Women's motivation for sponsoring children with a charity

An exploratory study

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ATTESTATION OF AUTHORSHIP

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Author's Signature:

Date: 29th July 2012

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ETHICAL APPROVAL

Ethical approval for this research was granted by the Auckland University of Technology Ethics Committee on 11th October 2011, approval number 11/244.

ABSTRACT

In an environment where many charities offer a similar cause in a similar tone and manner, children's charities face challenges in obtaining sufficient financial support. Most of the existing literature addresses charitable giving to many different causes but does not study giving in the form of child sponsorship. Additionally, the current literature does not take gender differences into consideration, such as Chang and Lee (2011) who suggested that women and men have different perspectives and motives for charitable giving.

In the field of charitable fundraising, segmentation based on motivation has proven to be effective in identifying the target market and designing successful fundraising strategies that lead to gaining financial support. This dissertation reports a qualitative research on women's motivation for sponsoring children with World Vision. The research aims to find out what motivates women to sponsor children (objective 1) and what leads women to choose to sponsor with World Vision (objective 2). Based on these research objectives, nine semi-structured interviews with female sponsors were conducted. The thematic analysis of the interview transcripts was based on an inductive–deductive approach.

This study reveals several intrinsic and extrinsic sources in women's motivation for child sponsorship. The results of this study show that intrinsic motivation is the most cited code (80%), thus it is the key trigger evoking women's motivation in sponsoring children. Hence women are an important market for child sponsorship because most of their motivation is derived from an intrinsic source, i.e. the desire to pursue child sponsorship for its own sake. This study suggests women's intrinsic motivation is governed by four factors: (1) altruistic motives – i.e. helping children with no clear benefit to the donors themselves – which derive from women's desire for nurturing children, from religion and family values in giving; (2) reciprocity motivation, where women want to help those in similar situations to what they have experienced and/or want to return back the benefits that they have received from non-profit organisations; (3) the need to give back to enhance personal development; and (4) as a program of child sponsorship requires an on-going monthly contribution, "feeling good" motivates and/or retains female sponsors in continuing their sponsorship, as opposed to the initial motivation. On the other hand, this research reveals that extrinsic motivation has much

less influence on women's decision to sponsor children; these motivations include (1) the affordability of spending on a meaningful cause, and (2) social affiliation.

The second part of the research findings focuses on identifying factors that lead women to choose to sponsor with World Vision (research objective 2). Although female participants stated that most children's charities are the same, they perceived World Vision is a good charity to donate to because of four factors: (1) it is a well-known, meaningful and Christian brand; (2) demonstration good organisational performance which derives from goals achievement, being long established and having celebrities' endorsement; (3) it offers a personalised sponsorship program, which includes personal efforts and personal communication with sponsored children; (4) it has differentiated and/or attractive marketing communication, including positive appeal and demonstration of its good intention which shows integrity (i.e. helping children regardless of ethnicity and religion). This study finds these four factors motivate women to choose to sponsor with World Vision. It is also important to note that World Vision's personalised sponsorship programme and marketing communication set World Vision apart for other charities.

The results of this study lead to some suggestions for facilitating women's motivation for funding underprivileged children. The fundamental success factors for children's charities are to target the right people, build meaningful brands and design the causes that meet donors' preferences. This study provides insight into women's perspectives in terms of sponsoring children with World Vision. These insights provide knowledge on identifying potential markets, and facilitating women's motivation to donate to World Vision specifically and to children's charities in general.

CHAPTER 1: INTRODUCTION

Chapter 1 outlines the broader context of the study that leads into the main focus of the research problem and illustrates the research boundaries. Additionally, the research purposes and questions are stated. Subsequent to this is the definition of the key terms, research approach and outline of the dissertation.

1.1.   THE RESEARCH CONTEXT

Significant numbers of charities are under constant pressure to obtain financial contributions. Many children's causes have steadily lost ground with donations since 2005, due to economic recession and a plethora of new charities (McCann, 2010; Shepheard, 2008; The Direct Marketing Association, 2011). Regardless of the fact that children are living in hunger and poverty, people who have a more privileged life seem unwilling to make donations. The Stanford social innovation review (2010) states that "the more people we see suffering, the less we care" (p.1). However, according to market research from World Vision New Zealand (2011), there is still a market for child sponsorship. The challenge is that charitable organisations do not know how to motivate and communicate with their target audiences in an environment where many charities offer a similar cause in a similar tone and manner (Hughes, 2008). As a result, often potential donors simply cannot decide which charity to contribute to and likely withdraw their intention to donate. Clearly there is a need to understand how people decide which charity to give to and what motivates them to make donations.

For children's charities, child sponsorship relies heavily on the actual financial contributions of donors and it is just not viable for charities to rely only on "doing good" to obtain sufficient support. Bussell and Forbes (2002) emphasise that marketing techniques play an important role in helping non-profits gain sufficient financial support. Over the past 30 years, there has been considerable attention on studying motivation for charitable giving in several disciplines, such as economics, psychology and sociology. Sargeant team up with several researchers (Sargeant, Hilton, & Wymer, 2005; Sargeant & Shang, 2011; Sargeant & Woodliffe, 2007) to study motivation for charitable giving and state that understanding donors' motivation can lead to fundraising strategies that enable targeting the right people and effectively retaining donors. In addition, Cermak, File and Prince (1994) conducted research about segmentation of donor markets, and state that segmentation based on demographic

variables is not sufficient to answer the question of why some people donate and others do not. Cermak et al. (1994) suggest that segmentation based on motivation, needs or benefits has proven to be more powerful than demographic factors or product features in understanding market dynamics. Moreover, many researchers admit the difficulty in studying how individuals reach the decision to choose a particular brand such as a charity, yet understanding consumer motivation can help to design successful marketing communications and brand positioning (Hoyer & Maclnnis, 2010; Kardes, Cronley, & Cline, 2008).

1.2. RESEARCH PROBLEM

The research context outlines the importance of understanding donors' motivation in order to have a successful fundraising strategy for targeting the potential market and gaining financial support. Additionally, segmentation based on motivation has proven to be effective in designing successful marketing communications and brand positioning that facilitate donations.

As will be discussed in the literature review that follows, the existing literature lacks a study on women's perspectives in terms of child sponsorship. Although some studies state that men and women respond differently to charities' messages (Brunel & Nelson, 2000), and that gender roles are an important determinant of reactions to charitable appeals and/or segmentation (Chang & Lee, 2011). There is no academic research that particularly studies women's motivation in child sponsorship. For that reason, this dissertation aims to study and contribute to the knowledge of women's motivation in sponsoring children through a charity.

1.3. RESEARCH BOUNDARIES

The dissertation implements a qualitative study on women's motivation for child sponsorship with World Vision. Child sponsorship is foundational to World Vision – the charity has achieved great success in finding sponsorship for their children, with 81% of their registered children receiving sponsorship from people in 32 countries, while only 19% of their registered children are in need of sponsors (World Vision Shared Service Center, 2010). In 2010, World Vision campaigns such as Sponsor a Child received an Direct/Interactive Marketing ECHO Award for its excellent strategy, creative direct marketing and significant results (McCann, 2010). Moreover, World Vision is now working in 86 countries and it is one of the largest relief and development

organisations in the world (Kayombo, 2010; World Vision Shared Service Center, 2010). Therefore, it seems sensible to ascertain how the charity triggers such large support.

Furthermore, this research only focuses on women's perspectives because a charitable appeal is influenced by gender differences. Therefore, the findings only reflect women's perspectives on motivation for child sponsorship in a charity, i.e. World Vision. The findings are not meant to represent all donors of all children's charities, nor are they meant to reflect females' perspectives on other charities.

1.4. RESEARCH OBJECTIVES

In order to answer the research problem, this research aims to find out what really motivates women to sponsor children and what leads them to choose a particular charity such as World Vision. The following two objectives guide the design of this research based on the female sponsors' perspectives:

Objective 1: To identify the motivational factors, either emotional or rational, that lead women to sponsor underprivileged children. These motivational factors act as a segmentation base for the children's charity.

Objective 2: To identify the factors that lead women to choose to sponsor with World Vision. This will help us understand the reasons why World Vision is perceived as attractive in the marketplace.

1.5. RESEARCH QUESTIONS

Essentially, charities need to identify motivational factors that are more convincing than the distant facts of underprivileged children suffering from poverty. In other words, how charities can make child sponsorship more appealing or relevant to women.

Research question 1: What are the motivational factors that cause women to sponsor children?

Additionally, we need to find out reasons why women choose to sponsor through World Vision. This finding helps us to identify the factors that lead women to register for child sponsorship with World Vision.

Research question 2: Why do women choose to sponsor with World Vision?

1.6. DEFINITION OF KEY TERMS

A children's charity is a trust, foundation, or organisation for the benefit of others and provides for those in need, especially for children in need or distress (Shorter Oxford English Dictionary, 2002, p. 383).

Sponsors or Donors sponsoring children with World Vision are people who choose one child and contribute monthly sponsorship of $45 New Zealand dollars (NZD) or $35 US dollars (USD) to that child (World Vision Shared Service Center, 2010).

Sponsoring a child is described as "giving every person the chance to change the life of a child in need through child sponsorship − an on-going monthly contribution that will help change that child's life, her community and her future" (McCann, 2010, p. 1; World Vision New Zealand, 2009).

1.7. RESEARCH APPROACH

This research is designed to explore women's perspectives in terms of motivation for child sponsorship. The researcher conducts semi-structured in-depth interviews to collect primary data, with an aim of finding answers to the research questions. Additionally, the interviewer also seeks a few socio-demographic responses, in order to find out if there are differences in motivation between sponsor segments such as age groups, household income, religiosity, ethnicity, education, occupation, and duration of sponsors' commitment to child sponsorship. Thematic analysis is used to analyse the answers from the open-ended questions.

1.8. OUTLINE OF THE DISSERTATION

The outline of the presented dissertation comprises five chapters. Chapter 1 introduces the research context, its significance and describes the research objectives as well as research questions. Chapter 2 presents a literature review on different schools of thought about motivation in charitable giving, and indicates the lack of study on this topic. Chapter 3 describes the research approach and methods used to collect the data in an ethical way. Equally important, chapter 4 presents the outcome of the thematic analysis and the research findings. Finally, chapter 5 offers a critical discussion of the findings in conjunction with the relevant literature, outlines research limitations, and provides suggestions for practical implementations and for further research.

CHAPTER 2: LITERATURE REVIEW

Chapter 2 focuses on reviewing the literature to identify the knowledge gap and provides a springboard from which to explore the research topic. The literature review begins with a brief discussion on motivation as the fundamental base of segmentation for identifying potential markets for an organisation. It then touches on customer motivation and on what creates and/or affects customer motivation. The major focus of this literature review is on sources of motivation in charitable giving, as well as organisational factors that lead individuals to choose a particular charity. Since there are very few studies relating to children's causes, the literature review also looks at research and case studies on motivation for giving to different causes such as medical causes, bequest giving, gift giving, relationship giving, giving to the elderly, and volunteerism. Lastly, the literature review indicates that these motivations vary by socio-demographic variables such as gender, age group, religiosity, income levels, and educational background.

2.1. MARKET SEGMENTATION BY MOTIVATION

Market segmentation is described as "the process of dividing large and diverse mass market into subsets of consumers who share common needs, characteristics, thinking or behaviours and targeting one or more of those segments with a distinct marketing mix" (Kardes et al., 2008, p. 54). In general, market segmentation is based on demographic, geographic and psychographic attributes and behavioural characteristics. Cermak, File and Prince (1994) suggested that segmentation based on the demographic factors was not sufficient to answer the question as to why some people donated and others did not. As a result, they stated that segmentation based on motivations, needs or benefits had proven to be more powerful than demographic factors or product features in understanding market dynamics (Cermak et al., 1994).

Sargeant teamed up with several researchers (Sargeant et al., 2005; Sargeant & Shang, 2011; Sargeant & Woodliffe, 2007) to conduct three studies relating to charitable giving and suggested that understanding donors' motivation can lead to having fundraising strategies that are able to target the right people and effectively retain donors. By understanding donors' motivation, "charities are able to tailor their product and make the offering so appealing that segment members are willing to pay a price that offsets the higher associated costs" (Kardes et al., 2008, p. 32). Moreover, segmentation based

on customer motivation can assist organisations in developing and implementing effective promotional and strategic positioning (Hoyer & MacInnis, 2010; Kardes et al., 2008). Therefore, charitable organisations should consider market segmentation based on motivation in order to target the right people.

The following section helps the reader to understand what consumer motivation is and what creates or affects consumer motivation.

2.1.1. CONSUMER MOTIVATION AND ITS EFFECT

Motivation is an inner state of arousal that drives individuals to take a particular action to satisfy their needs or to achieve their desired goals. General studies of customer motivation (Kardes et al., 2008) and work motivation theory (Steers, Mowday, & Shapiro, 2004) have defined motivation as a driving force that energises individuals to act and is the underlying basis of all behaviour, because individuals are driven to satisfy their needs, wants and desires. In addition, the key driver of motivation is personal relevance, i.e. how relevant something is to consumers' self-concept, values, needs and goals.

2.1.1.1. Definition of motivation

According to Steers, Mowday and Shapiro (2004), the most primitive approaches to studying human motivation were from the Greek's philosophers, who introduced the concept of hedonism, which assumed that people are motivated to approach pleasure and avoid pain. However, Vroom (1964) urged that the assumption of hedonism had no empirical content and was un-testable. Empirical motivation studies (McDougall, 1908; Steers et al., 2004) suggested that such a behaviour results from human instinct. Particularly, McDougall (1908) defined human instinct as "an inherited psychological tendency that determines individuals to pay attention to objects of a certain class, to experience an emotional excitement of a particular quality upon perceiving such an object, and to act in a particular manner" (p.4). Moreover, Allport (1954) explained individuals' motivation as hedonism of the past. They explained that past actions which led to positive outcomes are more likely to be repeated, whereas past actions which led to negative outcomes are more likely to be diminished (Allport, 1954; Steers et al., 2004). In the context of achievement motivation theory, Atkinson (1964) defined motivation as "the immediate influence on direction, vigour and persistence of action" (p.2).

According to Hoyer and MacInnis (2010), if we know what creates motivation, "we may able to develop marketing tactics to influence consumers' motivation to think about, be involved in, and/or process information about the brand and/or advertising" (p.49). The literature of consumer behaviour (Hoyer & MacInnis, 2010; Kardes et al., 2008) has indicated that consumers' motivations are complex, though created and affected by their personal relevance, such as self-concept, values, needs and goals. Chang and Lee (2011) indicated that personal self-reference impacts people's behaviour toward charitable giving.

2.1.1.2.   Personal relevance as key trigger of motivation

The literature outlines that personal relevance is the key driver in motivating individuals to pay attention, to be involved and to act in a particular manner. The consumer behaviour literature (Hoyer & MacInnis, 2010; Kardes et al., 2008) repeatedly states that individuals are motivated to behave, process information or engage in decision making about things that are personally relevant to them. For instance, the task of making the decision of where to study overseas is personally involved and individuals are highly involved in the process because of its effect on their future careers. As a result, the key driver of motivation is personal relevance, i.e. "something has a direct bearing on the self and has potentially significant consequences for our lives" (Hoyer & MacInnis, 2010, p. 49). People perceive something to be relevant – such as a brand, advertising or a product – when it is consistent with their self-concepts, values, needs and goals. In other words, personal relevance is about how relevant something is to consumers' self-concepts, values, needs, and goals (Hoyer & MacInnis, 2010).

The followings discussion indicates factors that create or influence customers' motivation, such as consumers' self-concept, values, needs, and goals. Self-concept is the mental view of who we are and the way we think others view us. Self-concept constantly guides our behaviour, particularly when we consume a product. To illustrate, some donors such as church-goers find a brand like World Vision relevant to their self-concept as charitable giving is an important part of their lives (McCann, 2010; World Vision New Zealand, 2009).

In addition, consumers are only motivated to process information when they find it relevant to their important values i.e. "beliefs which guide what people regard as right, important or good" (Hoyer & MacInnis, 2010, p. 50). For instance, if individuals see

giving or sharing as a very important value, they are likely to engage in behaviour that is consistent with that value, such as contributing to charities.

Moreover, organisations need to know the needs that their consumers wish to satisfy. It is contradictory behaviour, since if humans want to maximise the resources available to them such as income or profit, why do they put such effort into and take such joy in giving these resources away? Stockton (2008) urged that giving is something individuals do in order to develop a healthy personality. He described this need as a central desire of an individual wanting to develop a healthy personality, for instance the desire to become more moral (Stockton, 2008). Need was described as an internal force that motivates an individual to act in a particular manner. Petri and Govern (2004) defined need as "internal sources of motivation which activate and direct behaviour to items in the environment that alleviate some state of deprivation". Need were often touched on in physiological and psychological terms, such as the "need to survive" (Maslow, 1954), social and psychological needs (Lewin, 1938) and cognitive needs (Kardes et al., 2008). For instance, Kardes et al. (2008) suggested that individuals often need affiliation, i.e. they desire to be a member of personally important social groups such as friends and families. As a result, individuals with high affiliation needs are socially dependent and choose products they feel others will approve of.

Furthermore, we also need to understand what outcome or goal individuals would like to achieve. Hoyer and Maclnnis (2010) defined a goal as a particular end state or outcome that an individual would like to achieve. Hoyer and Maclnnis (2010) suggested that individuals' efforts in achieving their goals also depend on how relevant and/or important the goal is. If the goal is consistent with individuals' desired outcome, it is more likely that they will feel motivated to consume the product or choose the brand (Hoyer & Maclnnis, 2010). On the other hand, if the goal is not consistent with an individual's desired outcome, it is more likely that they will not feel motivated to purchase the product or choose the brand. Moreover, consumers may feel good if they cause an outcome that is consistent with the goal they want to achieve. In contrast, consumers may feel sad or de-motivated if the outcome is not consistent with what they wanted to achieve (Hoyer & Maclnnis, 2010).

As a result, these personal relevance factors (consumers' self-concept, values, needs, and desired goals) influence and/or create their motivation to think about, be involved in, and process information about a particular product or brand. The following literature

review looks at the sources of motivation in charity giving (intrinsic and extrinsic), as well as organisational factors that lead people to choose a particular charity.

2.2. SOURCES OF MOTIVATION FOR CHARITABLE GIVING

Hoyer and MacInnis (2010) and Kardes et al. (2008) admitted the difficulty in knowing how individuals reach a decision, yet understanding consumer motivation and/or insight can help an organisation identify a potential market, and guide a successful marketing communication. Several studies indicated that non-profit organisations need to tailor their marketing promotion based on their donors' motivation for giving (Henke & Fontenot, 2009; Hoyer & MacInnis, 2010), as well as based on the relationship donors establish with the non-profits' beneficiaries (Cermak et al., 1994).

Because there is no academic research that specifically studies females' motivation in child sponsorship, it is necessary to review studies and research related to motivation for charitable giving to different causes, such as: medical causes, for public good, bequest giving, gift giving, and relationship giving. It is also necessary to draw from agency research, which has contributed to knowledge in the area. Dentsu Canada Agency conducted research on charitable giving to medical causes which revealed that "people donate to causes that they have a connection with, and to organisations that they believe are truly making a difference" (2011, p. 3). The aim for this literature review is to provide a springboard from which to explore such factors.

There are classifications of motivation for giving, i.e. intrinsic motivation and extrinsic motivation, such as "what do I get for what I give?" (Showers, Showers, Beggs, & Cox, 2011, p. 152). Studies have repeatedly found that stressing extrinsic rewards alone can decrease an individual's intrinsic motivation to engage in behaviour (Deci & Ryan, 1985; Harrison, 1995; Johnson, Grimm, & Ellis, 2010). Therefore, there is also a need to identify which motivational factor has a strong influence on donors' decisions in charitable giving. Additionally, these motivations vary according to socio-demographic variables.

2.2.1. INTRINSIC MOTIVATION FACTORS FOR CHARITABLE GIVING

Several studies have indicated that intrinsic motivation is the key driving force for donation, rather than extrinsic motivation (Showers et al., 2011). Thus, it is crucial to understand intrinsic motivations that underlie donors' decision – to identify the emotional motivational factors that encourage the donation. Intrinsic motivation is more related to emotional aspects and refers to the desire to pursue an activity or goal for its own sake, rather than for an extrinsic reward, such as tax avoidance (Dentsu Canada Agency, 2011; Hoyer & Maclnnis, 2010).

The following section illustrates intrinsic motivational factors that underlie charitable giving in many different causes such as: medical, public good, bequest giving, gift giving, and relationship giving.

2.2.1.1. Religious giving

It is well established that religion significantly impacts on individuals' behaviour, including giving to charity. Studies have suggested that religious giving is an internal motivation and is a result of the "faith factor" (Hrung, 2004; Showers et al., 2011). Such giving is a desire to follow a religious faith, regardless of income, ethnicity, and education.

Showers et al. (2011) indicated that religious faith has a major impact on charitable giving expenditure, because religious givers donate more than average and give a greater amount compared to non-religious donors. Studies have revealed that among religious households, religious giving is a necessary good at all levels of income (Showers et al., 2011), and giving is a spiritual necessity (Repsys, 2010). Particularly, those with religious giving behaviour donated more to education, charities and religious organisations than non-religious givers (Rooney, 2007; Showers et al., 2011). Moreover, an empirical research examined all categories of religious givers and indicated that households with higher education are more likely give to a religious organisation and to give a greater amount than non-religious givers (Showers et al., 2011).

As a result, religious givers are one of the most attractive target markets for charitable organisations. Marketing articles and sociology journals have recognised this potential market and the importance of this group (Hrung, 2004; Rooney, 2007; Showers et al.,

2011). In New Zealand, as well as globally, religious givers present powerful and dynamic segments of the marketplace (Smith, 1984). Also, Showers et al. (2011) indicated that attendance at religious services is the strongest indicator for religious giving and is a predictor of continuity in overall giving.

However, these previous studies do not specifically explain where this religious giving is derived from. Showers et al. (2011) suggested there is a need to understand more specifically what motivates these religious givers in order to gain sustainable relationships with them.

2.2.1.2.   Reciprocity motivation

This literature review also outlines that reciprocity motivation is a predictor for charitable giving, especially for public good and medical causes. Several motivation studies (Dawson, 1988; Dentsu Canada Agency, 2011; Sargeant & Shang, 2011) revealed that people often have reciprocity giving behaviour, i.e. they contribute to causes that relate to their previous experience, such as medical issues which have affected them or someone they care about. Dawson (1988) examined the extent to which motivational factors (reciprocity, income, career and self-esteem) predict monetary giving to medical research. His findings revealed that reciprocity and external motivation of tax incentives are significant predictors of giving to medical research.

Reciprocity motivation is when individuals feel there is a need to give something back to a charitable cause as a way to return the benefit it delivered to them previously and/or in the hope of receiving personal benefit in the future. In the context of motivation for bequest giving, Sargeant and Shang (2011) defined reciprocal giving as "giving something back to the non-profit for the benefits it had delivered" (p.986). Additionally, psychologists Adams (1965) and Dawson (1988) suggested reciprocity is about giving as the way to repay the benefit delivered to them previously or in the hope of receiving personal benefit in the future. There are several interesting studies related to reciprocity giving, for example: Red Cross Volunteers described donating to their service as a way to repay benefits received by themselves or their family (Frisch & Gerrard, 1981). Another good example is from the case study of Sunnybrook Hospital, which conducted in-depth interviews and indicated that reciprocity was an important insight that drove donation. The motivation was derived from "the belief that a donation to a hospital is an investment in your own personal future or the future of someone you care about, such as your children" (Dentsu Canada Agency, 2011, p. 3). Moreover, individuals' fear of

health issues may lead to monetary contribution to medical cause, when people hope their donation will contribute to finding a cure or treatment (Adams, 1965; Dawson, 1988). Furthermore, a case study on anti-smoking (Warwick & Alchin, 2008) showed that "intimacy" was the most powerful and immediate motivator in persuading people to quit smoking, rather than the fact of being unhealthy. The reason was that smoking can be considered an undesirable habit among potential partners during dating, and "intimacy" was at the heart of what motivated individuals to quit smoking, rather than the threat of illnesses.

2.2.1.3. Sense of guilt and the belief that helping people is the right thing to do

Literature related to a sense of guilt indicated that individuals may feel guilty if they are not contributing to a cause when they regard it as the right thing to do, or it is doing important work in the community (Basil, Ridgway, & Basil, 2006, 2008). For instance, sense of duty is a predictor of giving to provide medical assistance for the poor and help low-income people (Henke & Fontenot, 2009). Prior literature has indicated that donors are motivated by the belief that helping others is the right thing to do. It was a desire to support what individuals regard as important work or was the right thing to do; for example giving back to the community. This motivational desire emerged from individuals' belief that "the donation would be appreciated either by fund raisers, the organisation, or the beneficiaries that would follow" (Sargeant & Shang, 2011, p. 986). By supporting the cause which individuals regarded as being the right thing to do, they received additional happiness and felt good about their contribution (Sargeant & Shang, 2011).

2.2.1.4. Feeling good

Most of the giving behaviours – religious giving, reciprocity giving, contributing to a children's charity, doing the right thing (i.e. helping others, giving back to the community) – lead to higher levels of happiness. People are motivated to give because giving generates good feelings, for instance givers feel joy, pleasure and happiness. Harbaugh et al. (2007) conducted a study on neutral responses in making charitable contributions to provide for public good. The results showed that the pleasure centre of the brain is activated, i.e. there was a warm glow and givers felt good. This warm glow (a feeling of happiness) motivated individuals to give. Additionally, motivational studies indicated that "feeling good" motivates people to make donation (Anik, Aknin,

Norton, & Dunn, 2009; Harbaugh, Mayr, & Burghart, 2007). Especially Henke and Fontenot (2009) stated that "feeling good" is a significant predictor of giving to children's charities and the elderly.

Moreover, some studies (Harbaugh et al., 2007; Sargeant & Shang, 2011; Unger, 1991) revealed that both pure altruism and feeling good are significant motivation factors for charitable giving and voluntary works. Altruism is the willingness to donate even if it does not directly benefit the donors, for example: a motive in receiving satisfaction from contributing to a charitable cause that increases public good, and the provision of basic services to the needy (Harbaugh et al., 2007; Unger, 1991).

Interestingly, Sargeant and Shang (2011) indicated that there is a circular relationship between giving behaviours and feeling good. Their findings indicated that the act of giving – such as contributing back to the community – confers good feelings on the donors, and this good feeling encourages individuals to get involved in charity giving. Furthermore, Anik, Aknin, Norton, and Dunn (2009) conducted a literature review on whether giving causes more happiness, and they indicated there is a circular relationship between happier people and donating to a causes. For instance "happier people give more and donating indeed causes increased happiness" (Anik et al., 2009, p. 16). Particular to gift-giving behaviour, Beatty, Kahle and Homer (1991) suggested that some givers are motivated to give to others to feel better about themselves (self-respect givers), while others give to maintain relationships (relationship givers).

It is crucial for charities to identify the intrinsic as well as the extrinsic motivational factors that persuade potential donors, and these are often surprising. A good example is from the case study of Sunnybrook Health Sciences Centre. Their research found that factors helping them generate donations in fact had little to do with health research and innovation themselves, but everything to do with why it is so important to donate to Sunnybrook Hospital. For example a "donation to the hospital is an investment in your own personal future or the future of someone you care about" (Dentsu Canada Agency, 2011, p. 3). The following section touches on extrinsic motivation factors that influence donors' decisions in charitable giving.

2.2.2. **EXTRINSIC MOTIVATION FACTORS FOR CHARITABLE GIVING**

This literature review suggests that humans' motivation to give is also rooted in extrinsic motivation. Studies have described extrinsic motivation as the desire to pursue an activity or goal with the expectation of receiving personal benefits in exchange for their contribution (Hoyer & Maclnnis, 2010). The personal benefits include being perceived as a charitable person, and receiving tax incentives.

2.2.2.1. Charitable person

Several studies have urged that the main incentive for giving donations is to enhance personal image and/or to be seen as a charitable person (Ariely, Bracha, & Meier, 2009; Repsys, 2010). Ariely et al. (2009) examined two factors; i.e. image motivation and extrinsic monetary incentives (such as being wealthy or rich). Their findings revealed that image motivation was crowded out by monetary incentives, and charitable personal image was a significant motivation factor for giving behaviour. This finding parallels with the qualitative study (Sargeant & Shang, 2011) which indicated some donors were involved in bequest giving to ensure that they would be viewed as being a charitable person or to be remembered as doing good for the community.

Ariely et al. (2009) described motivation of personal image as the desire to have a personal image that is well-regarded by others. In addition, the motivation of personal or charitable image was triggered by extrinsic motivation, i.e. doing good to benefit themselves (Ariely et al., 2009).

2.2.2.2. Avoidance of tax

Studies found that people are motivated for charitable giving by the desire to avoid tax or to receive tax incentives (Cermak et al., 1994; Sargeant & Shang, 2011). Tax avoidance was regarded as a motive for giving to medical causes and bequest giving (Amos, 1982; Dawson, 1988; Sargeant & Shang, 2011). Additionally, higher income households were more likely to be associated with giving money to non-profit organisations (Dawson, 1988; Sargeant & Shang, 2011).

However, we should not confuse the wealthy with the generous. Stockton (2008) urged that tax avoidance is not a motivational factor because wealthy people still have less income if they make donations. In other words, wealthy people have more income if they keep their money and only pay taxes (Stockton, 2008).

Nevertheless, these logical reasons alone are insufficient to achieve financial support. Studies have repeatedly found that stressing extrinsic rewards alone can decrease an individual's intrinsic motivation to engage in giving behaviour (Deci & Ryan, 1985; Harrison, 1995; Johnson, Grimm, & Ellis, 2010). Additionally, case studies of successful marketing campaigns (i.e. World Vision: "Two Simple Words", Sunnybrook Foundation: "That's Why It Matters") indicated that charities need to connect or engage with their target audiences emotionally as well as rationally (Dentsu Canada Agency, 2011; McCann, 2010). As a result, non-profit organisations need to identify both intrinsic as well as extrinsic motivations for giving. The following section touches on organisational factors that are perceived by sponsors as encouraging charitable giving.

2.2.3. ORGANISATIONAL FACTORS

There are also a number of factors about the charity itself which are perceived as motivating factors in making donations, such as making a difference, its mission statement, professionalism, quality of communications and interaction, and low administration costs.

2.2.3.1. Making a difference to the cause

Several studies revealed that donors' selection of charities is triggered by a belief that "their donation could make a bigger difference for it than for other organisations they could have selected" (Sargeant & Shang, 2011, p. 989). This literature parallels the case study on giving to a medical cause (Dentsu Canada Agency, 2011), where researchers also emphasised that people donate to organisations that they believe can truly make a difference, because individuals are motivated by the ability to make an impact on the cause. Therefore, the non-profit organisation itself needs to demonstrate its potential in making a difference to the cause; for example, illustrate the charity's efficiency and effectiveness in helping others.

2.2.3.2. The charity's mission

Frumkin and Kim (2001) conducted an analysis of the secondary data of non-profits' strategies from 1985 to 1995. They concluded that communication of the mission is the most potent driver of donations in non-profit organisations, rather than maintaining efficient operations (Frumkin & Kim, 2001). In addition, non-profits should define

themselves around the causes that they are established to serve, with the aim of being sufficiently important to gain financial support.

In a similar study area, Chew and Osborne conducted four studies on non-profit organisations' strategic positioning – their studies indicated that non-profits' mission statements help a charity to differentiate itself from other service providers and obtain donations (Chew, 2005, 2006; Chew & Osborne, 2008, 2009).

2.2.3.3. Professionalism

A perception of professionalism creates a motive in charitable giving, especially in bequest giving. In a qualitative study about bequest giving, participants indicated that they prefer to give to those organisations that can deal with them professionally (Sargeant & Shang, 2011). Participants described professionalism as the organisation professionally approaching them, tailoring the approach to their needs, and the organisation meeting certain standards of service (Sargeant & Shang, 2011).

2.2.3.4. Quality of communication and interaction

Donors are also motivated by the quality of the communication and interaction between donors and fund-raisers. The reason is donors like to be kept informed on how their donation has been used (Sargeant & Shang, 2011). In addition, through communicating or informing, donors are able to maintain a relationship with the charity. Furthermore, the quality of the communication is determined by how much the donors are impressed by the communication

In the other hand, some donors emphasise the quality of the interaction they have with the fundraiser. Donors want to develop a genuine friendship with the fundraiser, because they believe "this friendship impacts on the fund raiser's ability to respond to their specific needs and aspirations" (Sargeant & Shang, 2011, p. 990). Consequently, charities need to ensure that the service quality provided is consistent with donors' expectations.

2.2.3.5. Lower administration costs

Brostek (2006) wrote a report providing information on donor-advised funds and indicated that donors prefer to have lower administration costs. In addition, the Journal of Financial Planning (2007) indicated that donors, especially wealthy donors, would be more motivated and happier to see less money spent on charitable administration.

Importantly, these intrinsic, extrinsic, and organisational motivations are influenced by socio-demographic variables, which are explained in the following section.

2.2.4. SOCIO-DEMOGRAPHIC INFLUENCES

The degree that individuals are motivated for charitable giving depends on socio-demographic variables such as gender differences, income, education and frequency of religious attendance. Thus, individuals' motivations are influenced by these socio-demographic factors.

2.2.4.1. Age groups

The Center on Philanthropy at Indiana University conducted a study of generational differences in charitable giving (2008) and showed that age group or generation itself is not the important factor in determining a potential donor. There was no statistically significant difference in the amount given to charitable organisations when only considering different generations and holding all other factors constant (such as income, education, marital status, age of children and frequency of religious service attendance). In fact, the differences found in motivations were in other socio-demographic variables, such as gender, income, education and frequency of religious attendance.

2.2.4.2. Gender differences

Chang and Lee (2011) conducted a study on the impact of gender differences and self-referencing that influences consumers' attitudes towards donation promotion and behavioural intention. The result showed that women and men have different responses to charity appeals or promotional messages. Thus, donation promotion effectiveness was determined by gender. Chang and Lee (2011) found that there were two types of charitable appeal, i.e. an egoistic appeal and an altruistic appeal. The altruistic appeal was described as the donation only helping other people, with no clear benefit to the donors themself. Whereas, the egoistic appeal implies a donation will help the donors themself – for example, by giving back to community the donors gain benefits for themselves from improving society in general. The result indicated that females are more likely to show altruistic attitudes. The findings indicated females as "caring and nurturing" because they focused on others' welfare instead of their own. For instance, females commented that "helping others is the foundation of happiness", "in my lifetime, I would like to spend my time making efforts to help others" (Chang & Lee,

2011, p. 10). Whereas the results were reversed for males, men were more likely to be involved in egoistic attitudes and focused more on self-orientation. Here are comments from men to illustrate their point of view in charitable giving behaviour: "the ad makes me think of my parents and myself in future when I am going to need such help", "the donation not only helps others but also myself" (Chang & Lee, p.10,11). The literature on gender differences (Change & Lee, 2011) supported the phenomenon of value congruity which indicated men and women respond to charities' messages differently (Brunel & Nelson, 2000).

2.2.4.3.   The frequency of religious attendance

The Center on Philanthropy at Indiana University (2008, p. 12) indicated that for respondents who attended religious services most often (more than once a week), "making the world a better place to live" was their most important motivation for giving, while people who attended religious services less often (once a year and one or two times per month) were more likely to give in order to improve their community, holding all other variables constant. These people were also more motivated to give in an attempt to make the community in which they lived a better place.

2.2.4.4.   Higher education and income level

In addition, higher education households were more likely to give to religious causes than households with less education (Showers et al., 2011). Moreover, some studies found that higher income households are more likely to associate with charitable giving behaviour (Amos, 1982; Dawson, 1988). Furthermore, individuals in higher income brackets are more likely give money to medical, art, or educational causes (Dawson, 1988; Repsys, 2010).

Table 1, below, gives a summary of the key literature on motivational factors underlying charitable giving to many different causes and provides a springboard from which to explore such factors in this study.

Table 1: Summary of main literature on motivational factors underlying charitable giving

Intrinsic Motivation Factors	Author(s)	Topic study and methodology	Main findings
Religious giving	(Repsys, 2010)	Empirical study about religious giving behaviour	Among households who consider themselves religious, religious giving is a necessary good at all levels of income and giving is a spiritual necessity.
	(Showers et al., 2011)	A quantitative study about the relationship between the faith factor and charitable giving expenditure	Higher education households are more likely give to a religious organisation and give in a greater amount compared to non-religious givers. Those who give to religious causes are found to give more to education and charity than those not giving to religious causes.
Reciprocity motivation	(Dawson, 1988; Dentsu Canada Agency, 2011; Sargeant & Shang, 2011)	Dawson (1988) conducted a positivist perspective research testing which motivations predict monetary giving to medical research. Denstsu Canada Agency (2011) conducted research on charitable giving to medical causes. Sargeant and Shang (2011) conducted a qualitative study on motivation for bequest giving	Several studies indicated that people often contribute to charities whose cause relates to their previous personal experience, such as medical issues that have affected them or someone they care about.
	(Sargeant & Shang, 2011)		Reciprocating giving is the need to give something back to non-profits and/or to the community, in return for the benefits it (or a previous generation of donors) had delivered" (Sargeant & Shang, 2011, p. 986)
	(Dawson 1988)		Dawson (1988) suggested reciprocity is an altruistic behaviour since such giving is the way to repay for the benefit it had delivered to them previously and/or in the hope of receiving personal benefit in the future.
Sense of guilt and the belief that helping people is the right thing to do	(Basil, Ridgway, & Basil, 2006, 2008)	Qualitative research, examining generic individual motives for supporting non-profits	An individual may feel guilty if they do not contribute to the charity if they regard it as the right thing to do, or is the charity contributes important work in the community.
	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	It is a desire to support what an individual regards as important work and/or feels is the right thing to do, for example helping others, giving back to the community.

Feeling good (additional happiness)	(Henke & Fontenot, 2009)	A quantitative study on why people giving to charity, and how motivations for giving predict types of causes supported	"Feeling good" is a significant predictor of giving to children's charities and the elderly.
	(Harbaugh, Mayr, & Burghart, 2007)	A neuro-marketing study on neutral responses in making charitable contributions to provide public good	The research indicated that the pleasure centre of the brain was activated (i.e. warm glow) by giving actions. The good feeling (i.e. pleasure and happiness) motivates individuals to give.
	(Anik, Aknin, Norton, & Dunn, 2009)	Literature review on whether giving causes greater happiness	There is a circular relationship between happier people and donating to causes. Happier people donate more and donating indeed increases in their happiness.

Extrinsic Motivation Factors	**Author(s)**	**Topic study and methodology**	**Main findings**
Charitable person	(Ariely, Bracha, & Meier, 2009)	An experimental research that examined two factors such as image motivation and extrinsic monetary incentives (being wealthy or rich)	The results indicated that image motivation was crowded out by monetary incentives. Therefore, the study suggested that charitable or personal image is a significant motivation factor in giving behaviour.
	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	Some donors are involved in donations such as bequest giving to be regarded as a charitable person or remembered as doing something good for the community.
Avoidance of tax	(Dawson, 1988; Sargeant & Shang, 2011)	Dawson (1988) conducted positivist perspective research to test which motivations predict monetary giving to medical research. Sargeant and Shang (2011) conducted a qualitative study on motivation for bequest giving	Tax avoidance is seen as a motive for giving to charitable causes, such as medical causes (Dawson, 1988) and bequest giving (Sargeant & Shang, 2011).
	Stockton (2008)	Stockton, a Tactical Philanthropy Advisor, wrote an article on the Stanford Social Innovation Review	Stockton indicated that tax incentives are not a motivation factor because wealthy people still have less income if they make donations.

Organisational Factors	Author(s)	Topic study and methodology	Main findings
Organisational performance	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	The study revealed that donors are motivated by the ability to make an impact on the cause, therefore their selection of the particular charity was triggered by a belief that "their donation could make a bigger difference for it than for other organisations they could have selected"
	(Dentsu Canada Agency, 2011)	Denstsu Canada Agency conducted research on charitable giving to medical causes.	Researchers emphasised that people donate to organisations that they believe can truly make a difference because individuals are motivated by the ability to make a big impact on the cause
The charity's mission	(Frumkin & Kim, 2001)	Quantitative research that analysed the secondary data of non-profits' strategies from 1985 to 1995 in the United States	The researchers concluded that communication of mission is the most potent driver of donations in non-profit organisations, rather than maintaining efficient operations.
The perceived professionalism of the organisation	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	Participants indicated their preference to give donation to organisations that deal with them professionally, for instance, the service is tailored to their needs.
Quality of communication	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	Donors are motivated by the quality of the communication because they like to be kept informed about how their donation has been used. In addition, the quality of the communication is determined by how much the donors are impressed by the communication
Quality of interaction	(Sargeant & Shang, 2011)	A qualitative study on motivation for bequest giving	Donors emphasised the quality of the interaction they had with the fundraiser. Donors want to develop a genuine friendship with the fundraiser, because they believe this friendship may impact on the fundraiser's ability to respond to their specific needs and aspirations.
Less money spent on charity's administration.	(Brostek, 2006)	A report on providing information on donor-advised funds	Donors felt happier when there was less spending on administration costs.

2.3. SUMMARY OF LITERATURE REVIEW

The literature review indicates that market segmentation by motivation for giving has proven to be effective in identifying target markets and designing successful fund raising strategies. In addition, existing literature has stated that personal relevance is the key trigger for motivation. The factors of personal relevance – including donors' self-concept, values, needs, and desired goals – influence and/or create individuals' motivation to think about, be involved in, and process information about a particular product or brand. The literature of consumer behaviour highlights the difficulty in accessing how individuals reach the decision to donate, yet understanding consumer motivation can help organisations identify potential markets, and guide successful planning and implementation of marketing communication and brand positioning (Hoyer & Maclnnis, 2010; Kardes et al., 2008).

The literature review finds two sources of motivation for charitable giving, i.e. intrinsic and extrinsic. Although the research contexts and perspectives may vary, intrinsic motivation is more related to emotional factors that encourage individuals to donate, such as religious giving; the belief that helping people is the right thing to do; feeling good; and reciprocity giving. On the other hand, extrinsic motivation is more related to expectations of receiving personal benefits in exchange for contributions, such as being perceived as a charitable person, and tax avoidance. There are also several organisational factors that are perceived by donors as motivating factors in charitable giving, such as making a difference, mission statement, professionalism, quality of communications and interaction, and low administration costs. Moreover, these intrinsic motivations, extrinsic motivations and organisational factors are influenced by socio-demographic variables. The degree that individuals are motivated for charitable giving varies by socio-demographic variables such as gender differences, income, education, and frequency of religious attendance, whereas age group or generation itself is not an important factor in determining potential donors.

Most of the existing literature addresses charitable giving to many different causes but does not study giving in the form of child sponsorship. There is only one quantitative study on why people giving to charity, and stated that "feeling good" is a significant predictor of giving to children's charities and the elderly (Henke & Fontenot, 2009). However, they did not take into consideration gender differences, such as women having different perspectives on and motives for charitable giving. Chang and Lee

(2011) found that women were more likely to show altruistic attitudes i.e. helping others with no clear benefit to themselves, whereas the results reversed for men. In addition, men and women respond differently to charities' messages (Brunel & Nelson, 2000).

In order to help to close the gap in current literature, this research aims to find out what really motivates women to sponsor children and what leads them to choose a particular charity. Essentially, we need to identify motivational reasons that are more convincing than the distant facts of underprivileged children suffering from poverty. In other words, how charities can make child sponsorship more appealing or relevant to women.

Research question 1: What are the motivation factors that cause women to sponsor children?

Additionally, we need to find out reasons why women choose to sponsor through World Vision. This finding helps us to identify the factors that lead women to register for child sponsorship with World Vision.

Research question 2: Why do women choose to sponsor with World Vision?

Existing literature has stated that socio-demographic variables play an important role in determining the degree of motivation in giving. Therefore, this study decided to use demographic indicators at the end of the interview. The aim was to identify if there were differences in motivation between sponsor segments, such as age groups, levels of income, education background, religiosity, the duration of a donor's commitment to child sponsorship, and occupation (see section 3.4.2 for Indicative Interview Questions). The following chapter discusses the methodology and outlines the research procedure used to collect the data in order to answer the research questions.

CHAPTER 3: METHODOLOGY

Chapter 3 describes the methodology used to collect the data to answer the research questions. As previously mentioned, this research aims to find out what really motivates females to sponsor children and why women choose to sponsor with World Vision. In addition, this chapter provides critical justification of the methodology – the use of the qualitative method; the coding approach in thematic analysis; as well as discussing how the research procedure fulfils ethical requirements.

3.1.   THEORETICAL PERSPECTIVE

Myers (2010) indicated that better knowledge is gained when the true intention of the people being researched is understood. In general, a qualitative approach was taken to obtain information for this research. This research follows an interpretive perspective whereby the context can be understood through those involved in social action of sponsoring children with World Vision (Bryman & Bell, 2007). Therefore understanding the true reality of a situation or phenomenon is gained through the donors' interpretations of their experiences.

This dissertation aims to understand donors' experiences, feelings and stories with respect to what motivates them to sponsor underprivileged children and why they choose to sponsor with World Vision. The topic of giving to charity is sensitive as it is a personal choice to give to a charity. A standard questionnaire would not reach the truth and would not be able to gain rich consumer insight. Rather, open-ended questions asked in a convivial and relaxed interview are more likely to elicit honest yet comprehensive responses. In addition, the interview questions are framed as both a direct and a projective question, thus allowing respondents to de-personalise their answers and become more open to discuss the topic.

3.2.   JUSTIFICATION OF THE METHODOLOGY

There is little existing literature on the topic of this study, thus a qualitative research method collecting primary data was an appropriate method for this study. Although, several studies admit the difficulty in making generalisations about motivations for charitable giving (James & Sharpe, 2007), they urge that understanding motivation requires indirect research methods that then need careful interpretation. In addition, Braybrooke (1965) indicates that qualitative methods are the most appropriate

methodology when the aim of the research is to understand the meaning that individuals give to their actions such as giving to charity, instead of predicting their behaviour. In-depth interviews are particularly useful when the research aims to understand perceptions and beliefs, especially when the researcher cannot be sure what interpretation or code is guiding the actors (Marshall & Rossman, 1989; Sargeant & Shang, 2011).

Importantly, in-depth interviews have potential in providing a rich and detailed yet complex account of data, thus generating rich insights for the research (Braun & Clarke, 2006). Moreover, this dissertation follows an interpretive perspective whereby the context can only be understood through donors who are involved in charitable giving (Bryman & Bell, 2007). Therefore, understanding the true reality of a situation or a phenomenon is gained through the participants' interpretations of their experiences.

3.3. RESEARCH METHOD

This research uses semi-structured in-depth interviews as a method to collect primary data. Interviewing is one of the most commonly recognised qualitative research methods (Coolican, 1999; Mason, 2002). This method is chosen to eliminate any cross influence between interviewees, such as in a focus group. Importantly, this research aims to gain donors' insights. Therefore, the researcher needs to collect individuals' points of view and in-depth answers. The purpose of semi-structured in-depth interviewing is to gain a heightened understanding of the experiences and the meaning of a particular behaviour (Seidman, 1991). Throughout the interview, we can then modify questions on the basis of participants' responses (Schloss & Smith, 1999). In this instance, the "unplanned" questions are merely to encourage and expand upon the two basic research questions rather than to modify them. As a result, this enables "on the spot" decisions about how to expand various topics and how to best phrase the questions being asked (Coolican, 1999). The interview flows naturally allowing participants to describe their experiences, and express their opinions and thoughts about topics of interest, in this case motivation for child sponsorship with a charity (Schloss & Smith, 1999).

Consequently, unexpected themes may emerge (Mason, 2002) and interviewer may follow up on select aspects of the dialogue as needed (Coolican, 1999). In addition, the interview questions are framed as both direct and projective questions, thus allowing respondents to de-personalise their answers. Note that each question is framed as a

projective as well as a direct question (as "you or your friends") so that the interviewee can avoid giving direct answers if she wishes.

3.4. DATA COLLECTION

The primary data was collected through nine semi-structured in-depth interviews. All interviews were tape recorded (if respondents agreed) and transcribed by the researcher and a transcriber. Below are the Indicative Interview Questions used in order to collect primary data to answer the research questions.

3.4.1. FORMATION OF INTERVIEW QUESTIONS

Semi-structured in-depth interviews involve a series of questions, and there is a need to be clear about the purpose of and relationship between these different questions. The aim is to collect useful data to answer the research problem or questions. Table 2 shows the Indicative Interview Questions are innocuous and the questions mainly encourage interviewees to provide insight about (1) the motivation factors that cause females to sponsor children, and (2) reasons why they choose to sponsor with World Vision.

Table 2: Indicative Interview Questions

Purpose and relationships between different questions to find out answers for research question 1: "What are the motivation factors that cause women to sponsor a child?"	
To find out what motivates them to sponsor neglected children	Question 1: Could you tell me what make you want to sponsor a child? Or How did it happen?
	Question 2: Why did you decide to sponsor a child? OR What made you or your friends want to sponsor a child?
	Question 3: What do you like the most about the experience of supporting the child?
	Question 4: What outcome would you want to achieve when sponsoring a child?
To find out what motivates them to sponsor a child long-term, rather than a one-off donation	Question 5: What makes you want to sponsor a child over a long period of time?
	Question 4: What outcome would you want to achieve in this long-term sponsorship?
Purpose and relationships between different questions to find out answers for research question 2: "Why do women choose to sponsor with World Vision?"	
To find out what motivates females to choose World Vision	Question 6: Why do you prefer to sponsor with World Vision? OR Why do you or your friends choose to give through World Vision?
To identify the factors which make World Vision have perceived attractiveness and/or differentiation	Question 7: Do you like World Vision more than other charities? If so, please give reasons why.
	Question 8: What do you like the most about World Vision?
	Question 9: What distinguishes World Vision from the other children's charities?

These nine interview questions are supported with probing and exploratory questions if the initial answer is too brief, such as "What do you mean by that? Could you please explain a little more?"; "Are there any other reasons you think might matter?"; "How is this important to you or to your friends?" At the end of the interview, the interviewer seeks a few socio-demographic responses, in order to identify if there are differences in motivation between sponsor segments such as age group, household income, education background, the degree of a sponsor's commitment to child sponsorship, and religiosity. To avoid discomfort or embarrassment, the interviewer uses indicators such as "To which age group do you belong?" (rather than "how old are you?"); "How often do you attend a religious service" (rather than "How religious are you?"); the range of household income per year (rather than asking how much exactly they earn each year); "How long have you been sponsoring a child" (rather than "How strong is your commitment to child sponsorship?"). The primary data is interpreted by thematic analysis in order to emerge themes, i.e. findings.

3.4.2. INTERVIEW TECHNIQUES

The researcher is the only one who conducts all the interviews in this study. The participants' formal roles are being the key informants, they are the ones who provide information and insights to answer the research questions. Therefore, the participants' involvement in this research is primarily one of sharing information on their opinions and perceptions about motivation for sponsoring children with a charity.

Before conducting the interview, the researcher introduces herself and explains what really inspired her to study this research area, with the aim of breaking the ice between interviewers and participants. Following this, the interviewer seeks the interviewees' permission to audiotape the interviews and their signature for the consent forms.

The interviewer lets the interview start naturally with general questions such as "I am aware you have sponsored a child. How did it happen? How did you know about child sponsorship?" The aim is to let the respondents recall the incident and be able to describe events in words and express their feelings. The interviewer also uses a projective technique where respondents are asked to reveal the motivations of other people who, like them, sponsor a child through World Vision. It is assumed that their answers may reveal their own thoughts, feelings and individual experience about children's charities by projecting their own feelings upon others (Bickman & Rog,

2009). This technique is commonly used in motivational research to lessen the intrusiveness of questions (SAGE Research Method Online, 2006). Note that each question is framed as a projective as well as a direct question (e.g. "you or your friends") so that the interviewee can avoid giving direct answers if she wishes. Interview answers provide words, phrases, sentences, or paragraphs that convey a particular idea.

In order to reach saturation point, the interviewer needs to keep probing with exploratory questions to reach in-depth answers and understand the relationship between participant answers (see section 3.4.1 for the exploratory questions). In order to ensure that saturation point is reached, after each interview the interviewer briefly reflects on the interview in order to identify whether a potential question needs to be asked. From there, the interviewer can reframe the interview questions and open with new questions. Saturation point is reached when the interviews repeat the same patterns.

3.5. PARTICIPANT SAMPLE AND SAMPLING RECRUITMENT

The participants in this research are women between the ages of 18 and 65 years old, who are sponsoring or have sponsored children with World Vision. This is an appropriate sample because the women have already been involved in sponsoring children with World Vision, thus they are able to provide relevant insights and data for this research. Also, women aged from 18 to 65 are the primary market for child sponsorship. According to World Vision's online reports and marketing journals, its core sponsorship audience is composed of "women aged between 40 to 55, married with grown children, who tend to be church-goers and for whom charitable giving is an important part of their lives" (The Direct Marketing Association, 2011, p. 1 & 2; World Vision New Zealand, 2009). However, World Vision is reported to be considering expanding its target audience to include younger women, who are more educated and less religiously observant, in order to boost flagging revenues (McCann, 2010; World Vision New Zealand, 2009).

This research uses purposive, non-random sampling to select individuals (Teddlie & Yu, 2007). Participants had to fulfil three criteria in order to participate in the semi-structured interviews, i.e. (1) they had to be women, because this study only considers the women's perspectives, (2) they had to have sponsored or currently sponsor a child through World Vision, (3) they had to be aged between 18 and 65 so that any differences were not directly attributable to age group circumstances.

The researcher employed the convenience sampling technique as well as the snowball sampling technique in this study. Firstly, the researcher used a convenience sampling technique to recruit participants. The sample was drawn from the part of the population that was readily available and convenient, such as friends and colleagues within the researcher's personal networks. An email was sent to them in order to call for participation. Once they expressed interest in participating, the researcher sent the Participant Information Sheet (Appendix 1).

Secondly, the snowball sampling technique was used to help identify information-rich participants that could lead us to new respondents from the initial contacts (Patton, 2002). Note that in these instances, the researcher does not seek personal contact with new participants; rather the respondent is asked to provide the potential participant with a covering letter explaining the study so that the person can contact the researcher if they are interested. If the researcher receives an email expressing willingness to participate in an interview, the Participant Information Sheet is sent to them.

3.6. THEMATIC ANALYSIS

In this study, thematic analysis is used to analyse and identify specific patterns and themes in the subjective answers. According to Braun and Clarke (Braun & Clarke, 2006), "thematic analysis is a method for identifying, analysing and reporting patterns within data". The researcher used Nvivo 9 software to stores and manages the qualitative data and information. Data analysis was undertaken as the data came in and more data was sought until the themes were apparent.

The thematic data analysis involves an inductive-deductive approach. The coding process may identify new phenomena (theory research driven) as well as considering previous studies and theories (the prior-research-driven approach). Boyatzis (1998, p. 4) indicated that "a theme is initially generated inductively from the raw information and/or generated deductively from theory and prior research". Moreover, the researchers are not interested in any codes but those that are related to answering the research questions, thus introducing a deductive approach into the research.

The data analysis involves a coding process such as breaking data down into codes and then grouping similar or linked codes into categories. These codes and categories are constantly reviewed and re-defined in the context of the raw data until saturation is reached, i.e. no new patterns are found. Broader themes emerge from these categories

that can then become the centre of the analysis (Boyatzis, 1998). The data analysis is stopped when saturation point is reached, i.e. when no new pattern is found in the interviews. See section 4.2 for more details of the coding process.

3.7. VALIDITY AND CREDIBILITY

The coding process ensures validity of individual themes and codes by using only themes and codes that accurately reflect the meaning evident in the data. With prior-research-driven code development, the coding is inspired by previous studies and contemplating the theories. With theory-driven code development, the researcher starts with the theory, so once the observations are made about the presence of the themes in the raw information, the interpretation is a direct commentary on the theory (Boyatzis, 1998).

In terms of credibility, this study ensures congruence between the participant's view of their experience and the researcher's interpretation. Rigour is added by asking the interviewee to check the interview's transcripts, thus enabling them to clarify their point of view and/or suggest additional thoughts. In addition, the researcher describes extracts of the story as closely as possible to the meaning attributed by the respondents (Tobin & Begley, 2004). The extracts data and coding process accurately reflect the meaning evident in the raw data.

3.8. ETHICAL CONSIDERATIONS

The researcher applied the following key principles in order to design and practice this research in an ethical way. Ethical application was sought for this study and received from the AUT Ethics Committee on 11th October 2011 (approval number 11/244).

The semi-structured interview was designed to ensure voluntary of participation and informed consent in this research. Before the interview, all participants had already received the Participant Information Sheet that explains the purpose of this research, the extent of the contribution that they were being asked to make, and the amount of time that their contribution would entail. Participants were informed that their participation was to be completely voluntary and would only involve answering questions that related to the research topic. Moreover, participants could simply choose not to answer any question that they perceived as uncomfortable. The participants were also informed that they were free to withdraw from the research should they so wish at any time without any adverse consequences. They could also refuse to be audio taped if they felt

uncomfortable about this record method (in that case, only note-taking would be used to record the interview). If they agreed to take part in the research, they were required to sign a Consent Form before conducting the interview (Appendix 2). Participants also kept one copy of the signed consent form. Lastly, they also had the opportunity to contact the researcher or the study supervisor via telephone or e-mail to ask about the interview questions, and ask about the researcher's academic and professional credentials.

All care was taken in this research to protect respondents' privacy, minimise risk and limit deception. The researcher ensured that the interviewees' participation was entirely confidential, and the participants' anonymity was guaranteed throughout the research. The participants' privacy and personal details were completely anonymous and were not revealed by any means or in any form of communication. The respondents and primary data were completely confidential in the final report and published in aggregated form; for example, participants were named by codes (such as participant 1, participant 2) for comparison. The researcher and transcriber, who had already signed the Confidentiality Agreement, carried out the data transcription. The transcribed data only had numbers substituted; no names and/or personal information were mentioned and all respondents were offered a copy of the final report. Furthermore, the collected information and primary data in the interview was securely stored in the computer files, which require a username and password to access. Only the researcher and the study-supervisor have the username and password to access the computer and data files. All collected data and information will be destroyed after a period of six years. We asked participants if they encountered any issues relating to anonymity/confidentiality, to tell us so we could remedy any such situation as soon as it was detected.

Both the researcher and participants had to respect the values, practices and beliefs of other cultures and ensure limitation of deception. The participants were offered the opportunity to ask the researcher to clarify any questions and statements, and could choose not to answer any question that they perceived as being uncomfortable. In addition, the researcher did not conduct the interview in any deceitful, harmful or coercive manner. The interview questions were innocuous. The questions mainly encouraged the respondent to provide more information and insights about what really motivated them to sponsor a child and what lead them to choose a particular charity over others. None of these supporting or probing questions are misleading, offensive, personal or threatening.

The face-to-face semi-structured interview was designed to minimise risk and offered mutual benefits between participants and researchers. The mutual benefit is that the researcher collects primary data to complete a Masters Dissertation, while participants can express their views and thoughts about child sponsorship and how the children's charity should run its campaigns in order to satisfy their needs and/or wants. Additionally, participants were offered a synopsis of the research after it was finished, and might well find it interesting. There was no risk associated with participation in this study. While some of the questions asked about participants' opinions and views about sponsoring a child in a children's charity, most of the questions were innocuous.

3.9. SUMMARY OF METHODOLOGY

This research employed one major qualitative method suited to collecting relevant data to answer research questions. To address the research objectives, a series of nine in-depth interviews were conducted in an ethical way. The interviews were transcribed by the researcher and one transcriber. The researcher generated the coding process using the thematic analysis technique and applied an inductive-deductive approach. Chapter 4 outlines the data analysis, coding process, and presents the important findings of this research.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

Chapter 4 outlines the details of data collection, thematic analysis and the research findings. The findings present the extracted codes which reflect the meaning of the theme and thereby describe the findings. In addition, section 4.3 provides evidence of coding development and demonstrates the prevalence of the theme.

4.1. DETAILS OF DATA COLLECTION

This research conducted nine semi-structured interviews, and each interview took from 45 to 90 minutes. The following pages state the interview duration for each participant and present the profiles of participants, who come from different countries such as Asia, United Kingdom (UK), Europe (EU) and New Zealand (NZ), and have diverse backgrounds in education, involvement in child sponsorship, volunteer work, religiosity, household income and occupation. Thus, this dissertation collects contrasting personal motivations, and reaches saturation point when no new patterns are found in the interviews.

Section 4.2 demonstrates the coding process that opens new phenomena (inductive approach) as well as considering previous studies (deductive approach). Section 4.3 discusses the important findings of the research.

Table 3: Profiles of participants

Participants	Interview minutes	Age Group	Country of Birth	Children	Education	Period of child sponsorship	The frequency of religious attendance	Household income	Involvement in other charities or volunteer work	Occupation
Participant 1 (P1)	55	25-35	Asia	No	Post Graduate	4 years	1 or more than 1 a week	From $50,000 - $100,000 NZD/year	Yes	Employed
Participant 2 (P2)	45	46-55	South Africa	Yes	College	4 years	1 or more than 1 a week	From $50,000 - $100,000 NZD/year	Yes	Housewife
Participant 3 (P3)	50	18-24	Asia	No	University	5 years	1 or more than 1 a week	From $50,000 - $100,000 NZD/year	Yes	Student
Participant 4 (P4)	90	56 or older	UK	Yes	High School	5 years	Never	Less than $25,000 NZD/year	Yes	Employed
Participant 5 (P5)	80	18-24	EU	No	Bachelor's degree	5 years	1 or 2 per month	From $50,000 - $100,000 NZD/year	Yes	Employed
Participant 6 (P6)	60	46-55	Asia	Yes	Tertiary	More than 20 years	1 or more than 1 a week	More than $100,000 NZD/year	Yes	Housewife
Participant 7 (P7)	65	56 or older	Asia	Yes	Tertiary	8 years	1 or more than 1 a week	More than $100,000 NZD/year	Yes	Retired
Participant 8 (P8)	90	25-35	UK	No	Post Graduate	8 years	1 or 2 per month	From $50,000 - $100,000 NZD/year	Yes	Employed
Participant 9 (P9)	45	18-24	NZ	No	Bachelor's degree	1 year	1 or more than 1 a week	From $25,000 - $50,000 NZD/year	Yes	Student

4.2. CODING PROCESS

The researcher used Nvivo 9 software to manage qualitative data and information. Data analysis was undertaken as the data came in and more data were sought until the themes were apparent. The analysis involved interpreting data, which was broken down into codes and then merged into categories. Broader themes emerged from these categories that could then become the centre of the analysis (Boyatzis, 1998). These themes were constantly reviewed and re-defined in the context of the raw data, until saturation was reached, i.e. no new patterns were found.

The researcher used the coding process outlined by Boyatzis (1998) in understanding how to create codes, concepts, categories and emergent themes.

Phase 1: Data familiarity

Within the time and resource constraints, the interviewer transcribed five interviews and hired one transcriber to transcribe the remaining four interviews. However, the transcripts were only coded by the researcher (Ngan Huynh Nguyen). Before generating any codes, the researcher became familiar with the data by reading and re-reading the nine transcripts, making notes on key words or phrases that present a phenomenon in sponsoring children with World Vision.

Phase 2: Generate initial codes

The researcher is not interested in any codes except those that related to answering the research questions. As explained in section 3.6 thematic analysis, the coding process may identify new phenomena (theory research driven) as well as consider previous studies and theories (prior research driven approach). Boyatzis (1998) stated that "a theme or code is generated inductively from the raw information and/or generated deductively from theory and prior research" (p.4).

Phase 3: Reviewing and redefining the initial codes

The third phase involves reviewing and redefining the initial codes that emerge from the second step. It is essential to check compatibility of these initial codes with the raw data. This third phase is a repeat of the second phase, i.e. reflecting and analysing key words or phrases. When it feels that these initial codes accurately reflect the raw data, the researcher starts the coding schedule. This third phase provides an opportunity to

refine the codes and group them into concepts that accurately represent the relationship between these codes or the data.

Phase 4: Categorisation of the codes to emerge themes

Phase 4 relates to grouping similar or connected concepts in one category and developing a broader theme. Repeating Phase 3, the researcher keeps reflecting on and analysing these codes and concepts ensuring their compatibility with the raw data. These codes and concepts appear to have a relationship or are connected, thereby signalling when to group particular codes and concepts into a category. Broader themes emerge from these categories that could then become the centre of the analysis (Boyatzis, 1998). According to Braun and Clarke (2006), "a theme captures something important about the data in relation to the research question, and represents some level of patterned response or meaning within the data set" (p. 82). It is also essential to do a theoretical comparison in order to identify a higher level of theme if the incidents do not lend themselves easily to a category (Myers, 2010).

Phase 5: Validating and using the codes

At this stage, the researcher considers the validity of individual codes and themes in relation to the data set (Braun & Clarke, 2006). The researcher also needs to know whether the codes and themes accurately reflect the meanings of the data as a whole. Therefore, the researcher re-reads the entire data to ascertain the themes and codes in relation to the raw data, also to code any additional data within themes that missed out in earlier coding stages (Braun & Clarke, 2006). As coding is an on-going organic process, there is also a need for re-coding from the data to ensure the validation of coding process. Although, each data item is given equal attention in the coding process, the researcher only uses codes that accurately reflect the meaning of the data (Braun & Clarke, 2006). Importantly, these codes and themes are constantly reviewed and re-defined until saturation is reached, i.e. no new patterns are found.

Phase 6: Presenting the results

The last step involves presenting the results and explanation of the findings. The findings in this study portray major categories and themes that capture the meaning of the respondents' experiences in sponsoring children with a charity. The results help in answering the research questions and present significant findings.

The following section presents the findings of this research, together with coding tables and extracted codes.

4.3. FINDINGS

Thematic analysis focuses on finding answers for research questions. The emergent four themes in this study relate to women's motivation for child sponsorship with World Vision, including intrinsic motivation (theme 1), extrinsic motivation (theme 2), organisational motivation (theme 3), and differentiation and/or attractiveness (theme 4). Within each theme, coding tables are provided to reflect the evidence of emergent themes i.e. codes, concepts, and categories. Each category and concept is explained along with the extracted code in order to reflect the meaning of the themes and thereby answer the research questions 1 and 2.

4.3.1. WOMEN'S MOTIVATION FOR CHILD SPONSORSHIP

Research Question 1: "What are the motivation factors that cause women to sponsor children?"

The first part of the research findings reveals women's motivation for child sponsorship. The following pages present the findings on the two themes of intrinsic motivation and extrinsic motivation, together with coding tables, and an interpretation of each theme and its categories.

4.3.1.1. Intrinsic motivation

Women's intrinsic motivation is a desire to pursue child sponsorship for its own sake, rather for extrinsic rewards such as tax avoidance (Dentsu Canada Agency, 2011; Hoyer & Maclnnis, 2010). The analysis shows that women's intrinsic motivations derive from four categories: altruism, reciprocation, personal development and feeling good. The theme of intrinsic motivation is demonstrated in Table 4, following with an explanation of each category.

Table 4: Coding table for intrinsic motivation

Theme 1: Intrinsic motivation		
Step 1: Sample codes	**Step 2: Concepts and definition**	**Step 3: Categories and definition**
"Believe in taking care of people is the most important thing" "I contribute because I care, not because I get a tax break" "Mums' main aim in life is to nurture and feed their child" "I guess it's just something within me that wants to nurture someone" "It's someone to love and nurture that I can give to" "I suppose it would be just the pure need to feed these poor hungry kids"	Nurture: a desire to take care of underprivileged children	**Altruism:** helping children with no clear benefits to themselves
"I just know that it is part of what I need to do, I think mostly from my believe, religion... Everyone is equal, everyone should have proper education and health care!" "It from the religious point of view, because we were created by God and we are all equal then it is our responsibility to treat everybody like our brother or sister..." "Because you have been taught to be obedient, it's an identity thing. Because you are a Christian you have to do it. It's a must and it's ingrained" "We are so blessed already what we can give" "It's more blessed to give than to receive"	Religious: values of altruism derived from participants' religious values	
"I was raised to look after people less fortunate than me... Because that's how my grand-mother raised me" "It's always been something that my family has done" "It was definitely just something that I grew up doing"	Family: values of altruism derived from participants' family upbringing or tradition	
"Ever since I was a little girl, my parents were not so good, not a good example. There's a child out there, she is able to be a normal child" "I come from Africa and grew up seeing this sort of poverty daily, so I felt responsible from that angle too" "Understand what it's like to be in a big family because I come from a big family as well"	Previous experience: help those in similar situations to what they have experienced	**Reciprocity:** making contributions to a charity whose cause relates to their previous experience.
"I were a child in very poor family, received help from missionary" "During my course of growing up that I had this extra help"	Give back: giving in return for the benefits that they received from society or from non-profits	

(Table 4 continued: Coding table for intrinsic motivation)

Theme 1 continued: Intrinsic motivation		
Step 1: Sample codes	**Step 2: Concepts and definition**	**Step 3: Categories and definition**
"The value is to give and to share to develop your personal life or personality" "If I don't give…there is something lacking in myself... By doing good, I fulfil my internal feeling" "Some of us have money… so we can't just sit and do nothing with it... I think it helps to develop, just less of a selfish attitude I guess. It really makes me angry to see that"	<u>Giving and sharing</u>: the belief that giving and sharing will enhance their personal development	**Personal development**: motivated to give in order to develop their personal life or quality.
"By sponsoring the child, my children learn to share with other people" "We pass the value to our children...to share with the other" "I guess it's just the values that my parents instilled... give to other people who don't have it"	<u>Family education</u>: leading as an example in giving to charity, to pass this value of "give and share" to their children	
"Generate happy endorphins and make you smile" "Makes you a happier person in doing that" "It's privilege to bring joy to one person's life" "Peace and comfort feeling" "Pleasure feeling"	<u>Additional happiness</u>: receiving good feelings when sponsoring children	**Feeling good**: sponsors feel good and motivated to continue the sponsorship
"I'm very blessed to be able to be a small part of that" "Feel blessed and fortunate enough to give" "Feel more appreciate about yourself and of what you have"	<u>Self-appreciation</u>: sponsors felt fortunate enough to give and come to appreciate what they have in life	
"It's just like an outcome of my action, not initial motivation in sponsoring a child" "The good feeling motivate to continue sponsoring a child" "Because it does feel good to see them develop and it would feel bad to stop sponsoring them" "Gets lessen and lessen over a long period of time"	<u>Continue the child sponsorship</u>: good feelings and self-appreciation motivate sponsors to continue the sponsorship	

Altruism

All of the participants (except one participant aged 21) expressed their desire to help underprivileged children with no clear benefit to themselves, i.e. altruism. Altruistic motives are derived from three concepts such as "nurture", "religion", and "family".

Women felt motivated in sponsoring underprivileged children because they had the desire to nurture children. Participants strongly expressed their belief that taking care of people is the most important thing in life, thus they desired to nurture neglected children. Those women who did have children expressed a stronger desire to nurture children because they are compassionate about children, while those single women (i.e. did not have children) wanted to nurture neglected children. The desire to nurture children is reflected in the following examples:

> "I just believe that **taking care of people would be the most important thing**." (P5)
>
> "I have **two daughters of my own**. I guess it's raising them and watching them grow over the years has really **touched my compassionate side, particularly for children who are in other countries and really struggling** with droughts and famine and AIDS." (P8)
>
> "I've always wanted my own children and yet **I haven't got any of my own children**. I guess **as a single woman it's someone to love and nurture that I can give to**" (P4).

Participants who are religious (i.e. go to church once or more than once a week) indicated that religious values motivate them to help neglected children. These participants frequently used three codes to describe religious values in giving, such as "religious necessity", "blessing", "equity and fairness". They stated that it is a religious necessity that everyone gives to charity, no matter what their income level, as long as they can afford it. In addition, they felt blessed to have a good life, and want to share their blessings with children who are in need. Moreover, they described the values of "equity and fairness", as everyone is equal and should be treated the same. Therefore, they consider it unfair that underprivileged children do not receive as much as they have in life; hence they want to remedy this unfairness by sponsoring those children. The following quotes demonstrate three religious values which motivate participants to sponsor children:

> "Because you are a Christian you have to do it. **It's a must and it's ingrained**... **you have to do it**…. **I think it's necessary**...**In fact it's a must**, I think **everyone should do it no matter what income level they are**, as long as they are able to then they should do." (P3)
>
> "I **share my blessings with someone who is in need** even though I never have the opportunity in physical contact with that child. This is value within me, even though I was not rich but **I am much, much blessed than many people** in other parts of the world especially in the poorest country, Thailand or Africa." (P6)

"Look at these children, why can't they receive enough? **It's not fair that they do not get the same kind of luxury as you do**, such as proper education, proper healthcare... **Then shouldn't we be able to justify that? Everyone is equal, everyone should have proper education and health care!**" (P9)

On the other hand, participants who are less religious or non-religious (who go to church once or twice a month or never) expressed that their motivation is derived from family values, such as helping people who are in need or less fortunate. Their families raised them with these values and/or led by example in sponsoring children and, as a consequence, they are motivated to sponsor children. This is illustrated in the following quotes:

"**I was raised to look after people less fortunate than me... Because that's how my grand-mother raised me.**" (P8)

"**Because that's how she raised me**… **She helped people everywhere in any ways**… Because everybody in the world, everybody needs help" (P4)

"I guess **it's always been something that my family has done**… **just something that I grew up doing** and I just always knew that I would sponsor a child when I got older." (P5)

Therefore, women have strong altruistic motives which are derived from the three aspects of nurturing, religion, and family. These three aspects influenced or inspired them to sponsor neglected children.

Reciprocity

The second category conveys the motive of reciprocity, i.e. participants are motivated to sponsor children because they were in a similar situation and give to return back the benefits that they received from non-profits (Sargeant & Shang, 2011). Participants are motivated for child sponsorship because they want to help those in similar situations that they experienced during childhood, such as coming from a third world country, growing up in poverty or in big families (previous experience). By this means, they understand how difficult it is to live in these situations. Therefore they are motivated to give to improve the situation. In addition, some participants received help from non-profits during their childhood which made a difference in their life. In return, they feel responsible to give back the benefits, hence are motivated to contribute to child sponsorship. Therefore, the motive of reciprocity is derived from aspects of "previous experience" and "give back"; this is illustrated by the following quotes:

"**I come from Africa and grew up seeing this sort of poverty daily**... **so I felt responsible from that angle too**... it gives people an opportunity to feel that they can do the right thing in a situation that they previously saw..." (P2)

"I guess **I understand what it's like to be in a big family because I come from a big family as well**. **Both sponsored kids are in big families where they have to sort of help their parents and its hard work and stuff**." (P8)

"**Because of the missionary come to our country, I stay at the mission school and were able to study, and we have a future today**, otherwise I don't ever have education. So we are in a way looking back over our life, **remember we have received so much…so we try to give it back to them**." (P6)

Personal development

The third category of intrinsic motivation reflects the need for personal development, and this need is regardless of religion. Participants are motivated to give because they believe in "giving and sharing" will enhance their personal development, such as becoming more genuine or less selfish. In addition, they want to educate the value of "giving and sharing" to their children, thus become a leading example in child sponsorship. The following quotes reflect the motivation of personal development that is derived from the value of "giving and sharing" and "family education".

"In a human being, **there's no matter whether you're religious or not but the value is to give and to share,** and this **will able to develop your personal life or personality so if you don't give you not develop**. It's a release and it's helped me **to develop my personality**... I financially share with them, it's about morality...Some of us have money...we can't just sit on and do nothing with it because that's kind of selfish... **It's actually in our own best interest as well to use it and develop it**." (P5)

"**I believe in learning to share**… is something we want to do... to be aware of what's happening in the world, **to share whatever that we can with the people**. **Not only for ourselves, but also for our children**…**We pass the value to our children so they may want to share little things with the other**, so they can have a better future… **They need to learn to be able to share with other people. It's a very important family education**." (P7)

Feeling good

Most of the giving behaviours – religious giving, reciprocity giving, sponsoring a child – generate good feelings, thus motivate donors to continue to give. This category emerged from three concepts: "additional happiness", "self-appreciation" and "continue to give".

Respondents frequently stated they feel good when they commit to child sponsorship, including having "additional happiness" and "self-appreciation". The experience in sponsoring children brings additional happiness to participants. In addition, participants also gain self-appreciation, i.e. they realise they have a privileged life and appreciate more what they have. The following quotes illustrate the concepts of "additional happiness" and "self-appreciation":

"Actually you're **only truly happy when you're giving things to other people** and I think it's true... **it actually makes you a happier person in doing that.**" (P8)

"**It makes me more aware that actually I have a better life than that child does**... I have actually **got a really good life** whereas this child is struggling to live, so it makes you more aware of the differences and **more appreciative of what you have yourself**." (P4)

Feeling good, i.e. "additional happiness" and "self-appreciation", motivates participants to continue child sponsorship. Participants insisted that "feeling good" is the outcome of their action; it is not a factor that initially motivates them to sponsor children. In addition, this feeling only comes after they have contributed to the cause and seen the difference that they have made to the child. Therefore, this study considers that "feeling good" is the motivation for sponsoring children long-term, as opposed to the initial motivation. Moreover, participants indicated the motivation of "feeling good" diminishes over a long period of time because they get used to the feeling and have less inspiration for the cause. The motive of feeling good is illustrated by the following quotes:

> "When you start receiving feedback from your child and **you see the difference**... **then absolutely you don't want to stop sponsoring that child** because you don't want to stop seeing that person develop… **Because it does feel good to see them develop and it would feel bad to stop sponsoring them**. I think there is a certain amount of that as **not an initial motivation but it can help to keep things going**." (P5)

> "After so many years you are like yeah okay. But when you are younger you are like yeah **I feel good**, I help someone. **But as you get older and you continue you are just like okay, just doing my job kind of thing**." (P3)

4.3.1.2.   Extrinsic motivation

In contrast with intrinsic motivation, women's extrinsic motivation is the desire to pursue child sponsorship with the expectation of receiving personal benefits, for instance social affiliation (Hoyer & MacInnis, 2010). Additionally, extrinsic motivation acts as secondary influence as it has much less impact in women's decisions in sponsoring children, for instance, the affordability of helping the child. These two extrinsic motivation factors (i.e. affordability and social affiliation) only account for 20% of women's motivation for child sponsorship. Following is an explanation of each category along with the extracted codes.

Table 5: Coding table for extrinsic motivation

Theme: Extrinsic motivation		
Step 1: Sample codes	Step 2: Concepts and definition	Step 3: Categories and definition
"I already started working, $40 dollar a month wasn't that bad, it was affordable" "Just $40 dollars a month, it's okay... to know that they are actually spending on meaningful cause" "Knowing that the money is going to help another human being, well I'm happy to do the extra couple of hours and give the money"	Affordable for meaningful cause: already started earning and it is affordable to spend on a meaningful cause	**Affordability**: the price is affordable for spending on a meaningful cause
"It's just my friends raised the idea and we said let's do it together. If I don't, I feel like I don't belong to the group"	Social attachment: to belong to their social groups	**Social affiliation:** socially dependent and choose products participants feel others will approve of

Affordability

Child sponsorship becomes affordable once donors start working or are willing to work an extra couple of hours. Participants frequently stated that they are willing to sponsor because $40 NZD/month is affordable for spending on a meaningful cause, i.e. helping another human being. Therefore, an affordable price acts as a secondary influence on women's motivation for child sponsorship.

> "At that time, **I already started working**... and $**40 dollar a month wasn't that bad, it was affordable**, it wasn't asking me to pay like a thousand dollars… So $40 dollar a month was ok" P1

> "I believe that for me to work an extra couple of hours at my work and things like that, knowing that **the money is going to help another human being**... well **I'm happy to do the extra couple of hours and give the money**." (P8)

Social affiliation

Social affiliation describes the desire to be a member of a personally important social group, the need for belonging and friendship (Kardes et al., 2008). In this research, only one participant (a woman aged from 18 to 24) mentioned that she was motivated by social affiliation. Her friends initially raised the idea to sponsor children together, and she felt the need for belonging to her social group, thereby she decided to sponsor a child. This may indicate that young female sponsors have high affiliation needs, i.e. are socially dependent and choose products they feel others will approve of (Kardes et al., 2008). This is demonstrated by the following quote:

> "It's just **my friends raised the idea and we said let's do it together**, I was "okay!" **Nothing really inspired me**, it was just felt like... **if I don't do it, I don't belong to the group**." (P3)

Overall, the results show that women's intrinsic motivation is the most cited code (80% or 96/120 codes), thus it is the key trigger in evoking women's motivation in child

sponsorship. The researcher also discovered females' motivation for continuing to sponsor children, i.e. feeling good. On the other hand, extrinsic motivation only accounts for 20% (24/120 codes) in women's motivation for child sponsorship. Thus, extrinsic motivation is a secondary influence as it has much less effect on women's motivation to sponsor children. The following section presents the findings of research question 2, what makes women choose to sponsor with World Vision? The summary of the research findings is presented at the end of chapter 4.

4.3.2. WHY CHOOSE WORLD VISION

Research Question 2: "Why do women choose to sponsor with World Vision"

The second part of the research findings focuses on identifying factors that encourage women to choose to sponsor with World Vision. The thematic analysis shows two emergent themes as motivational factors that affect women's decisions in choosing a children's charity, i.e. "organisation" and "differentiation and/or attractiveness". The following pages present the findings of the two themes, together with coding tables, and an explanation of each theme.

4.3.2.1. Organisation

Thematic analysis shows that participants decided to choose World Vision because it is a good organisation. World Vision was perceived as being a good organisation because of its well-known, meaningful brand and demonstrating good organisational performance. Table 6 below illustrates the theme of organisation, following with an explanation of each category.

Table 6: Coding table for organisation motivational factors

Theme 3 : Organisation		
Step1: Sample codes	**Step 2: Concept and definition**	**Step 3: Category and definition**
"I chose to contact World Vision because that was the agency that I had heard so much about" "I am not aware of the others, but World Vision is definitely one of the popular ones" "Simply because that's who I know, that's who I've been brought up knowing" "It was who I knew I guess" "World Vision will go through the media, to the church, to other organisations to ask for funding" "They're also a very visible charity, TV adverts, promotion booth.... So yeah they're visible" "I like World Vision because they take very active steps...You always see them." "World Vision is more popular, more popular, more outreach. As compared to UNICEF, I don't really see UNICEF.	Well-known: because of its active outreach to the community, generates brand awareness, and popularity.	**Organisational brand**: participant's perception about World Vision brand, resulting from experiences with, and receiving information about the organisation.
"Just like brand, so you have brand already so you know the goodness of the brand…therefore I buy into that brand" "They keep on bringing a lot meaningful programs and it is good that we can be part of it" "World vision established as a going concern ... keep bringing many meaningful projects" "I look at World Vision programme, they are very meaningful...develop the people, is very meaningful. I find that very meaningful" "I felt they have done so many amazing things for so many kids…I felt they were the best" "I find they are really doing a very good job, very, very meaningful" "Because you are in part helping a community so other kids can go to school and the community can learn to be self-sufficient" "WV teaches them to develop, to have ability to earn money for the future. I like it a lot"	Meaningful: offers meaningful programmes that help the children and contribute to their community for future development	
"We are put our trust in World Vision, it's a Christian organisation" "I chose World Vision over other child charities because they are Christian, and I believed that the money I sent was going to the child that I chose, and not to an organization" "Their action is speak louder in words and their actions reflect their values of being a Christian organisation" "World Vision looked honest… I know that there are huge organisation, but I do trust them more than I would a non-Christian organization" "I suppose I just got work through the Christian organisation"	Christian: participants who are religious prefer and trust in a Christian organisation	

(Table 6 continued: Coding table for organisation motivational factors)

Theme 3 continued: Organisation		
Step1: Sample codes	**Step 2: Concept and definition**	**Step 3: Category and definition**
"You could see they were achieving their goals as well" "They doing a good job, achieving their purposes" "I assume they are doing a good job" "I don't even know what their mission statement is... I don't really looking to that...Sorry"	<u>Goal achievement</u>: achieve organisation's goals in fundraising programmes	**Organisational performance**: participants' perception about World Vision's performance in making a contribution to the cause
"It just seems to be like a very old charity, like it's been around forever in my opinion and because it's been around forever and everyone knows about then it's probably quite safe to assume it's doing a good job" "What bad could happen, it's just that they've done it many years ago, they're still doing it now and it still seems to work well" "They doing a good job, achieving their purposes… they were quite innovative in their fund raising efforts" "Many organisations they are there just for a period of time, they are just one-off… World Vision already established...continue to go on and on.…work continue to grow" "I felt they had been around for so long...they must know what they're doing"	<u>Long-established</u>: the organisation is established over a long period of time, and still continues growing	
"They have a lot of celebrities batting for them...they've got a celebrity, they must be really important and a really good charity" "World Vision has celebrity attention so therefore I should support the charity... It's just the fact that they've got that level of support" "I think they are good....especially they have people like Brooke Fraser or popular celebrities" "They have had some terrific ambassadors for World Vision. And I think that that is great"	<u>Celebrity endorsements</u>: the level of support from celebrities	

Organisational brand

The data analysis shows that World Vision's brand influences participants' decisions in choosing a children's charity. The category of "organisational brand" entails what makes participants prefer World Vision brand. The analysis focus is on how participants perceive World Vision brand. All participants frequently described World Vision brand as well-known, meaningful and a Christian organisation. This is demonstrated in Table 6 above, following with an explanation of each concept with extracted codes.

Being well-known was the first reason participants chose World Vision brand. Participants frequently stated three codes when illustrating World Vision is well known, including "active outreach", "aware" and "popular". Participants are more aware of World Vision than other charities, such as UNICEF, because it actively reaches out to the community. For example: "media, promotion booth at events, school and at church to ask for funding" (P3). In addition, World Vision was perceived as a popular charity, because participants saw the majority of people sponsored children through World Vision. Because of its well-known brand, participants instantly thought of World Vision whenever they heard about child sponsorship. Thus, World Vision's well-known brand influences women's decision in choosing a children's charity. This effect is illustrated by the following comments:

> "Because there are not many, or **I am not aware of the others**. But **everyone would know about World Vision**, **they are more outreach as compared to UNICEF**, I don't really see UNICEF…**I don't see UNICEF people coming up to talk, don't see them engaging with people**. It's a shame because in high schools, World Vision is more open to this, as compared to UNICEF..." (P3)

> "I choose World Vision because... **it is definitely one of the popular ones**...**That's who my parents sponsored a child through. That's who the church sponsors a child through. It's who other family, friends sponsor children through**..." (P5)

Meaningfulness was another concept that was brought forward from the thematic analysis. In particular, female sponsors frequently emphasised World Vision's programmes were meaningful because the sponsorship not only helped neglected children, but also contributed to "community development" and "capability". In addition, they felt the value of "community development" was meaningful because it provided a foundation for children to develop. Sponsors believed that children need to receive support from their community because it's impossible for children to develop or grow on their own. In addition, they felt the value of "capability" was meaningful because the programmes teach children to be capable of earning money in the future, hence have a potential future. As a result of meaningful projects, participants wanted to

be associated with World Vision, and contribute to help the organisation develop these meaningful projects. This is illustrated by the following quotes:

> "I see **World Vision has done many amazing thing for the kids**… **they are not just working with the children, they are working with the whole community**… I feel that these poor kids will have no chance to change their lives.. .**They need communities**...and they need a chance to survive…" (P8)

> "I look at **World Vision programs, they are very meaningful**. World Vision not only just want to get the money, they want to take the money to **teach them, to develop them** so they are able to be **capable to earn money for the future**. Something that develops the people, is **very meaningful**. I find that **very meaningful**. Because of that we start to, family start to get involved into World Vision programme..." (P7)

Being a Christian organisation was the least mentioned concept in the category of organisational brand. However, the majority of sponsors who were religious (i.e. attended church once or more than once per week) chose World Vision because they trust a Christian organisation, especially in the aspect of channelling money to sponsored children. Even though participants were aware of many charities, they preferred to sponsor through a Christian organisation.

> "I chose World Vision over other child charities **because they are Christian, and I believed that the money I sent was going to the child that I chose and not to an organisation**… They look honest... I know that they are a huge organisation and they need money to run, **but I do trust them more than I would a non-Christian organisation.**" (P2)

Organisational performance

The text analysis also shows that participants chose World Vision because the organisation demonstrates good performance. The category of organisational performance entails what makes participants perceive World Vision as having good performance. In addition, organisational performance is derived from three concepts, i.e. "goal achievement", being "long established", and "celebrity endorsements".

It is important to note that all nine participants expressed their attention on what World Vision has achieved for the cause, i.e. goal achievement. Interviewees indicated that they perceived World Vision as doing well because the charity achieved its goals in fundraising efforts for many different projects, such as child sponsorship, emergency aid, community development and education such as the 40 hours famine, for example:

> "Because child sponsorship is one project but they also **achieve their goals in many programs**… like emergency aid and community development and even children education in a school, children education like the 40 hours famine… so I think **they are doing very well, this is very good**…" (P7)

In addition, being long established was another concept that convinced participants to believe that World Vision achieved a better performance than other children's charities. Because of being a long-established organisation, sponsors felt World Vision was the

expert on children sponsorship. The example codes below reflect the effect of being a long-established organisation:

> "**Many organisations they are** there just for a period of time, they are **just one-off**… **World Vision already established and the work has continued to go on and on**. They have project after project…**work continue to grow so that can reach out to more and more people**, that is my belief. That's the reason why when we look at World Vision I believe World Vision is the best choice available..." (P7)

> "I chose WV because **they seemed the best choice available**... **I felt they had been around for so long** and had done so many amazing things for so many kids…**I felt they were the best**. **They've been around for so long-they must know what they're doing**..." (P2)

Moreover, celebrity endorsements positively influence participants' perception about the organisation's performance. The strong level of support from celebrities makes participants have an impression that World Vision is a good or an important charity, for instance:

> "I guess **they have a lot of celebrities batting for them**… people will see there's a celebrity, they've got a celebrity, **they must be really important and a really good charity**. So that psychologically makes you sort of take World Vision." (P5)

4.3.2.2. Differentiation or attractiveness

This fourth theme demonstrates that "differentiation and/or attractiveness" draws participants to choose World Vision. The text analysis shows that World Vision was perceived to be differentiated or more attractive because of its personalised sponsorship programmes and attractive marketing communication. This is illustrated in Table 7 below (p.53 and p.55), following with an explanation of each category with extracted codes.

Table 7: Coding table for differentiation and/or attractiveness

Theme 4: Differentiation and/or Attractiveness		
Step 1: Sample codes	**Step 2: Concepts and definition**	**Step 3: Categories and definition**
"Being able to individually choose kids is a big draw card" "It was the way World Vision presents it is attractive. You could choose a child" "World Vision's idea of giving one child at a time is excellent. It also helps people feel that that particular child is kind of part of their family" "You could choose a child. You had photos and you had the information, which is almost like an incentive because you can kind of see it" "You could choose a child. You had photos and you had the information, which is almost like an incentive" "I just preferred to directly help one person, it's just like a stronger connection I guess"	Personal effort: can choose one child to support	**Personalisation**: individuals can choose which child to sponsor and to communicate with.
"The best part is to get a photo every year just to see how she's growing up" "Reading her letters and see her photos, I just know that she's getting that money" "You know who you're helping and how you're helping them and to be able to see the development too over the years" "Able to write and receive letters, sending presents and stuff. So that probably would be been a huge factor with choosing World Vision" "The big motivator with the whole writing letters and photos and stuff... I like that personal touch" "You had photos and you had the information, which is almost like an incentive because you can kind of see it" "I think they communicate with their sponsors or the people that sponsor the kids really well. I like that they think of little things to send to the children during the year and they get you quite involved with it" "Because they are very responsive. When you sponsor a child every now and then the child will write letter to you to tell you what is actually happening to the child…you can see whatever you sponsor you can see the result in the child"	Personal communication: receive personal letters, monthly report from the sponsored children, thus able to determine their contribution to the child.	

Personalisation

All participants frequently emphasised that World Vision's services or programmes were personalised and appealed to them, thus setting World Vision apart from other children's charities. The text analysis shows that participants were attracted to World Vision's programmes because of two concepts: "personal effort" and receiving "personal communication" between them and the sponsored children. Participants also

indicated this kind of personalisation was not offered by other charities such as UNICEF.

The concept of personal effort in child sponsorship appeals to women. Women sponsors frequently stated two reasons for preferring the value of making a personal effort, i.e. "choose one child", and "contribute to one child". In other words, they prefer to sponsor children through World Vision because they can individually choose a child to sponsor, thus receive a personal connection. For instance, "the feeling of adopting the child and s/he became part of their family" (P4). Moreover, the idea of contributing to one child makes child sponsorship become more of a personal connection, because they know who they are helping, thus motivating them to contribute through World Vision.

> "I also think that World Vision's idea of **giving one child at a time is excellent** because of this observation. It also helps people **feel that particular child is kind of part of their family**." (P8)

> "For some reason **I just preferred to directly help one person**… **you know who you're helping and how you're helping them**... **It just stronger connection,** I guess…" (P6)

Personal communication is another concept that motivates participants to sponsor with World Vision rather than other charities such as UNICEF. Participants frequently stated their interest in receiving personal communication in child sponsorship. World Vision's programme offers and organises personal communication between donors and sponsored children; for example, they receive monthly reports, personal letters and photos from sponsored children. This type of personal communication enables sponsors to determine the results of their financial contribution. For example, the monthly report states how the child is progressing and developing, thus sponsors can determine that their money is channelling to the children. Whereas in other children's charities such as UNICEF, sponsors only receive a statement about the money that goes out of their accounts, and do not receive any personalisation communication. As a result, the personalisation that is offered by World Vision appeals to participants and contrasts World Vision with other children's charities. The effect of personal communication is demonstrated by the quotes below:

> "World Vision… I knew that **you could write to the kids and they would write back and I knew that you would get yearly updates**. I knew that you could send them little presents and stuff. So that probably would be been **a huge factor with choosing World Vision**… **I don't feel any personal connection with UNICEF, it's just money that goes out of my account every month** and I don't even think about it but **with World Vision I get so much more** out of that and I almost feel like the child gets more out of it **too because they have more communication with me.**" (P4)

> "Because **World Vision is very responsive**... when you sponsor a child every now and then **the child will write letter to you to tell you what is actually happening to the child. You see the little child grow up. They send you the photograph**…This other thing **you can see whatever you sponsor you can see the result in the child**." (P6)

Theme 4 continued: Differentiation and/or Attractiveness		
Step 1: Sample codes	**Step 2: Concepts and definition**	**Step 3: Categories and definition**
"World Vision once again did not ever mention religion" "I believe that they have the same integrity and the same intention of helping underprivileged children" "I believe that they have the same intention, to help people, regardless" "I saw their intention as the same as my own intention of helping people, of any race, any culture, any creed, any colour" "What World Vision has been promoting the intention that I believe in. That they are there to help underprivileged children in all countries of the world" "I believe that the intention of World Vision is to help people regardless" "Although they are a Christian organisation... they don't Bible bash or advertise say that it's a Christian organisation" "I really believe that we help people because they need help. Not because they're a member of that church or this church or any other church. People need help, they just need help"	<u>Intention of Integrity</u>: World Vision is perceived as having integrity because of its good intention in helping children regardless of ethnicity, religion.	**Marketing communication**: World Vision's advertising, communication messages, and its intention in helping neglected children
"World Vision photos that show the kids looking poor, but not all dirty, definitely makes it more attractive for me to want to consider sponsoring" I suppose because they look more like little people, you can see their faces clearly… their potential to survive and do well with clean water, good food "I guess just advertising on television. World Vision are really the only adverts I can remember seeing when I was a child" "Because I already decided that I was going to use World Vision and that's it. I wasn't interested in the other agencies who were advertising because of what they were promoting" "Hate seeing the adverts with the kids who look malnourished... it makes me feel guilty sitting in comfort, eating good food"	<u>Positive appeal</u>: World Vision's positive advertising encourages giving	

Marketing communication

This second category entails why women sponsors felt motivated by World Vision's marketing communication. Participants frequently stated they are motivated or more interested in marketing communication from World Vision because of two reasons: (1) positive appeals, and (2) integrity of intention.

The positive appeal of World Vision's advertising encourages participants to believe in the possibility of making a difference to underprivileged children. Participants described the positive appeal as the image of the one child in need but still having the potential to

survive. This positive appeal makes participants believe that even a small amount of monthly sponsorship can make a difference to those children. On the other hand, other children's charities presented the problem with dramatic and negative images, thus participants felt guilty and saw no potential in improving the situation. As a result, female sponsors were more likely to consider in making contributions to World Vision than other children's' charities. For instance, when the researcher asked why participants were interested in World Vision's advertising, interviewees' responses illustrated the effect of positive appeal:

> "I must admit that **I hate seeing the advertising with the kids who look malnourished and sad**...with snotty noses and eyes...I usually change channels when they come on TV-because **they make you feel so powerless to help**...and it **makes me feel guilty** sitting in comfort, eating good food in my home! **World Vision photos** that **show the kids looking poor, but not all dirty, definitely make it more attractive for me to want to consider sponsoring**…. I suppose because **they look more like little people and you can see their faces clearly and their potential to survive** and do well with clean water and good food. **It makes you want to try and help** educate them too! I think when the problem is presented as HUGE, it makes me feel like "what can I do to help", but when **it is presented in a positive light, it makes me feel like my little bit of monthly contribution could make a difference.**" (P2)

World Vision's integrity of intention differentiates itself from other service providers and encourages donation. World Vision is perceived as having integrity because of its good intention, i.e. helping children regardless of ethnicity and religion. Although World Vision is a Christian organisation, the charity does not include religion in its marketing communication, rather promoting that its intention is to help those who are in need regardless of religion and ethnicity. Participants perceived World Vision's intension demonstrates integrity, and this motivated them to contribute to World Vision. In contrast, other charities such as Christian Children's Fund advertise themselves as helping people within a particular religion, which de-motivated participants because they perceived it is an unnecessary limitation, and that people need help regardless of their beliefs. The effect of integrity of intention is illustrated by the following quotes below:

> "Because I wasn't interested in the other agencies who were advertising because of what they were promoting…**What World Vision has been promoting the intention that I believe in**. That they are there to help underprivileged children in all countries of the world. **I believe that World Vision have the same intention as mine**. It's not about picking up little people and trying to bring them into their church** and filling their head with that sort of stuff. Or we will only help people if you come to our church and things like that. **I believe that the intention of World Vision is to help people. Regardless. That's my interest. Regardless!... I'm also of the belief that in helping people it's not just to do with religion**. So some of the agencies like the Christian Children's Fund and some of them they are related to churches. And that's not what I wanted to achieve**. I really believe that we help people because they need help." (P9)

> "I think, World Vision, **they don't Bible bash or advertise say that it's a Christian organisation**. You know, **some people may get put off by that**, for example: "I am not Christian so I cannot be part of that". **Other organisation have done that, advertise they are Christian, but I don't think that it's necessary to put a tag on it, it may also de-motivate**

some people as well. So **World Vision action** is speak louder in words, so their actions **reflect their values of being a Christian organisation, I think that distinguish them from the rest.**" (P1)

Therefore, participants choose to sponsor with World Vision because it is a good choice available for child sponsorship. World Vision is perceived as being a good choice because of its well-known, meaningful and Christian brand, demonstration of good organisational performance, has personalised sponsorship programme, has differentiated and/or attractive marketing communication (i.e. positive appeals and integrity of intention). These factors encourage women to choose to register for child sponsorship with World Vision. Additionally, World Vision's personalised sponsorship programme and marketing communication set World Vision apart for other charities. The following pages present the summary of the research findings.

4.3.3. *SUMMARY OF THE RESEARCH FINDINGS*

Overall, intrinsic motivation is the key source of women's motivation in sponsoring a child through a children's charity because it is the most frequently occurring code or the most cited code (80 %) compared to extrinsic motivation (20 %). Extrinsic motivation acts as a secondary influence as it has much less effect in women's decisions in sponsoring children. Whereas, the organisational factors relate to what motivate women to choose to sponsor with World Vision.

Part one of the research findings relates to women's motivation for child sponsorship. Females' intrinsic motivation is governed by four factors. The first factor is the altruistic motive, which derives from women's desire to nurture children, religious and family values in giving. The second factor is reciprocity motivation, i.e. helping those in a similar situation to what the participants have experienced, and/or wanting to return back the benefit the participants have received from non-profit organisations. Thirdly, women are motivated by personal development, i.e. the need to give back to enhance personal development. Especially, "feeling good" motivates female sponsors to continue sponsorship, as opposed to the initial motivation. These four factors motivate and/or influence women to have the desire to sponsor neglected children.

In contrast, there are two extrinsic motivation factors that have much less influence on women's motivation for child sponsorship, i.e. (1) the affordability of spending on a meaningful cause, (2) social affiliation i.e. to belong to their social group. Social affiliation is only being a factor by one young sponsor, i.e. a female aged from 18 to 24.

The second part of the research findings outlines four factors that motivate women to choose to sponsor with World Vision. The first motivation factor is its organisational brand, which is perceived as well-known, meaningful and Christian. The second motivation factor is related to World Vision demonstrating its good performance, such as achieving organisation goals, being long established, and receiving a high level of support from celebrities. Thirdly, World Vision's personalised sponsorship programme motivates participants to choose to sponsor with World Vision. For instance, the programme offers personal effort and personal communication with the sponsored children. Furthermore, women sponsors feel moved by or more interested in marketing communication from World Vision because of two reasons: (1) positive appeal, and (2) demonstrating its good intention, which shows integrity. It is important to note that World Vision's personalised sponsorship programme and marketing communication set World Vision apart for other charities.

Chapter 5 provides a critical discussion and the conclusion of this dissertation. Following after are suggestions for implications in practice as well as for future research.

CHAPTER 5: DISCUSSION AND CONCLUSION

Chapter 5 provides a critical discussion of the key findings in conjunction with the existing literature to obtain insight into women's motivation for child sponsorship with a children's charity. The discussion leads to some suggested practical implications for improving the level of financial support for the cause, and indicates some recommendations for further research. In conclusion, the report indicates the main contribution of this research.

5.1. DISCUSSION

As previously discussed, there is no academic research study on women's perspectives in terms of motivation for sponsoring children with a children's charity. For charities, child sponsorship relies heavily on the financial contributions of sponsors and it is just not viable for a charitable organisation to rely only on "doing good" to obtain sufficient support, especially when the economy is in recession and the plethora of new charities continues to grow. Bussell and Forbes (2002) emphasised that marketing techniques have an important role in helping non-profits to gain sufficient financial support.

This dissertation aims to find out what motivates women to sponsor children (objective 1) and what leads women to choose to sponsor with World Vision (objective 2). Based on these research objectives, the sampling frame of female sponsors was selected; and nine semi-structured interviews were employed with thematic analysis to provide sufficiently in-depth findings.

In order to understand what motivates females to sponsor a child, the charity first needs to identify what generates personal relevance for women because it is the key trigger evoking women's motivation for child sponsorship. This may be, for example, what women regard as important beliefs and values that guide their behaviour in sponsoring children, what needs they want to satisfy, and what outcome they expect to achieve (Hoyer & MacInnis, 2010). These personal relevance factors influence and/or create women's motivation for charitable giving – for example, the value of altruism guides women's behaviour in sponsoring children; and World Vision's intention is consistent with women's values of helping children regardless of religion and ethnicity. This personal relevance encourages women to think about and to be involved in child sponsorship with a charity. This standpoint is consistent with the literature of consumer motivation (Hoyer & MacInnis, 2010; Kardes et al., 2008).

Part one of the research findings is related to factors that motivate women to sponsor underprivileged children. These motivational factors act as a segmentation base for the children's charity to identify potential donors. According to Cermak et al. (1994), for charitable organisations, segmentation based on motivations has proven to be more powerful than demographic variables such as age groups and income levels. This dissertation suggests that, in order to achieve sufficient financial support from donors, children's charities need to identify people who would have a strong desire or intrinsic motivation for helping underprivileged children. In other words, the matter is not about marketing or hard selling the non-profit cause, the core matter is to target people who have a desire to pursue the cause; this is illustrated by the following participant:

> "**As long as we have a heart for it, one day we will end up doing it**...Yeah because it has to be volunteer. **No hard selling definitely**. You cannot compel someone to do it. They will just even withdraw further, so basically I think really people will go... because probably **they have received input or certain information already so when the time comes they feel they have the ability to do it and they will go for it**. You get ready, you just get yourself available, accessible and people will!" (P6)

This study has found that intrinsic motivation is the most frequently occurring code or the most cited code (80%), thus it is the key trigger evoking women's motivation for child sponsorship. Although, this is not the first study to state that intrinsic motivation is the key stimulus in charitable giving, such as bequest giving (Sargeant & Shang, 2011) and religious giving (Showers et al., 2011), it is important that this research confirms intrinsic motivation is also the key trigger motivating women to support underprivileged children.

As a result, women are an important market for child sponsorship, because 80% of their motivation is derived from an intrinsic source, i.e. the desire to pursue child sponsorship for its own sake. The findings illustrate that women strongly believe caring and helping others is the most important value in life, thereby confirming the label for those women as "altruistic motive" because they care to help others and become more focused on others' welfare (Chang & Lee, 2011). In particular, this dissertation finds that the altruistic motive is mostly derived from women's desire for nurturing children; religious and family values in giving.

Those women who do have children state that raising and looking after their own children has touched their compassionate side for underprivileged children. Therefore, they are willing to pursue the cause with direct benefit to themselves. In addition, women who are religious (i.e. go to church once or more than once per week) expressed the view that nurturing neglected children is part of what they need to do and this belief

is mostly derived from their religion. This finding is consistent with the literature of Showers et al. (2011) and Repsys (2010), who indicate that religious giving is a necessary good at all levels of income and giving is a spiritual necessity. However, these two studies do not specifically indicate where this religious giving is derived from. This dissertation reveals that the behaviour of religious giving is not only derived from spiritual necessity, but is also derived from the value of equity and fairness (i.e. every person should be equal and receive in life as much as you), and derived from the belief that "it is more blessed to give than to receive". As a result, this study indicates that women who have children and/or religious beliefs are an important market for child sponsorship.

Those women who do not have children have the sense of wanting to nurture neglected children since they want to have their own children in the near future (family builders). In contrast with other studies of religious giving (Repsys, 2010; Showers et al., 2011), participants who consider themselves less religious or non-religious, i.e. attend church less than twice a month or never attend (holding on other socio-demographic variables) stated their motivation is derived from family values, such as helping people who are in need or less fortunate. As a consequence, they were inspired by this family value and decided to financially support neglected children. This finding suggests that children's charities should also target women who are family builders (i.e. wanting to have children soon) and/or less religiously observant.

Moreover, the motives for helping underprivileged children also come from reciprocity. Participants felt motivated to sponsor neglected children because they were in a similar situation and/or want to repay back the benefits that they received from non-profits. This finding is reflected in the literature on reciprocity motivation, i.e. contributing to a charity whose cause relates to their previous experience (Sargeant & Shang, 2011). Therefore, this study considers that reciprocity motivation is not only a predictor in donating to medical causes (Dentsu Canada Agency, 2011) and bequest giving (Sargeant & Shang, 2011) but is also relevant to child sponsorship. Furthermore, this research also confirms that those women who come from a third world country such as South Africa, and/or who had a difficult childhood, but now have financial stability (household income from $50,000–$100,000 NZD/year or more than $100,000 NZD/year), are a potential market for children's charities. They are more motivated to help underprivileged children because they have experienced a similar situation and understand that even a little help can make a difference to an individual's life.

Besides, this research findings are consistent with the view of Stockton (2008), who states that tax avoidance is not a motivation in charitable giving, in fact giving is a central desire of individuals who are wanting to develop healthy personalities. In this dissertation, all women participants stated that they believe in "giving and sharing" help to enhance their personal development, such as becoming genuine. In addition, they wanted to pass this value of "giving and sharing" to their children, thus become a leading example in financially funding underprivileged children. Thereby, the need for personal development motivates women to sponsor children, and this need is regardless of religion.

During the process of finding answers for research question 1, the researcher reveals that "feeling good" motivates women to continue their sponsorship. Most existing studies such as charitable giving in general (Anik et al., 2009), religious giving (Showers et al., 2011), bequest giving (Sargeant & Shang, 2011), and volunteerism (Unger, 1991) stated that people motivated to give because giving to generate good feeling such as feeling happier. Particularly, a quantitative study from Henke and Fontenot (2009) stated that "feeling good" is a significant predictor of giving to children's causes. However, this qualitative research indicates that "feeling good" motivates sponsors to continue the donation, as opposed to initial motivation. In this research, participants insisted that "feeling good" (i.e. additional happiness and self-appreciation) only arise after they have contributed to the cause and seen the difference that they have made. For instance P5 stated, "When you start receiving feedback from your child and you see the difference... then absolutely you don't want to stop sponsoring that child... Because it does feel good to see them develop and it would feel bad to stop sponsoring them. I think there is a certain amount of that as not an initial motivation but it can help to keep things going". Importantly, this research reveals that the motivation of "feeling good" diminishes over a long period of time, since sponsors get used to the feeling and have less inspiration for the cause, for instance:

> "**After so many years you are like yeah.. okay**… But when you are younger you are like yeah **I feel good**, I help someone. **But as you get older and you continue you are just like okay, just doing my job kind of thing**." (P3)

The previous section discusses the intrinsic motivation of women i.e. the desire to pursue child sponsorship for its own sake. In contrast, extrinsic motivation acts as secondary influence as it has much less influence in women's decisions for child sponsorship. This research finds two extrinsic motivation factors based on females' perspectives, including (1) the affordability of spending on a meaningful cause, and (2)

social affiliation, i.e. being involved in the cause in order to belong to their social group. The social affiliation factor corresponds with Kardes et al. (2008) who indicate that individuals often need affiliation i.e. the desire to be a member of a personally important social group. This research considers that these two extrinsic motivation factors have much less influence in women's decisions in sponsoring a child, because they are only 20% accountable in women's motivation for child sponsorship.

The second part of the research findings is focused on identifying factors that lead women to choose to sponsor with World Vision (research objective 2). By identifying the factors that influence women in choosing a particular charity, this research able to reveal factors that help World Vision distinguish itself from other charities and obtain sponsorship.

Although participants stated that they perceive that most children's charities are the same, they considered that World Vision is a potential charity to donate to. There are four factors that encourage women to choose World Vision: (1) it is a well-known, meaningful and Christian brand; (2) it demonstrates good organisational performance which derives from achieving goals, being long established and having celebrities' endorsement; (3) it has a personalised sponsorship programme, including personal efforts and personal communication with sponsored children; (4) its differentiated and/or attractive marketing communication, such as positive appeals and demonstration of good intention which shows integrity. This research indicates these four factors appeal to women and encourage them to register for child sponsorship with World Vision. Additionally, personalised sponsorship programme and attractive marketing communication set World Vision apart from other charities. Therefore, this study is consistent with the literature of Chew and Osborne (2005, 2006; 2008, 2009) whose studies state that a charitable organisation needs to effectively differentiate itself from other service providers in order to obtain donations. This is illustrated by the following quote from the interviews:

> "I think for me… it is a question of **organisation that can distinguish itself**… Because we don't have comparison in charities…we are not going shopping list." (P6)

Consistent with two studies on motivation for charitable giving (Dentsu Canada Agency, 2011; Sargeant & Shang, 2011), this research also indicates that individuals choose charities that have potential in making a difference to the causes. World Vision is perceived as a potential organisation because of its good organisational performance i.e. achieving their goals, being long established and receiving support from celebrities.

This study suggests that children's charities should consider demonstrating good organisation performance in order to be perceived as a potential charity of choice.

Moreover, women felt attracted by World Vision's brand, consequently they want to be associated with the charity and contribute to the cause. World Vision's brand is perceived as attractive because of being a well-known, meaningful and Christian organisation. It is a well-known brand because of its extensive outreach to the community to obtain brand awareness and popularity. Meaningfulness is another concept that draws women to World Vision; for instance, the sponsorship not only helps neglected children, but also contributes to the community for children to develop and become capable of earning money in the future. Some religious participants stated they prefer and trust a Christian organisation. However, having a Christian brand is the least mentioned code thus it has less influence on women's perceptions about the charity's brand. This indicates that religious women are not highly influenced or motivated by a Christian brand. The reason is women (including religious women) believe in helping people regardless of religion and ethnicity. Overall, these findings indicate that a charity's brand is an important aspect in influencing donors' decisions in choosing charities. Therefore, future research should consider studying how children's charities build a strong or meaningful brand.

All participants frequently emphasised that World Vision's personalisation and communication motivates them to sponsor, and set World Vision apart from other charities. Women stated that they choose World Vision because its sponsorship programme offers personalisation that no other children's charities, such as UNICEF, have offered. For instance, people can individually choose and contribute to one child with World Vision, and thus receive a personal connection and see the results of the personal effort in helping the child. In addition, World Vision's programme offers and organises personal communication between donors and sponsored children. For instance, sponsors receive monthly reports, personal letters and photos from sponsored children. This type of personal communication enables sponsors to determine the result of their financial contribution, thus motivating them to choose World Vision. Hence, this study is consistent with the literature of bequest giving (Sargeant & Shang, 2011), which indicates that the quality of the communication – such as being kept informed about how sponsors' donations have been used – influences individuals' decisions in choosing which charities to donate to.

Furthermore, participants stated they felt motivated or more interested in the marketing communication of World Vision because of its positive appeals, and demonstration of good intention which shows integrity. Rather than using negative or guilt appeal, such as in the charitable giving studies of Basil, Ridgway and Basil (2006, 2008), World Vision's marketing communication presents the problem in a positive image, thus encouraging viewers to believe in the possibility of making differences in the lives of underprivileged children with World Vision.

It is important to note that World Vision's integrity of intention differentiates itself from other service providers and encourages donation. Although World Vision is a Christian organisation, the charity clearly communicates its intention, i.e. helping children regardless of ethnicity and religion. Women perceive that this intention shows integrity, and this motivates them to contribute to World Vision. In comparison, other charities such as Christian Children's Fund advertise themselves as helping people with a particular religion, which de-motivates participants because they perceive it is an unnecessary limitation, and that people need help regardless of their beliefs. Thereby, this finding is consistent with the literature which suggests that communication of mission is a driver of donations in non-profit organisations (Frumkin & Kim, 2001); and that a non-profit's mission helps it to differentiate itself from other service providers (Chew, 2005, 2006; Chew & Osborne, 2008, 2009). As a result, it is important that children's charities should have their mission in parallel with what donors want to achieve in the cause. It is also important that children's charities clearly communicate their mission in helping children regardless, in order to demonstrate their good intentions.

The following section suggests practical implications for improving the level of financial support for child sponsorship.

5.2. IMPLICATIONS FOR CHARITY MANAGEMENT

This study suggests that non-profits should employ a number of commercial sector practices in order to gain sufficient financial support. The implications of this study indicate three important practices that marketing managers should take into consideration: (1) identifying potential market and retaining current donors, (2) building a meaningful yet well recognisable brand, (3) marketing communication and personalisation to encourage sponsorship.

In order to identify who the target market for child sponsorship, children's charities need to identify potential donors who have a desire or intrinsic motivation for the cause, rather than those who are motivated by extrinsic rewards, for instance social affiliation. Children's charities should conduct marketing research to find out what people regard as the important values and beliefs that guide their behaviour in charitable giving such as sponsoring a child; what needs people want to meet when involved in the cause; and what outcome donors expect to achieve. According to these findings, charities can identify potential segments which have strong intrinsic motivation for the cause, and target one or more of these segments with a distinct marketing mix. This study suggests three important target groups for child sponsorship, including (1) women who have children and/or religious women; (2) women who are family builders (i.e. wanting to have children soon) and/or are less religiously observant, (3) women who come from a third world country and/or had a difficult childhood but now have the financial ability to sponsor underprivileged children. As discussed in the research findings, these three target groups have strong intrinsic motivation for child sponsorship.

Based on women's motivation for sponsoring children long-term, children's charities can retain their female sponsors. Feeling good (i.e. feeling happier and having a sense of self-appreciation) are the factors that motivate women to continue their sponsorship with children. Women feel good when they know what difference they have made to the underprivileged children. Therefore, children's charities need to constantly provide quality communication between sponsors and the children, so that sponsors can determine how their funding has made a difference to the children's life. Hence sponsors can continue feeling good and will not stop the sponsorship.

Demonstrating good organisational performance also influences potential donors' decisions in choosing a charity and encourages giving. The charity needs to show it has good or potentially good performance in making a difference to the cause, such as achieving its organisation goals, being a long established organisation, and receiving support from well-known people, for instance celebrities.

In addition, the charitable brand also influences potential donors' decisions in choosing a particular charity and encourages donation. Charities should define themselves around the causes that they are established to serve, with the aim of becoming sufficiently important to gain financial support. Marketing managers should focus on building a meaningful yet well recognisable brand in order to obtain donation. A meaningful brand can be built by offering a meaningful sponsorship programme. For instance, a

sponsorship programme helps neglected children, and contributes to the children's community so they can develop and become capable of earning money in the future. By doing this, the charitable brand may be perceived as meaningful and may motivate women to be associated with the charity. In order to have a well-recognisable brand, marketing managers need to increase brand awareness by extensively communicating to the community what their purpose is and what difference they have made to the cause.

In addition, marketing communication should present the problem in a solution-focused appeal or positive appeal to encourage potential donors to believe in the possibility of making a difference. Moreover, the key communication messages should emphasise the charity's good intention, such as helping people regardless of religion and ethnicity. Furthermore, the sponsorship programme should offer personalisation to encourage donation. For instance: people should be able to individually choose who or what they make donation to. The sponsorship programme should also have an affordable price so as to extrinsically encourage people to give to the cause.

The following two sections discuss the limitations of the research and suggest directions for future valuable research.

5.3. LIMITATIONS OF THE RESEARCH

Although the scope of this study is narrow, the research findings raise awareness of the lack of research on this topic area. Equally importantly, this study provides insight into women's perspectives on sponsoring children with World Vision. These insights provide knowledge on the research topic and above all provide a foundation for further valuable research.

The findings produced from this investigation only reflect women's perspectives in terms of motivation for child sponsorship with World Vision. They are not meant to represent all donors of all children's charities, nor are they meant to reflect females' perspectives on other children's charities. In addition, the researcher of this study describes the extracts of the story as closely as possible to the meaning attributed by the respondents (Tobin & Begley, 2004). The thematic analysis extracts the data and the coding process accurately reflects the meaning of the findings.

In addition, thematic analysis admits the difficulty of making generalisations on motivations for charitable giving (James & Sharpe, 2007), thus this research still insists that understanding motivation requires indirect research methods which then need

careful interpretation. As previously mentioned, in-depth interviews are particularly useful when the research aims to understand perceptions and beliefs, especially when the researcher cannot be sure what interpretation or code is guiding the actors (Marshall & Rossman, 1989; Sargeant & Shang, 2011).

5.4. DIRECTIONS FOR FUTURE RESEARCH

The current literature suggests that fundamental to segmentation is the source of motivation and that personal relevance is the key trigger of motivation. This motivational study reveals that the marketing interface is more complex than the literature suggests, thus it sets a foundation for further research that is worth studying.

Previous studies state that gender roles are an important determinant of reactions to charitable appeals and/or segmentation (Chang & Lee, 2011), and that men and women respond to charity framing messages differently (Brunel & Nelson, 2000). Therefore, it is important to also consider men's perspectives in this research area. This will enable researchers to make comparisons and draw out the similarities and differences between men's and women's perceptions of motivation for child sponsorship. In addition, the sampling should include sponsors who contribute to other charities such as UNICEF, Tear Fund, or Save a Child. The aim is to generalise the knowledge of motivation in child sponsorship. Qualitative research such as semi-structured in-depth interviews still offers a sufficient method in investigating motivational research. It enables a researcher to collect richer data and conduct in-depth analysis.

On the other hand, a further potential area for study relates to the reasons for donor's withdrawal of their sponsorship, or even non-participation in child sponsorship. This study reveals that donors' motivation – such as feeling good (having additional happiness and self-appreciation) – diminishes over a long period of time as sponsors get used to the feeling and have less inspiration for the cause. Therefore, future research should aim to find out how non-profit organisations can improve their level of support as well as retain their current donors.

Furthermore, this study suggests that a charity's brand is an important aspect in influencing potential donors' motivation for giving to a particular charity. Therefore, future research should consider studying how children's charities build a strong or meaningful brand.

5.5. CONCLUSION

In conclusion, the fundamental success factors for children's charities are to target the right people, build meaningful brands and design products that meet donors' preferences.

The core matter is that charities need to target people who have a strong desire for the cause, rather than market it to everyone or hard sell the cause. In order to identify the target group for the cause, charities need to identify individuals' personal relevance which influences and/or creates their motivation for giving. Individuals' personal relevance should include (1) the beliefs and values that guide their behaviour in sponsoring children, (2) the needs that they want to satisfy, and (3) what outcome they expect to achieve from donating. By identifying these personal relevance factors, charities can classify which market segments have intrinsic motivation for the cause.

This research found several intrinsic motivations that encourage women to sponsor children, such as desire to nurture underprivileged children; religion and family values in giving; motive of reciprocity; the need for personal development; and "feeling good". This study revealed that "feeling good" motivates women to continue the sponsorship, instead of forming an initial motivation as suggested by the existing literature (Henke & Fontenot, 2009). In addition, tax avoidance is not a motivation for women to sponsor children; rather it is the need for personal development which encourages women to contribute. Moreover, religious giving is not only derived from spiritual necessity (Showers et al., 2011; Repsys, 2010), but is also derived from the values of equity and fairness (i.e. every person should be equal and receive in life as much as oneself), and derived from the belief in "it is more blessed to give than to receive".

In addition, non-profits should employ numerous marketing practices in order to gain sufficient financial support. One commercial practice is to integrate personal relevance factors in designing marketing communication and sponsorship programmes that appeal to target markets. It is also important that charities have their mission in parallel with what donors want to achieve in the cause. This personal relevance encourages target audiences to think about, and to be involved in child sponsorship with charities.

Last but not least, charities' brands are another important aspect of gaining sufficient support from donors. By building meaningful or strong brands, charities will encourage individuals to want to be associated with the brand and they will be motivated to give

donations. This research finds some important attributes for charitable brands, such as demonstrating good organisational performance (i.e. achieving organisational goals, being long established and receiving support from celebrities), offering meaningful causes, and showing good organisational intention in helping children regardless of ethnicity and religion.

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Participant Information Sheet

Date Information Sheet Produced: 28th August 2011

Project Title: Women's motivation for sponsoring children with a charity

An Invitation

My name is Ella Nguyen and I am a Master's student in Marketing at the Auckland University of Technology (AUT). I would like to invite you to take part in a research about people's motivations for sponsoring a child through a children's charity. Your participation will involve in an interview, and may take up to 45 minutes. It will be arranged at a time and place that are convenient for you. Your involvement is highly meaningful because it helps us to answer the research questions and the findings may assist children's charities in their efforts to support the unfortunate children. Your participation is entirely voluntary and you are not obliged to take part in this study if you do not want to. Also, you can withdraw anytime during the interview.

What is the purpose of this research?

This research is a requirement to complete my qualification in Masters of Business. The purpose of this research is to identify the segment's motivational factors which make child sponsorship appealing to the target market. The information sought includes motivational factors which drive an individual to choose to sponsor a child in a children's charity, and reasons why people choose to sponsor with World Vision.

How was I identified and why am I being invited to participate in this research?

You have been identified as a potential research participant because you have sponsored, or do currently sponsor a child through World Vision

What will happen in this research?

You will be asked questions in an interview that will take approximately 45 minutes. If you agree, the interview will be audio taped along with note-taking. The interview questions will explore your opinions and motivations for sponsoring a child through a children's charity. The research will collect different perspectives and the findings will be presented in a research report.

What are the discomforts and risks?

You may simply not answer any question that you perceive as discomforting. You are not required to disclose any sensitive information about your experience with regards to child sponsorship within a children's charity. You can also withdraw from participating in this research prior to the completion of the data collection. You may also refuse to be audio taped if you feel uncomfortable about this record method (in this case, only note-taking will be used to record the interview).

Also, there is no risk associated with participation in this study. The interview questions are about your general thoughts and motivations for sponsoring a child in a children's charity. These risks are not greater than those ordinarily encountered in daily life.

How will these discomforts and risks be alleviated?

Just to re-iterate, you may decline to answer any question(s) if you wish to. You may request to stop the interview, if you feel discomfort at any point during the interview. Please keep in mind this interview is completely voluntary and you may withdraw any time before the interview is finished.

What are the benefits?

The benefits of assisting with this research are several. The research findings may help World Vision in their efforts to help the unfortunate children of the world, as well as gain a better understanding of sponsors' expectations in a children's charity. After this research is finished, you are able to receive a summary report and may well find it interesting.

How will my privacy be protected?

All care will be taken in the research to protect your privacy. The interviewer will transcribe the data from the interviews and will ensure confidentiality. Once the research project is completed, all information, data as well as consent forms will be stored in a secured laptop and in a secure locked cabinet on AUT premises. No party, other than the interviewer and supervisors will have access to the data. All information, data and consent forms will be securely destroyed after a period of six years.

To preserve the confidentiality of participants, no personal details and/or identity shall be disclosed in any publications resulting from this research. Coding will be used to protect any participant from being identified in the final report. The respondents and primary data will be published as aggregated data and will be identified as participation 1, participation 2. If you wish to receive the results of this research, please indicate your request in the Consent Form.

What are the costs of participating in this research?

There are no costs to you for participating in this research except for approximately 30 minutes of your time. We highly appreciate your participation.

What opportunity do I have to consider this invitation?

You will be given a week to review this information sheet and either accept or decline this invitation to participate in the research project. If you want to seek further information, to clarify any points you can contact me using my details provided on this sheet.

How do I agree to participate in this research?

If you agree to take part in this research you will be required to sign a Consent Form which will indicate your willingness to participate in this research and that you will be participating with full knowledge of the aims and purpose of this research.

Will I receive feedback on the results of this research?

If you request, a copy of the summary report will be sent to you. Please indicate your request on the Consent Form.

What do I do if I have concerns about this research?

Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, *Dr. Mark S.Glynn (mark.glynn@aut.ac.nz)*

Concerns regarding the conduct of the research should be notified to the Executive Secretary, AUTEC, Dr Rosemary Godbold, *rosemary.godbold@aut.ac.nz* , 921 9999 ext 6902.

Whom do I contact for further information about this research?

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Phone: + 64 9 921 9999 ext 5813

Approved by the Auckland University of Technology Ethics Committee on *11 October 2011***, AUTEC Reference number** *11/244*

Appendix 2: Consent Form

Participant Consent Form

Project title: **Women's motivation for sponsoring children with a charity**

Project Supervisor: **Associate Professor Mark S.Glynn**

Researcher: **Ngan Huynh Nguyen – AUT Masters student**

○   I have read and understood the information provided about this research project in the Information Sheet dated 22nd August 2011.

○   I have had an opportunity to ask questions and to have them answered.

○   I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.

○   I understand that I may withdraw myself or any information that I have provided for this project at any time prior to completion of data collection, without being disadvantaged in any way.

○   If I withdraw, I understand that all relevant information including tapes and transcripts, or parts thereof, will be destroyed.

○   I agree to take part in this research.

○   I wish to receive a copy of the report from the research (please tick one): Yes○   No○

Participant's signature:......................................……………………………………………

Participant's name:......................................…………………………………………………

Participant's Contact Details (if appropriate):

……………………………………………………………………………………………..

……………………………………………………………………………………………..

……………………………………………………………………………………………..

……………………………………………………………………………………………..

Date:

Approved by the Auckland University of Technology Ethics Committee on *11th Octorber 2011*
AUTEC Reference number *11/244*

Note: The Participant retain a copy of this form.