceived differently by the male and the female respondents.

To determine whether the male and female structural models differed from each other, the grouping function (0=male and 1=female) in Mplus was used. Two structural models were then estimated: an unconstrained structural model across groups, and a constrained structural model. The fit indices for the structural model indicated acceptable fit (RMSEA = 0.000 < 0.08; CFI = 1 > 0.9; TLI = 1 > 0.9) (Hair et al., 2014). The results indicated that the unconstrained and constrained structural models were different from each other ( $\chi^2 = 192.512$ ,  $df = 21$ ,  $p = 0.00000$ ), suggesting that the structural paths in the models were different for males and females. Figure 2 and Table 6 show the unconstrained structural paths for males and females.

To determine whether the individual structural paths differed significantly from each other across the male and female groups, the Wald test for parameter constraints was used. Gender differences for the relationship between brand anthropomorphism and brand affect were found ( $\chi^2 = 4.001$ ,  $p = 0.0455$ ), and were significant for both female and male groups at  $p < 0.05$ , but stronger for the male group ( $\beta = 0.817$ ,  $p = 0.0001$ ) than for the female group ( $\beta = 0.521$ ,  $p = 0.0001$ ). The relationship between brand affect and the intention to donate differed between males and females ( $\chi^2 = 3.749$ ,  $p = 0.050$ ), and was significant for both groups at  $p < 0.05$ , but stronger for females ( $\beta = 0.779$ ,  $p = 0.0001$ ) than for males ( $\beta = 0.514$ ,  $p = 0.0001$ ). The relationship between brand anthropomorphism and intention to donate differed between the genders ( $\chi^2 = 3.234$ ,  $p = 0.0721$ ); yet it was significant at  $p < 0.1$  and stronger only for the male group ( $\beta = 0.194$ ,  $p = 0.073$ ). The relationship between the intention to donate and donation behaviour did not differ between males and females ( $\chi^2 = 0.541$ ,  $p = 0.4618$ ).

Figure 2: Structural paths for males and females



Note:

[\*] Statistically significant at  $p < 0.1$

[<sup>ns</sup>] Not statistically significant

Table 6: Unconstrained structural model paths for males and females & Wald test results

Hypothesis	Path			Female			Male			Wald test		
				Standard estimate	S.E.	t-value (p-value)	Standard estimate	S.E.	t-value (p-value)	$\chi^2$	df	p-value
H1	BA	→	Brand affect	0.521	0.069	7.516 (0.0001**)	0.817	0.034	24.230 (0.0001**)	4.001	1	0.0455**
H2	Brand affect	→	Intention to donate	0.779	0.055	14.281 (0.0001**)	0.514	0.101	5.095 (0.0001**)	3.749	1	0,050**
H3	BA	→	Intention to donate	-0.026	0.054	-0.488 (0.625)	0.194	0.108	1.794 (0.073*)	3.234	1	0.0721*
H4	Intention to donate	→	Donation behaviour	0.537	0.091	5.891 (0.0001**)	0.631	0.102	6.192 (0.0001**)	0.541	1	0.4618

BA: Brand anthropomorphism

Note:

[\*] Statistically significant at  $p < 0.1$

[\*\*] Statistically significant at  $p < 0.05$

Since age and population group have been found to influence charitable giving in South Africa (Charities Aid Foundation Southern Africa, 2019; Everatt & Solanki, 2005), they were included as control variables – specifically, on the intention to donate and donation behaviour – to acknowledge their effects on the respective hypothesised relationships in this study. Dummy variables (where 0=No and 1=Yes) were created for the population groups, with “White” as the reference category for “Black African”, “Coloured”, and “Indian”. Most of these effects were not significant, except for that of the population group “Coloured” on the intention to donate, which was significant ( $\chi^2 = 2.778, p = 0.0956$ ) at  $p < 0.1$ , and only for males ( $\beta = 0.380, p = 0.002$ ). Therefore, for the most part, the consistency observed in the control variables suggests that any differences in the intention to donate or donation behaviour could be attributed to the gender of the respondents. Thus H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub> were supported, while H<sub>4</sub> was not supported.

## **Discussion and implications**

The findings of this paper highlight the importance of context-specific considerations when exploring gender differences. Insights into gender differences in prosocial behaviour, using the lens of brand anthropomorphism, were gleaned by observing respondents in urban South Africa, a context in which people are likely and able to donate and make charitable contributions. Using SEM as the statistical analysis technique, it was possible to consider simultaneously the direct interrelationships between brand anthropomorphism, brand affect, the intention to donate, and donation behaviour, and the moderating effect on them of gender, while also controlling for age and population group. This study thus enhances our understanding of how branding strategies for an NPO are impacted by gender, using a South African sample. The findings of this study are relevant for NPOs and fundraisers operating in

an increasingly competitive voluntary sector, especially in developing markets such as South Africa.

From the findings, gender differences are evident in the relationships between brand anthropomorphism and brand affect and the intention to donate, respectively and between brand affect and the intention to donate. Male and female donors in the South African sample thus differ in how they are persuaded to engage in prosocial behaviours. This is reflective of previous research in which gender differences were evident in how information was processed (Meyers-Levy & Loken, 2015; Meyers-Levy & Maheswaran, 1991), how relationships were built with brands (Sahay et al., 2012), and inherent altruism (Eagly & Steffen, 1984; Mesch et al., 2011). Novel marketing interventions, such as brand anthropomorphism and evoking brand affect, may therefore not be equally effective for NPOs to entice and drive individual charitable donations from male versus female donors in South Africa. It appears that, in this context, potential female charitable donors are inherently and more easily persuaded to engage in prosocial behaviour with little to no external influence such as branding and marketing interventions (i.e., inciting brand anthropomorphism), while this does not appear to hold for potential male charitable donors. South African NPOs could therefore generate favourable prosocial behaviour among male and female donors by simultaneously employing brand anthropomorphism strategies and inciting brand affect. For example, an NPO supporting forest conservation could use a personified tree that is also portrayed as lonely or sad because of deforestation, which could elicit both the brand anthropomorphism of the tree and/or the social cause (targeting males in this sample) and brand affect (targeting females in this sample) in order to encourage support equally from male and female potential charitable donors.



While gender theories highlight the importance of considering gender differences, and help to provide some insight, they should not be used without a careful consideration of changing gender roles and the blurring of gender lines, which challenge the very premise upon which some of these theories are built. The theory of selectivity hypothesis provides a universal framework that is often used in branding strategies, according to which stereotypical gender differences should hold in every context (Meyers-Levy & Loken, 2015; Meyers-Levy & Maheswaran, 1991). With the relationships explored in this study, the males and females who were sampled differed – but not always within the expected confines of this theory or as found in previous research.

Moreover, the current study is one of a limited number of studies that have measured intentions and actual behaviour, especially because of brand anthropomorphism. Yet, contrary to the findings of Gilligan (1982) and Venable et al. (2005), no gender differences were evident in the relationship between the intention to donate and donation behaviour in this specific South African sample.

However, actual donation behaviour in this study revealed gender differences. Even though more males donated to Loving Thy Neighbour, the females collectively donated a higher amount to that NPO, specifically in respect of the percentage of the specified amount available for donation – even though it was a relatively small difference of 4.23%. This contradicts previous research that found that males generally donated higher amounts than females (De Wit & Bekkers, 2016; Charities Aid Foundation America, 2019; Charities Aid Foundation Southern Africa, 2019). For South African NPOs to understand the profile of their donors from this sample better, these findings highlight the importance of considering both the frequency of donations and the amounts donated. This may give such NPOs better insight into who their

most lucrative individual charitable donors are; and that may prove useful when targeting their charitable messages at charitable donors in South Africa. This study, therefore, builds on the literature about the intention–behaviour gap (van der Linden, 2011) in an NPO context, and extends the body of knowledge on brand anthropomorphism by providing evidence that it can lead to actual behaviour towards a brand as a result.

### **Limitations and directions for future research**

Several areas for future research have been identified from this study. First, non-probability convenience sampling was used, specifically from urban South Africa, which limited the generalisability of the findings to the sample of this study. To extend its generalisability, future research could 1) use a larger probability sample; 2) include other developing countries with country-specific cultural and social nuances (for example, in India the caste system has been found to play a role in charitable giving (Deshpande & Spears, 2016)); or 3) include other gender categorisations.

Second, future research could consider the role of other affective brand measures such as brand love or brand attachment in the relationship between brand anthropomorphism and prosocial behaviour. Based on the results of this study, strategies to increase donations to NPOs include targeted advertising; but including other affective brand measures could uncover other tactics yet to be used by NPOs.

Third, this study was more descriptive and exploratory in nature; therefore, only age and population group were controlled for. Yet, other sociodemographic variables that are often used in voluntary sector studies, such as education and income (Schlegelmilch, Diamantopoulos &

Love, 1997) may also affect the intention to donate, or even donation behaviour in certain contexts. Consequently, the results of this study should be interpreted with caution, as the insights gained from it might yield different results if other variables were controlled for. This is a consideration for future studies.

### **Funding**

Funding was received from the Department of Higher Education and Training (DHET) and the National Research Foundation (NRF) of South Africa (Grant Number: 117764). The DHET and NRF accept no liability for the opinions, findings, conclusions, or recommendations in this study.

### **Conflict of interest**

The authors declare that there is no conflict of interest.

### **References**

- Aggarwal, P. & McGill, A.L. (2007) 'Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products', *Journal of Consumer Research*, 34(4): 468–479.
- Ahn, H.K., Kim, H.J. & Aggarwal, P. (2014) 'Helping fellow beings: Anthropomorphized social causes and the role of anticipatory guilt', *Psychological Science*, 25(1): 224–229.
- Ajzen, I. (1991) 'The theory of planned behavior', *Organizational Behavior and Human Decision Processes*, 50(2): 179–211.
- Anestis, M.C., Karantza, I., Assimakopoulos, C. & Vlachakis, S. (2022) 'Revitalizing the non-profit brand personality through brand experience and brand relationship dimensions', *International Review on Public and Nonprofit Marketing*, 19(3): 555–574.
- Arkansas State University. (2017) *The role of non-profits in society*, <https://degree.astate.edu/articles/public-administration/role-of-nonprofits-in-society.aspx>

- Babin, B.J. & Svensson, G. (2012) 'Structural equation modeling in social science research: Issues of validity and reliability in the research process', *European Business Review*, 24(4): 320-330.
- Bagozzi, R.P., Gopinath, M. & Nyer, P.U. (1999) 'The role of emotions in marketing', *Journal of the Academy of Marketing Science*, 27(2): 184–206.
- Bates, G. & Denysschen, L. (2020) 'Adapting to Covid-19: Experiences of a philanthropy infrastructure organisation: Field notes', *International Review of Philanthropy and Social Investment*, 1(1): 99–100.
- Bekkers, R. (2007) 'Measuring altruistic behavior in surveys: The all-or-nothing dictator game', *Survey Research Methods*, 1: 139–144.
- Bekkers, R. (2010) 'George gives to Geology Jane: The name letter effect and other similarities in fundraising', *International Journal of Non-profit and Voluntary Sector Marketing*, 15: 172–180.
- Boenigk, S. & Becker, A. (2016) 'Toward the importance of nonprofit brand equity: Results from a study of German nonprofit organizations', *Nonprofit Management and Leadership*, 27(2): 181–198.
- Breeze, B. (2013) 'How donors choose charities: The role of personal taste and experiences in giving', *Voluntary Sector Review*, 4(2): 165–183.
- Campbell, H.L., Barry, C.L., Joe, J.N. & Finney, S.J. (2008) 'Configural, metric, and scalar invariance of the modified achievement goal questionnaire across African American and white university students', *Educational and Psychological Measurement*, 68(6): 988–1007.
- Casey, J. (2016) 'Comparing non-profit sectors around the world: What do we know and how do we know it?', *Journal of Nonprofit Education and Leadership*, 6(3): 187–223.
- Charities Aid Foundation America. (2019) *Charitable giving in the USA 2019*, <https://www.cafamerica.org/wp-content/uploads/CAF-USA-Giving-Report-2019-US-Eng-Final16a-1.pdf>
- Charities Aid Foundation Southern Africa. (2019) *South Africa giving 2019*, <https://www.cafsouthernafrica.org/publications/>
- Chaudhuri, A. & Holbrook, M.B. (2001) 'The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty', *Journal of Marketing*, 65(2): 81–93.
- Chaudhuri, A. & Holbrook, M.B. (2002) 'Product-class effects on brand commitment and brand outcomes: The role of brand trust and brand affect', *Journal of Brand Management*, 10(1): 33–58.

- Claveria, K. (2016) *Why forward-thinking marketers are embracing gender fluidity in advertising*, <https://www.visioncritical.com/covergirl-gender-fluid-advertising/>
- Connell, P.M. (2013) ‘The role of baseline physical similarity to humans in consumer responses to anthropomorphic animal images’, *Psychology & Marketing*, 30(6): 461–468.
- Cooper, D.R. & Schindler, P.S. (2011) *Business research methods*, 11<sup>th</sup> ed. New York: McGraw-Hill.
- Coyle, J.R. & Thorson, E. (2001) ‘The effects of progressive levels of interactivity and vividness in web marketing sites’, *Journal of Advertising*, 30(3): 65–77.
- Dale, E.J. & Breeze, B. (2022) ‘Making the tea or making it to the top? How gender stereotypes impact women fundraisers’ careers’, *Voluntary Sector Review*, 13(1): 19–36.
- Dalman, M.D. & Ray, S. (2021) ‘To donate or not to donate? How cosmopolitanism and brand anthropomorphism influence donation intentions for international humanitarian causes’, *Management Research Review*, 45(4): 524–544.
- Dean, J. & Wiley, K. (2022) ‘Critical theory, qualitative methods and the non-profit and voluntary sector: An introduction to the special issue’, *Voluntary Sector Review*, 13(1): 11–17.
- Delbaere, M., McQuarrie, E.F. & Phillips, B.J. (2011) ‘Personification in advertising’, *Journal of Advertising*, 40(1): 121–130.
- Delgado-Ballester, E., Palazón, M. & Peláez, J. (2020) ‘Anthropomorphized vs objectified brands: Which brand version is more loved?’, *European Journal of Management and Business Economics*, 29(2): 150–165.
- Deshpande, A. & Spears, D. (2016) ‘Who is the identifiable victim? Caste and charitable giving in modern India’, *Economic Development and Cultural Change*, 64(2): 299–321.
- De Wit, A. & Bekkers, R. (2016) ‘Exploring gender differences in charitable giving: The Dutch case’, *Nonprofit and Voluntary Sector Quarterly*, 45(4): 741–761.
- Eagly, A.H. & Steffen, V.J. (1984) ‘Gender stereotypes stem from the distribution of women and men into social roles’, *Journal of Personality and Social Psychology*, 46(4): 735–754.
- Epley, N. (2018) ‘A mind like mine: The exceptionally ordinary underpinnings of anthropomorphism’, *Journal of the Association for Consumer Research*, 3(4): 591–598.
- Epley, N., Akalis, S., Waytz, A. & Cacioppo, J.T. (2008) ‘Creating social connection through inferential reproduction: Loneliness and perceived agency in gadgets, gods, and greyhounds’, *Psychological Science*, 19(2): 114–120.

- Epley, N., Waytz, A. & Cacioppo, J.T. (2007) 'On seeing human: A three-factor theory of anthropomorphism', *Psychological Review*, 114(4): 864–886.
- Everatt, D. & Solanki, G. (2005) 'A nation of givers?: Social giving among South Africans', *Centre for Civil Society, Southern African Grantmakers' Association and National Development Agency*. University of KwaZulu-Natal, Durban, South Africa.
- Fornell, C. & Larcker, D.F. (1981) 'Evaluating structural equation models with unobservable variables and measurement error', *Journal of Marketing Research*, (1): 39–50.
- Get Bear Smart Society. (Not dated) *General characteristics*, <http://www.bearsmart.com/about-bears/general-characteristics/>
- Gilligan, C. (1982) *In a different voice: Psychological theory and women's development*, Massachusetts: Harvard University Press.
- Glynn, S. & Marshall, J. (2019) *Welcome to the human era*, [https://s3.amazonaws.com/prod.lippincott.com/app/uploads/2017/01/14143331/Human-Era\\_20191126.pdf](https://s3.amazonaws.com/prod.lippincott.com/app/uploads/2017/01/14143331/Human-Era_20191126.pdf)
- Guo, W. & Main, K.J. (2021) 'She shares, but he does not: Gender differences in the sharing of charity-related content on social networking sites', *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 38(1): 5–16.
- Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2014) *Multivariate data analysis*, 7th ed., Upper Saddle River: Pearson Education.
- Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2019) *Multivariate data analysis*, 8th ed., Hampshire: Cengage EMEA.
- Hills, A.M. (1995) 'Empathy and belief in the mental experience of animals', *Anthrozoös*, 8(3): 132–142.
- Kashif, M., Sarifuddin, S. & Hassan, A. (2015) 'Charity donation: Intentions and behavior', *Marketing Intelligence & Planning*, 33(1): 90–102.
- Knowles, S.R., Hyde, M.K. & White, K.M. (2012) 'Predictors of young people's charitable intentions to donate money: An extended theory of planned behavior perspective', *Journal of Applied Social Psychology*, 42(9): 2096–2110.
- Lau, E. (2022) 'Girls who learn to serve: An ethnography exploring the gendered experience of school-based volunteering', *Voluntary Sector Review*, 13(1): 97–115.
- Letheren, K., Kuhn, K.A.L., Lings, I. & Pope, N.K.L. (2016) 'Individual difference factors related to anthropomorphic tendency', *European Journal of Marketing*, 50(5/6): 973–1002.

- Lee, Y.J. (2021) 'Nonprofit marketing expenses: Who spends more than others?', *Journal of Nonprofit & Public Sector Marketing*, 33(3): 385–402.
- Li, X. & Feng, L. (2021) 'Impact of donors' financial fairness perception on donation intention in nonprofit organizations after COVID-19 outbreak', *PLoS ONE*, 16(6): e0251991.
- Maboya, M. & McKay, T. (2019) 'The financial sustainability challenges facing the South African non-profit sector', *The Journal of Transdisciplinary Research in Southern Africa*, 15(1): 1–10.
- Malhotra, N.K. (2010) *Marketing research: An applied orientation*, 6th ed., Boston: Pearson Education.
- MacInnis, D.J. & Folkes, V.S. (2017) 'Humanizing brands: When brands seem to be like me, part of me, and in a relationship with me', *Journal of Consumer Psychology*, 27(3): 355–374.
- Mesch, D.J., Brown, M.S., Moore, Z.I. & Hayat, A.D. (2011) 'Gender differences in charitable giving', *International Journal of Nonprofit and Voluntary Sector Marketing*, 1(4): 342–355.
- Meyers-Levy, J. & Loken, B. (2015) 'Revisiting gender differences: What we know and what lies ahead', *Journal of Consumer Psychology*, 25(1): 129–149.
- Meyers-Levy, J. & Maheswaran, D. (1991) 'Exploring differences in males' and females' processing strategies', *Journal of Consumer Research*, 18(1): 63–70.
- Michel, G. & Rieunier, S. (2012) 'Nonprofit brand image and typicality influences on charitable giving', *Journal of Business Research*, 65(5): 701–707.
- Michaelidou, N., Micevski, M. & Siamagka, N.T. (2015) 'Consumers' intention to donate to two children's charity brands: a comparison of Barnardo's and BBC children in need', *Journal of Product & Brand Management*, 24(2): 134–146.
- Mirzaei, A., Webster, C.M. & Siuki, H. (2021) 'Exploring brand purpose dimensions for non-profit organizations', *Journal of Brand Management*, 28(2): 186–198.
- Milligan, C. (2009) 'Voluntary Sector', in R. Kitchin and N. Thrift (eds), *The International Encyclopedia of Human Geography*, London, Elsevier. pp. 165–170.
- Millan, E. & Wright, L.T. (2018) 'Gender effects on consumers' symbolic and hedonic preferences and actual clothing consumption in the Czech Republic', *International Journal of Consumer Studies*, 42: 478–488.
- Morris, J.D., Woo, C., Geason, J.A. & Kim, J.J. (2002) 'The power of affect: Predicting intention', *Journal of Advertising Research*, 42(3): 7–17.

- Muthén, B. & Asparouhov, T. (2018) 'Recent methods for the study of measurement invariance with many groups: Alignment and random effects', *Sociological Methods & Research*, 47(4): 637–664.
- Nickel, K., Orth, U.R. & Kumar, M. (2020) 'Designing for the genders: The role of visual harmony', *International Journal of Research in Marketing*, 37(4): 697–713.
- Park, M., Cho, H., Johnson, K.K.P. & Yurchisin, J. (2017) 'Use of behavioral reasoning theory to examine the role of social responsibility in attitudes toward apparel donation', *International Journal of Consumer Studies*, 41: 333–339.
- Paulin, M., Ferguson, R.J., Schattke, K. & Jost, N. (2014) 'Millennials, social media, prosocial emotions, and charitable causes: The paradox of gender differences', *Journal of Nonprofit & Public Sector Marketing*, 26(4): 335–353.
- Pope, J.A., Isely, E.S. & Asamoah-Tutu, F. (2009) 'Developing a marketing strategy for nonprofit organizations: An exploratory study', *Journal of Nonprofit & Public Sector Marketing*, 21(2): 184–201.
- Sahay, A., Sharma, N. & Mehta, K. (2012) 'Role of affect and cognition in consumer brand relationship: Exploring gender differences', *Journal of Indian Business Research*, 4(1): 36–60.
- Sanghera, B. (2018) 'Emotions as evaluative judgements: Understanding volunteers' evaluative feelings about things that matter to them', *Voluntary Sector Review*, 9(3): 273–291.
- Sass, D.A., Schmitt, T.A. & Marsh, H.W. (2014) 'Evaluating model fit with ordered categorical data within a measurement invariance framework: A comparison of estimators', *Structural Equation Modeling: A Multidisciplinary Journal*, 21(2): 167–180.
- Schlegelmilch, B.B., Diamantopoulos, A. & Love, A. (1997) 'Characteristics affecting charitable donations: Empirical evidence from Britain', *Journal of Marketing Practice: Applied Marketing Science*, 3(1): 14–28.
- Snipes, R.L. & Oswald, S.L. (2010) 'Charitable giving to not-for-profit organizations: Factors affecting donations to non-profit organizations', *Innovative Marketing (hybrid)*, 6(1): 1–9.
- Stats SA. (2022) *Mid-year population estimates, 2022*, [https://www.statssa.gov.za/?page\\_id=1854&PPN=P0302&SCH=73305](https://www.statssa.gov.za/?page_id=1854&PPN=P0302&SCH=73305)
- Tabachnick, B.G. & Fidell, L.S. (2007) *Using multivariate statistics*, 5<sup>th</sup> ed., Boston: Pearson Education.



- Terblanche, N.S., Boshoff, C. & Human-Van Eck, D. (2023) 'The influence of cause-related marketing campaign structural elements on consumers' cognitive and affective attitudes and purchase intention', *International Review on Public and Nonprofit Marketing*, 20(1): 193–223.
- Triologue (2021) *The Triologue Business in Society Handbook 2021*, 24<sup>th</sup> ed. <https://trialogue.co.za/businessinsocietyhandbook/business-in-society-handbook-2021-digital/>
- Tuškej, U. & Podnar, K. (2018) 'Consumers' identification with corporate brands: Brand prestige, anthropomorphism and engagement in social media', *Journal of Product & Brand Management*, 27(1): 3–17.
- van der Linden, S. (2011) 'Charitable intent: A moral or social construct? A revised theory of planned behavior model', *Current Psychology*, 30(4): 355–374.
- 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(3): 295–312.
- Walton-Good, T.L. (2021) *Strategies to Expand and Obtain Funding for Nonprofit Organizations*, Waldon University, PhD thesis.
- Waytz, A., Morewedge, C.K., Epley, N., Monteleone, G., Gao, J.H. & Cacioppo, J.T. (2010) 'Making Sense by making sentient: Effectance motivation increases anthropomorphism', *Journal of Personality and Social Psychology*, 9(3): 410–435.
- West, S.G., Taylor, A.B. & Wu, W. (2012). 'Model fit and model selection in structural equation modeling', in R.H., Hoyle (ed.), *Handbook of structural equation modeling*, New York: Guilford, pp. 209–231.
- Wheeler, R.T. (2009) 'Nonprofit advertising: Impact of celebrity connection, involvement and gender on source credibility and intention to volunteer time or donate', *Journal of Nonprofit & Public Sector Marketing*, 21(1): 80–107.
- Wiepking, P. & Bekkers, R. (2012) 'Who gives? A literature review of predictors of charitable giving. Part Two: Gender, family composition and income', *Voluntary Sector Review*, 3(2): 217–245.
- Zhou, X., Kim, S. & Wang, L. (2019) 'Money helps when money feels: Money anthropomorphism increases charitable giving', *Journal of Consumer Research*, 45(5): 953–972.