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Non-Profit Organisations: Influencers and social media influence in donations.

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RESUMEN

Las Entidades No Lucrativas (ENLs) llevan existiendo desde hace décadas en nuestra sociedad, como una herramienta para dar respuesta a las necesidades de las personas más desfavorecidas o de las causas solidarias que afectan a nuestro entorno, tanto el más cercano como el más lejano.

Estas ENLs han seguido tradicionalmente unos métodos y estrategias para atraer a nuevos donantes que hoy en día están resultando en gran parte ineficientes. Es por esto que, con la irrupción de las nuevas tecnologías y de las redes sociales en nuestro día a día las ENLs no pueden quedarse atrás en la aplicación y el aprovechamiento de las ventajas de estas para lograr sus objetivos, atrayendo donantes que puedan apoyar las causas solidarias que persiguen.

En el trabajo que presentamos se abordarán los determinantes alrededor de las donaciones y cómo influyen sobre estas las redes sociales y los 'influencers', en primer lugar, con una revisión de algunos estudios que tratan sobre ello y, a continuación, se realizará una investigación propia mediante una encuesta. Finalmente, con los resultados obtenidos y tras la revisión necesaria, se extraerán las conclusiones pertinentes y se realizarán recomendaciones de utilidad.

Palabras clave: Donantes – Entidades no lucrativas – Redes sociales – Influencers – Marketing de las ENLs

ABSTRACT

Non-Profit Organisations (NPOs) have existed for decades in our society, as a tool to respond to the needs of the most disadvantaged people or solidarity causes that affect our environment, both near and far.

These NPOs have traditionally followed methods and strategies to attract new donors that are nowadays proving to be largely inefficient. This is why, with the irruption of new technologies and social media in our daily lives, NPOs cannot be left behind in the application and use of the advantages of these for their cause, attracting donors who can support the charitable causes they pursue.

In this paper, we will address the determinants of donations and how they are influenced by social media and influencers, first with a review of some studies that deal with it, and then we will carry out our own research through a survey. Finally, with the results obtained and after the necessary review, the relevant conclusions will be drawn and useful recommendations will be made.

Keywords: Donors – Non-profit organisations – Social media – Influencers – NPOs marketing

INTRODUCTION

This work arises from the need to open a new line of research on non-profit organisations in order to explore new fields of influence where they could attract new donors or strengthen the commitment of people who are already part of the donation or volunteering ecosystem.

In an increasingly connected world where 60% of the world's population are social media users (Forbes, 2023) and up to 63% of the world's inhabitants have access to the Internet (World Bank Group, 2021), non-profit organisations, and especially charities, cannot be left behind, and must improve their marketing strategies to have an active presence in these new digital universes, where being present today is a must, especially among the younger population, who spend on average almost an hour and a half a day 'glued' to their smartphone screens, checking their social media (Qustodio, 2023).

This is why the main objective of our work is to study the influence of social media and influencers on donations, identifying the profile of donors on whom they can be decisive. We will do this drawing the relevant conclusions through the analysis of the results obtained in the survey we have carried out on this, in order to contribute to the improvement of fundraising techniques and donor loyalty of non-profit organisations (NPOs).

To address this objective we have carried out a theoretical review of the reasons why donors donate, identifying the determinants, both within the socio-demographic and the part that affects the personality of individuals. Once we have studied the theoretical part that affects the NPOs and the determinants of donations, we will address the empirical part. For this empirical section we have designed an online questionnaire through which we will be able to obtain real information with subjects from our environment and with different characteristics and life circumstances, so it will be of great help to us to have a representative sample on which to draw conclusions about what has been studied in the theoretical part, as well as the new fields of research that we want to address, demonstrating whether what has been written so far is applicable to the subjects studied and, therefore, for the population.

The paper is structured as follows. In the first chapter we will deal with the determinants of donations to NPOs, based on the studies carried out to date on this subject. In the second chapter, we will present the study we have designed and carried out using a Microsoft Forms form, analysing its results, related to what was studied in the theoretical part of the first chapter. Finally, we will present the main conclusions we have drawn from our study and the review of the theoretical framework on the influence of social media and influencers on donations, as well as their determinants.

CHAPTER 1. DETERMINANTS OF DONATIONS OF TIME AND MONEY IN NPOS

First of all, when talking about donations and donors we should approach the question “why do donors give money?”. In this first part, we will try to answer that question, based on many studies which have been done through historic academic literature about nonprofits (NPOs). The main idea in this study is to revise this literature and make an approach on how social media and ‘influencers’ have recently been introduced in the giving ecosystem by NPOs in order to attract more donors, studying how this new ways of communication influence donations.

Studies about charities and donors were, in the beginning, more focused on how to attract more donors from a quantitative aspect, and to obtain money or contributions from them, but then NPOs realised this technique was not enough, it was only short-term sustainable. Hence, organisations started to plan new strategies more long-term focused, studying the behaviour of the donors when contributing and trying to establish an emotional and durable relationship between the NPO and the donor, understanding why donors gave money and what would it determine them to do it, what they have allowed them to take strategies in the long term to secure a stable mass of donors.

All these theories about marketing applied to charities are obviously based on the relationship between donors and charities, now been seen, respectively, as a consumer and the business trying to sell something to the consumer. “Like consumers, donors also find the information and use their knowledge about charities and NPOs with which they will exchange resources, and, in return, donors receive positive feelings due to altruism (Hibbert et al., 2007; Sargeant, 1999).”

Hence, we can make a parallelism between consumers and donors, as individual motivation to contribute is pretty similar to consumer motivation when purchasing. For instance, where researchers have been working in identifying consumer’s needs, they have also researched about donors needs in order to design the best “marketing” to attract them giving, as researching about consumer - donor engagement and loyalty (Nathan & Hallam, 2009). The cognitive approach to decision-making is one of the models that supports the theory which says that the donor, similar to the consumer collects information from different sources as a rational method, then processing it to decide (Engel et al., 1968).

Traditionally there has been three ways of giving a donation, in the form of money, volunteering time and in-kind gifts –such as food or clothing–, and these three ways have not change with the new technologies or the new ages. There are also different sources of donations, individuals, foundations and corporations, and besides these individuals represent around 70% of total giving (Giving USA, 2018).

1.1 TRADITIONAL DETERMINANTS OF DONATIONS

Several studies throughout history have attempted to identify the factors that influence donations, focusing on the donor's characteristics, which are primarily determined by the following dimensions, explained by Kumar & Chakrabarti (2023), who did a conscious Systematic Literature Review over different studies on why do donors give money.

1.1.1 Socio-demographic determinants

When talking about socio - demographic variables we are referring to different variables like, gender, age, income level, level of education and religion.

Regarding to gender studies have shown that women are more sensitive to donations and less favored people, so they expend more on donations, therefore men spend less, as they also tend to show less empathy towards others (Andreoni & Vesterlund, 2001).

Also, based on age, charities usually target older people, as it is now know retired people tend to donate more or tend to be more solidarity—focused, because they put money out of the wealth they have accumulated, rather than younger people that would have to put money out of their regular income when they have more expenses (James & Sharpe, 2007). At the same time there is a psychological and social fact with older people, as they have expectations of social interaction as motivation from donating (Mathur, 1996).

Concerning to income levels some of the conclusions about income level related to donations are that high-income families donate less when compared to their household income, but raw donations are substantially higher than lower-income families (List, 2011), although people in this lower socioeconomic households tend to be more trusting, helpful, generous and charitable, with a strong commitment to egalitarian values, probably because of being closer to their situation (Piff et al., 2010).

In addition to this, individuals with higher levels of formal education tend to be more inclined to donate to charity due to their greater financial means and superior verbal skills (Wiepking & Maas, 2009).

And finally, higher levels of religiosity, analyzed by whether or not people are members of a church membership, characterizes people who donate more (Wiepking & Maas, 2009).

1.1.2 Intrinsic motivation: empathy or guilt

Intrinsic motivations derive from the individual's own personality and how they react to the desire to perform an action, in sympathy or guilt, while extrinsic motivations are the motivations that emanate from what others think of you in response to your action or what you want to convey to others with a certain action.

Empathy, known as the individual's ability to put their selves into the other person's situation, positively affects the decision of a donation and motivates the donors, as they focus on the suffering of the less fortunate people (Batson et al., 1987). Also, it has been demonstrated that people which feel empathic concern for the other's needs, selfless, donating more and, at the same time, they understand and even feel as personal the potential needs of unfortunate people better than individuals that are not empathic (Wiepking & Maas, 2009). Based on this, charities and NPOs design marketing strategies in order to stimulate empathy in donors, focusing on targeting potential donors, strategically through their political identities, trying to align their mission as NPOs with them (Winterich et al., 2012).

Referred to guilt, it has been demonstrated, by Hibbert et al. (2007), that there is a relationship that leads guilt to the donation intention, impacted to potential donors by persuasion of charities agents. Also, guilt feeling people motivates them to donate in order to alleviate that feeling (Huhmann & Brotherton, 1997). As said before about empathy, charities and NPOs use emotions and feelings appealing to guilt in their campaigns and advertisements in order to influence these potential donors (Basil et al., 2008).

1.1.3 Extrinsic motivation: social reputation/reputational concern

The characteristics of the donor's personality shape their actions and affect their choices as donors. Bénabou and Tirole (2006) proposed a theory of pro-social behavior that integrates variations in personal altruism and greed with considerations of social standing or personal integrity.

Schlegelmilch and Tynan (1989) identified five personality traits of potential donors: "sympathetic benevolent", generous with friends, family and people who are closer to them; "indifferent individualist", who are not interest on helping other people, with the exception, perhaps of someone they know well; "pragmatic philanthropist", concerned for others' adversities, we could say they are also the most emphatic, as they feel personal responsibility towards other people's misfortunes; "Hard-heart", lack of guilt for selfish behavior, when donors do not take care about how they act, sometimes it is said they are unforgiving with friends, which made NPOs difficult to attract them, because they would hardly take care about others unknown if they do not take care about closer people. Another personality is the "Glory giver", who seeks recognition through gifts, as some donors are motivated by distinguished awards or concerns about their image in the eyes of society, family,

and friends, for them some charities could give different rewards, as medals, stickers, and branded T-shirts, for instance.

1.2 SOCIAL MEDIA AND DONATIONS

Once we have studied and revised the traditional determinants of donations, with the socio-demographic variables and the intrinsic and extrinsic motivations, we should now focus on how social media could be nowadays an important and new determinant of donations, combining the classical and traditional 'marketing' methods with the ones applied to social media platforms using what it is known about personalities, linked with extrinsic and intrinsic motivations.

1.2.1 Generation Z and social media

As shortly explained before, age is the most important determinant when talking about social media and its influence on people. One of the main NPOs' concerns about donations and new generations is how average age of donors is increasing year by year, for example the average U.S. donor age in 2016 was 62, but then in 2021 it happened to be 65 (MacLaughlin et al., 2021). This has put non-profit organisations into financial risk, which makes them focus their studies and resources on ensuring their long-term viability trying to attract younger people.

Since the creation of the Internet, it has been used for every aspect of our daily life and by nearly every business or organisation for its interest and the improvement of their work and results. NPOs, as the organisations that they are, have also updated they methods and techniques attracting people for donations through social media. This social media has been seen as especially effective to affect young people behavior (including their interest in give money or time to NPOs).

Young people are now divided into different generations depending on their social and cultural context, social references or technology references, and each of them is known as a "generational cohort". Where "Millennials" were the main part of population decades ago nowadays the so-called "Generation Z" (Gen Z) became significant, accounting the 32% of the global population (Spitznagel, 2020), one of the main characteristics of this cohort Gen Z is how they are identified as 'digital natives' (Prensky, 2001), because they have never lived in a time without the digital and technological connectivity the Internet provides.

This leads to some other characteristics; this Generation Z people are known to be which is called 'brand savvy', very knowledgeable about the differences between brands in terms of price and quality, because of the high commercialization of the online space (Goldring & Azab, 2021). Another characteristic is how younger people, of this generation, rely less on the information provided by companies, and in the opposite, they trust

more information generated by users or customers who share their experiences and thoughts (Herrando, et al., 2019), although some of them usually are paid to promote certain goods or services, a risk to the quality of the information young people are trying to face.

In addition, social media contents and promotions are pervasive in Generation Z culture, and the recognition they give and receive is sought through social media feedback, that is with posted comments and public “likes”, which takes us to the conclusion that Generation Z people are very influenced not only by social media, but by other one’s opinions, which can take them to decide buying a product or a service, which NPOs are trying to take benefit from.

1.2.2 How do social media influence in extrinsic – intrinsic motivations.

While socio-demographics cannot be controlled, the part that is affected by intrinsic and extrinsic motivations may be. Knowing this, charities are beginning to use social media to mobilize their potential donors through influencing and linking them to the causes they want to fundraise for. Donors could have different motivations to participate in giving, which could be more intrinsic -characterized for getting joy because of doing things right and enjoying it by getting satisfaction of their psychological needs as autonomy or competence- or could be more extrinsic, when they do things or donate looking for “a reward” of any kind, and recognition.

Social media plays an important role in emotions and donating, especially when talking about millennials and younger generations, whose outlook is often optimistic and who have high hopes for how their social actions could improve the world.

On the one hand, social media can affect intrinsic motivations as they generate community engagement and would encourage people to have altruistic motivations (Ryan & Grolnick, 1986). In this case, the role that social media play is more in the way of “being a part of it”, with the community sense as its core. In order to get this sense of community, it is important that NPOs are transparent with their actions. For instance, as simple as having a feedback message when they donate, where the NPO thanks them for their contribution and gives them the “proofs” that their donation is going to the cause they have supported, with a map, a video or some updating news of the charitable project shared by social media. Young people, as most adults, want to know where their money goes to, and that it is used in a good way. With this kind of feedback information NPOs would develop personal ties with their donors allowing them to realize how useful their contributions are for the cause. This would lead to the achievement of one of the main concerns about young donors, which is linking their actions to their personal values, engaging them to the NPO and to the cause, using technology and social media as the perfect path to it. This is, in part, because many times the idea of donating to come

good causes or charities is too large or “distant” for many potential donors that they refuse contributing to them, but tying threads between personal concerns and charitable organizations clearly contributes to encourage these people to donate.

On the other hand, social media also influence more extrinsic motivations, which can be more important for those potential donors who need to show or be shown how good and positive is what they have done giving. This could be through some gifts or benefits, which could sound as conventional, but social media allows these people to post what they get and how they are recognized in a new way, as people give them feedback and public recognition through ‘likes’ and comments on their online posts.

One of the recommendations some studies have done is utilizing social media platforms co-producing fundraisings campaigns with millennials focused to millennials, giving them social recognition through their own networks for their contributions, and achieving an exponential effect with new donors and voluntaries (Crawford & Jackson, 2019). This is, at the end, self-image interest and social reward, which drives many millennials and young people to donate. This social recognition donors receive for their “altruistic actions” also enhances their social status (Graça & Zwick, 2020), by presenting to others a positive image of themselves. This behaviour is known as “conspicuous donation behaviour” and is more guided for the searching of recognition and less for a desire to help others.

Following this theory Wallace et al. (2017) have highlighted this “conspicuous donation behaviour” is more spread among younger donors as they are the cohort with the largest social media usage ratios, where they could announce and promote their charitable actions. In addition, this social status recognitions improves when the organisation that receives the donation has a positive public image (Johnson and Grimm, 2010), which, in the area of social media, could be reached having a large number of followers in their social media accounts, many publications or an explicit support of famous people or “influencers”. In fact, as some studies say just being present on social media with an organisation account is a positive signal, which shows donors deserve the attention of the NPO and they are considered and appreciated (Harris et al., 2023). Also, social media for NPOs is regarded as a new way of showing not only communication but also transparency, specially to reach new groups of donors, as we have explained about the so-called Generation Z and Millennials.

1.3 OTHER ADVANTAGES OF USING SOCIAL MEDIA

There have been described some of the main advantages if NPOs use social media nowadays with young people, and now we are going to complete these positive points.

First, one of the positive points of using social media is that, for young people, NPOs are “speaking in their language”, as they dominate the new technologies, which always enhances the relationship between the charities and the potential donors.

Second, it is the quickness with which people are able to donate through social media, having “no excuse to do it” in terms of invested time. Many platforms or apps such as Instagram or Facebook enable organisations or high profiles to set up a fundraising campaign very easily, linking everything needed in the very same online site, as it is known consumers -especially young ones- like and prefer seamless experiences online (IBM, 2020). This is also encouraged because of the new ways of payments, and how useful and usual it is for people having their credit card linked to their smartphones, just having to select then the amount they want to donate to that NPO social media account.

Third, the use of networks makes it easier for them to use algorithms to ensure that people see their posts frequently. One of the things that studies have found in recent years is that young people tend to contribute to charities by volunteering or acting more than by donating money (Dean, 2020). Since this is something that NPOs know, they work with them, making use of algorithms to encourage people to contribute to their cause, with links to NPOs and charities appearing regularly on your social networks, so that they feel the need to act in some way.

Fourth, social media allows potential donors or volunteers to market or promote charities and NPOs for free. This is because when someone contributes with a charity through social media they tend to post it, promoting it to others who follow the first one, noting their extrinsic motivations, as we explained previously. This is, at the end, the new way of the well-known marketing strategy of spreading the positive thoughts of a product or service ‘by word of mouth’: People donate or support a charity or a charitable cause, then they post it raising awareness for the cause, and finally other people see it and consider donating too (Dean, 2020). As it is said nowadays: it is a “win-win”, everybody wins: people who post the charitable action they have done or the situation they care about improve their social image as someone who cares about the others, and charities gain people interested in them, and probably future donors.

Five, social media has some other advantages when used by charities and NPOs for charitable causes. Opposite from traditional charities campaigns in-person, where they confront their potential donors with face to face strategies (i.e. on the street), social media always provides a screen between the NPO and the donor, allowing them to feel more secure and comfortable. This could transform their response into a positive one, in contrast to what often happens when people are “mugged” on the street to ask for their contribution to a

charity, where they may feel attacked. When you feel pressured or manipulated you can lose control of what you choose to support happens. The concept of autonomy and being in charge of one's own decisions offers valuable insight into how engagement with young people should focus on making them feel empowered and autonomous, which should be the top priority in targeted marketing (Ryan and Deci; 2000). And this autonomy is what many people -especially younger ones- feel they get with social media and NPOs. Although advertisements are constantly displayed, social media offers them a more passive experience where they can simply scroll through content, giving them a greater sense of control. As previously said interactions in person do not provide equal chances to distance potential donors from the situation. The significance of charities directing their campaign efforts on social media platforms is beginning to be recognized, although successful campaigns like the #icebucketchallenge have been rare until now (Gunstone & Pinkney, 2016).

Finally, social media has been shown to assist nonprofit organizations with fundraising and expanding their reach in a cost-effective manner (Bhatti & McDonnell, 2019), yet there is limited empirical research on efficient strategies.

1.4 SOCIAL MEDIA INFLUENCE IN DONATIONS

The influence of social networks on donations has been effectively contrasted in some previous studies. Among them, we can the recent paper published by Elvira-Lorilla et al. (2023). This study examines how social media could be utilized as a means for NPOs to raise funds. In order to achieve this, they examine how 83 organizations linked to CONGDE (the Spanish nongovernmental development organizations platform) utilized four social media platforms for a 5-week period in 2019. Each one of them had a presence on a minimum of one platform: to be precise, 99% were on Facebook, 99% on Twitter, 95% on YouTube, and 77% on Instagram.

Findings indicated that simply being on social media doesn't impact donation amounts, however, having a larger number of followers and being more active can lead to increased private funding for NPOs. The latter outcome applies solely to permanent feed posts, whereas ephemeral stories have no impact on donations. In addition, posts requesting for donations, although not common, do generate contributions. Regarding how followers respond to the organization's posts, whether through liking, commenting, or sharing, this study observed that these actions also positively impact donations. In conclusion, it should be highlighted that the outcomes vary across different social media platforms. Twitter and YouTube are proven to be effective for fundraising, whereas Instagram is only beneficial for fundraising when specifically used for posting asking for fundraising content.

Furthermore, this research reinforces the concept that the level of social media utilization by an organization is not the sole significant factor. It is actually the way NPOs utilize these platforms and the content they share that appears to have the biggest impact on donor attitudes. In particular, the content of posts improves donations when followers are asked directly for it. They also present proof of how variations emerge based on the type of post and validate that the ones created on feeds have a stronger influence on fundraising compared to stories, likely because of the temporary nature of the latter.

1.5 INFLUENCERS AND DONATIONS

With the development of new technologies and social media, new professions related to these have been appearing, and one of them has been applying marketing to social media. Traditionally there has always been the figure of the salesperson, hired by companies to promote their products or services. Today, and as a result of the above, the figure of the salesperson or the person who promotes products has evolved and has been integrated into social media, giving rise to 'influencers', who are people who promote goods or services on behalf of companies, for which they receive money, this being their job. This is where charities have recently started to invest their resources, looking for new marketing strategies through influencers, in order to attract new donors.

According to a survey, 60% of sample brands prioritize using influencers in their campaign investments to address donor concerns about NPO credibility (Admaster, 2019). Additionally, some studies have shown that different forms of social influence can impact one's readiness to participate in a particular initiative (Ramaseshan et al., 2006). In accordance with the social power theory, individuals or a collective with specific forms of social power can impact the mental or behavioral characteristics of another individual (the potential donor) in relation to engaging in buying intentions (here seen as contributing) (Raven et al., 1998)

Through data analysis, it has been demonstrated that influencers and individuals with social influence play a crucial role in achieving exposure, increasing the virality of campaigns, making them trending topics, and generating higher levels of engagement and awareness. This suggests that society must feel a sense of trust and understand, or empathy for, the problem that will be addressed before donating.

In today's digital age, it is crucial to maintain an online presence to quickly share information and communicate effectively, as well as encourage "online word of mouth", as previously explained. Research commented before showing how utilizing influencers and individuals with social influence reinforces donation numbers (Alya Salmaa Putri Gunawan; 2021).

Nevertheless, we should also highlight that not everybody gets influenced by influencers, as they could realise there is a paid work behind the promotion these people do. Many 'influencers' receive money for announcing these campaigns and promoting charities, as they were commercial adverts on TV, which it is information to be considered by the public in order to see as valid or not nonprofits promotion by influencers, knowing that many times it is actually a commercial job for them and could be no legitimate organisation behind that or it undermines their solidarity intentions.

Once we have discussed some data and findings of studies on the influence of social media on donations, and having also collected some facts studied on influencers and social media, we must emphasise that the main objective of this work is to delve into this last issue raised. This part of the study, on the influence of influencers on donations, is what we are going to develop from now on and according to the data we have collected, in the empirical part.

CHAPTER 2. EMPIRICAL STUDY

2.1 TARGET

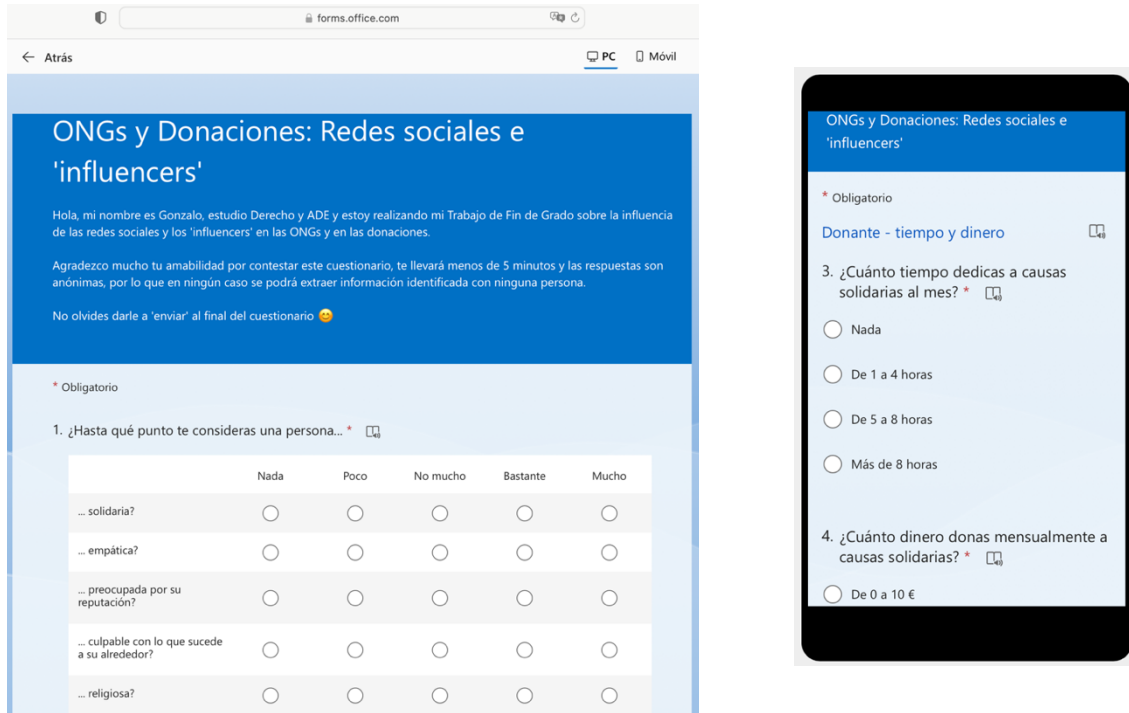
Having reviewed studies on the influential power of social media on NPOs and donations, we now aim to analyse the influence of social media and influencers on donations to charities. With this analysis we will pursue a secondary objective, which is to obtain the characteristics and profile of the people who are most influenced by these influencers.

2.2 METHODOLOGY

2.2.1 Content of the questionnaire

In order to address the objectives, we have previously defined, we have designed the following questionnaire (which can be found in Annex 1):

Figure 1: Sample of the beginning of the questionnaire



Note: Microsoft Forms questionnaire (screenshot)

As we can see, the design is simple and, at the same time, useful, as we could answer many of the topics questioned by just a click.

We have divided this survey into 4 different parts:

The first one is a multiple question and answer referred to see how people consider themselves related to different aspects of life or characteristics about them such as level of religiosity, solidarity or empathy. This will help us later on to configure a series of profiles relating the characteristics of the people with which they are identified and their willingness to donate. Then this is followed by a question where people should choose if they donate, in terms of money or time (volunteering), or they do not donate, this selection will redirect participants to one section or another, with the same type of questions but customised for each case, depending on their money donor / volunteer / no donor condition.

The second part is related to social media and its influence on donations, where we have been able to verify some of the facts gathered by other studies that we have discussed throughout the theoretical part of this paper.

The we designed a third part related to ‘influencers’, dividing it into two more different aspects. One of them dedicated to analyse their influence on people when buying a product, and then we focused the questions on how people gets influenced by ‘influencers’ at the time of doing a donation or volunteering.

Finally, and according to the chronology of the survey we have some questions dedicated to socio-demographic characteristics about donors and potential donor, which allowed us to draw a profile about average characteristic in donors and will be very useful for us to contrast the facts we have commented at the beginning of this study, relating socio-demographic variables with the willingness of donating. For this task we will also be using the first part, mentioned above.

2.2.2 Technical sheet

Table 1: Technical sheet

Target	<ul style="list-style-type: none"> ▪ To contrast the influence of influencers in donations. ▪ To compare and identify donor characteristics and dimension. ▪ To contrast the influence of social media on donations
Universe	Any Spanish person with access to a smartphone or social media.
Sampling	The sampling method we have followed is a non-probabilistic one, defined as ‘snowball sampling’.
Collection method	Online questionnaire made with Microsoft Forms (in Spanish).
Sample size	101 people have completed this questionnaire.
Sample date	Between April and May 2024.

Note: Microsoft Forms questionnaire technical characteristics.

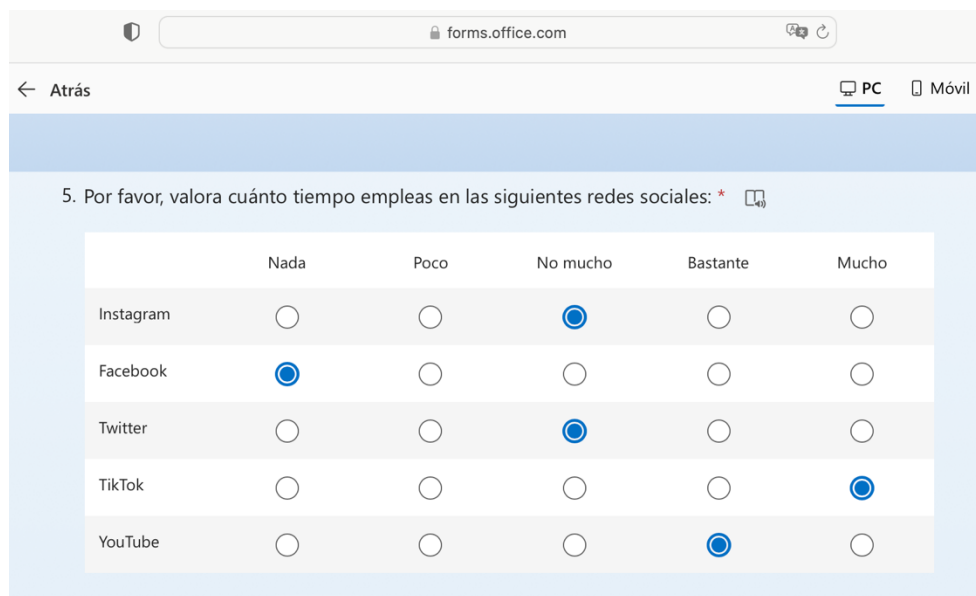
Regarding the universe concerned in this survey, we should specify it has been shared through Instagram and text messages (WhatsApp), and in order to answer this questionnaire Internet connection was needed, because it was created on Microsoft Forms, where it could be filled.

These circumstances also limit in some way who was able to respond to it, so in fact, this survey was restricted for some people, and it was only available for Spanish over 16 years old, as we understood teenagers under 16 do not donate or volunteer.

About the sampling method we should say the “snowball sampling” was the best way to collect data for us, as people shared the link to the survey to each other, regarding their same conditions or socio-demographic characteristic. In addition, we would have liked to use the “convenience method”, as it could focus many responses on a specific group, for instance and regarding our study, it would have been people more influenced by influencers, but actually it was difficult to identify this profile among people, so we could not do it this way.

Regarding the collection method we would like to say that at first this survey was planned to be done on Google Forms, nevertheless we realised Microsoft Forms is made in a more professional way and also it allowed us to collect responses in a better and more precise way, as it lets the creator to block some responses when a table of levels is added, so participants could only answer selecting one level each row, as it could be seen in the following Figure (Figure 2).

Figure 2: Multiple response example



	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Note: Microsoft Forms questionnaire (screenshot)

We also want to make clear that this questionnaire was made in Spanish, so people could answer it without any limitation, as many of the participants did not speak English. Other way, the sample could have been very little.

2.2.3 Sample profile

We will now present the results concerning the profile of the sample, following this we could see all the Tables with the complete information, which will be explained and presented below these.

Table 2: Questionnaire participants' gender proportion

Gender	Men	Women	Other
Frequency	45	56	0
Percentage	45%	55%	0%

Note: Microsoft Forms questionnaire data

Table 3: Questionnaire participants' age proportion

Age (years old)	16 to 24	25 to 34	25 to 44	45 to 54	Over 55
Frequency	55	16	5	11	14
Percentage	54%	16%	5%	11%	14%

Note: Microsoft Forms questionnaire data

Table 4: Questionnaire participants' occupation data

Occupation	Student / Intern	Worker	Unemployed	Retired	Other
Frequency	39	53	5	2	2
Percentage	39%	52%	5%	2%	2%

Note: Microsoft Forms questionnaire data

Table 5: Questionnaire participants' level of studies data

Level of studies	No studies	Elemental studies	High school	University	Master's degree / Doctorate
Frequency	0	3	13	67	18
Percentage	0%	3%	13%	66%	18%

Note: Microsoft Forms questionnaire data

Table 6: Questionnaire participants' income levels data

Level of income (€/month)	Below 500	501 to 1,500	1,501 to 3,000	Over 3,000
Frequency	32	36	31	2
Percentage	32%	36%	31%	1%

Note: Microsoft Forms questionnaire data

As we can see from Table 2 to Table 6, these are the results of socio-demographic questions studied commonly for all the sample. More precisely, in the first place we could see, in Table 2, how the distribution between men and women in this sample is quite homogenous, as men represent the 45% of the participants and women the 55%, with a slight difference.

Secondly we see in Table 3 how 54% of the participants are between 16 and 24 years old, being the largest group of age, which is very much connected with the results we have in Table 4, where people who are studying or doing an internship represent 39% of the participants, and 52% are working, as in Spain people usually end their degrees while they are around 22, and then they get a job.

In addition, we should comment how, regarding the results shown in Table 5, the majority of participants have a university degree or they are now studying one (66%), which is data according to the general statistics in our country, where during the last 30 years most people have gone to high school and then, a significant part of those has also obtained a degree.

Finally, it is very curious how following Table 6, when asked about their income levels, people who earn between 502 and 1,500 € stand out slightly in the distribution (representing the 36%), where the ones who earn below 500 € per month are the 32% of participants –essentially students— and people with an income between 1,501 and 3,000€ represent the 31%, being so quite homogeneous.

We also should make clear that all these tables contain the survey results which were obtained asking participants Questions 39 to 43 (see Annex 1), respectively, in the same order of tables, being Table 2 from Question 39 and so on.

2.3 RESULTS ANALYSIS

Once we have seen the profile of the sample, as well as the methodology used, we will now analyse the results of the questionnaire in full. Before carrying out this analysis, we should clarify that, in order to obtain more precise results, we have divided the analysis of the responses into 'money donors', 'time donors' (volunteers), and non-donors, introducing the responses of 'money and time donors' in the first two, thus duplicating them.

For this analysis we have divided this survey in different set of questions, relating the answers obtained with the donor determinants we talked about in the theoretical part. In addition, we would address the answers from the three different group of people that answered our questionnaire: 'Money donors', 'time donors' (volunteers), and 'non-donors'.

2.3.1 Traditional determinants in donations

Socio-demographic determinants.

In this set of questions we could find how socio-demographic determinants could influence in people's decision to donate.

First of all, regarding the gender as a donation determinant, in Question 39 (see Annex 1) we ask participants to indicate their gender with the next possible answers: Man; Woman; Other. These were the results from the different groups of people depending on whether they donate or not and how they contribute, with their time or money.

Table 7: Questionnaire participants' gender proportion divided into type of donors.

Gender		Man	Woman	Other
Money donors	Frequency	13	12	0
	Percentage	52%	48%	0%
Volunteers (time donors)	Frequency	11	14	0
	Percentage	44%	56%	0%
Non-donors	Frequency	29	34	0
	Percentage	46%	54%	0%

Note: Microsoft Forms questionnaire data

Before analysing these results we should make clear there were quite more women among the participants of this study, as they were 55% women and 45% men (Table2). This could have conditioned the frequency of the answers divided into the different group of donors, although the difference between genders was not very significant.

In Table 7, we see how women are slightly more likely to donate time, so they tend more to volunteer, where men are more likely to donate money, which could be curious because commonly women do not have so much free time as men. Nevertheless, it could be related, as we explained in the theoretical part, to how women tend to care more for others, here clearly, preferring to contribute to others taking care of people by spending more time with them.

We should also mention that, contrary to many studies we talked about in the first part of this paper –for instance (Andreoni & Vesterlund, 2001)—, women are more among non-donors, 34 in front of 29 men. So, this means there are, at least in this study, more women that do not donate than men, these numbers are, in percentage, 54% women among non-donors and 46% men, quite similar as the gender proportion the sample presents as a whole, although as we said previously it is not significant.

The next determinant we are going to analyse is the age, which was asked our participants in Question 40 (see Annex 1), where they had to include themselves in a group of age among the following ones: ‘from 16 to 24’; ‘from 25 to 34’; ‘from 25 to 44’; ‘from 45 to 54’ and ‘over 55’.

Table 8: Questionnaire participants’ age proportion divided into type of donors.

Age (years old)		16 to 24	25 to 34	25 to 44	45 to 54	Over 55
Money donors	Frequency	4	5	2	5	9
	Percentage	16%	20%	8%	20%	36%
Volunteers (time donors)	Frequency	14	3	2	2	4
	Percentage	56%	12%	8%	8%	16%
Non-donors	Frequency	39	10	3	6	5
	Percentage	65%	16%	5%	10%	8%

Note: Microsoft Forms questionnaire data

From this question and the data shown in this Table 8, we could clearly support the theory we explained in the theoretical framework, that older people donate more, as they are in a phase of time where they have saved money during their lifetime so they are able to spend more in charities than young people, who have many expenses and less savings, as James & Sharpe, (2007) said. There is also a psychological reason behind that motivation to donate in older people, which is the view they have about other, caring more than youngers, because of their experience through life and how they have seen many people –or even themselves— needed (Mathur, 1996).

In these terms, as Table 8 shows, the data that supports all these affirmations are that, regarding money donors the 36% of them were older than 55, and at the same time people between 16 and 24 years old were only the 16% of these donors, which is very significant. Having seen these results we could affirm older people donate more, and specially in terms of money.

On the other hand, if we look to the age distribution results among volunteers (time donors) we see, in a very clear way, that youngers –people between 16 and 24 years old in this paper— are the predominant group of age, representing the 56% of participants that are volunteers. This is a very significant discovery that could be reaffirmed remembering we said nowadays young people are more linked with ‘good causes’ and charities campaigns when they mean time investment, as volunteering or participating on a demonstration.

This is supported with a vision of young people as people who care for others and want to take part in a solution for less favored problems. And in these solutions they are more likely to take action in the most effective and immediate way they find, which is giving their time for the causes they believe in and they care about. As they have not much money or saving, they spend what it is highly valuable for them, that is their time.

Nevertheless, we should highlight the results between groups of age among people who donate neither money nor time, where we could see young people are the predominant group, being the 65%, which could be explained as they are many people who answer they do not donate (63 people, being the 65% from all participants), but which also could raise an alert on how some young people are disengaging from charities, something social media could solve or at least could help solving it, as we will analyse later.

Now we are going to analyse answers’ results Question 43 in the questionnaire (see Annex 1), which are related to level income, and we show in the following table (Table 9).

Table 9: Questionnaire participants' level of studies data divided into type of donors.

Level of income (€/month)		Below 500	501 to 1,500	1,501 to 3,000	Over 3,000
Money donors	Frequency	2	12	9	2
	Percentage	8%	48%	36%	8%
Volunteers (time donors)	Frequency	9	7	7	2
	Percentage	38%	29%	29%	4%
Non-donors	Frequency	21	23	19	0
	Percentage	33%	37%	30%	0%

Note: Microsoft Forms questionnaire data

Regarding these results shown in Table 9, we could affirm, as previously commented, that people with higher level of income tend to donate more (List, 2011), as we could see participants with a monthly income between €1,501 to €3,000 are the 36% of money donors, when they represent the 31% of the sample. But what we must specially highlight is the fact that participants whose income is over 3,000 €/month are the 8% of money donors, when their representation in the sample as a whole is only of a 1% (Table 6).

Analyzing the results from volunteers, we can see people with lower income levels represent the 38% of time donors. With this we could reaffirm what we have stated before regarding young people; as they have less money they try to help others and take part in charities donating what they have (Piff et al., 2010), being that their free time, so the same could be applied here, as participants with less money answered they tend to donate more time than money, representing only a 8% of money donors opposed to their time donations mentioned at the beginning of this paragraph.

In addition, analyzing non-donors answers we could see the distribution between different income levels is quite homogeneous, paying attention to the fact that, among them, people with a monthly income between 501 and 1,500 €/month is the most common group, representing a 37% of non-donors, data aligned with the 36% of the whole sample they represent (Table 2).

Finally, we would like to comment the results when questionnaire participants were asked about to what extent did they consider themselves a religious person (Question 1 of the survey, see Annex 1), obtaining the following results, showing the average answer divided into different types of donors (between 1 and 5).

As we could see, this measure was done from 1 to 5, been 1 the lowest consideration and 5 the highest one. Regarding these levels we must make it clear that originally participants in our survey were asked to answer given the following level, orders from the lowest consideration to the highest: Nothing (Nada): 1, a little (poco): 2, not much (no mucho): 3, quite a lot (bastante): 4, and a lot (mucho): 5. Later we transformed this literal data into numeric data, setting the numbers as explained, this was obviously done because of statistic considerations and analysis needs.

Table 10: Questionnaire participants' religiosity feeling data average divided into type of donors.

	Money donors	Volunteers (time donors)	Non-donors
Religiosity feeling by participants (average)	3.44	2.90	2.18

Note: Microsoft Forms questionnaire data

Here, in Table 10 what we can assure is that, as it was said at the beginning of this paper, the level of religiosity is a determinant for people to donate (Wiepking & Maas, 2009). This affirmation is supported with the data we have above, where we can see average religiosity level among donors of any kind are clearly higher than religiosity level of non-donors, being those, respectively, 3.44 and 2.9 in front of 2.18; all of these out of 5.

Finally, we should highlight that there is also a difference of nearly 5 points in the level of religiosity between money donors and time donors, being the money donors the ones with a higher religiosity feeling, which supports once again the theory that the more attached to religion individuals are, the more they donate.

Intrinsic – extrinsic motivations

Once we have studied the results of the questions related to the socio-demographic determinants of donations, we must look at the determinants that NPOs can influence and work on, that are mainly people's intrinsic and extrinsic motivations, which we have also asked about in our questionnaire and from which we are sure to obtain interesting conclusions.

To address the influence of these extrinsic and intrinsic motivations on our participants we asked them about how they feel or how much do they consider themselves in terms of solidarity, empathy or guilty about what happens around them, these are the results we obtained and how they are explained.

The first question asked in our questionnaire is a multiple-choice question, where participants were indicated to set how do they feel about the attitudes there were presented, as it could be seen in the following figure (Figure 3).

Figure 3: Question 1 of the questionnaire

1. ¿Hasta qué punto te consideras una persona... *

	Nada	Poco	No mucho	Bastante	Mucho
... solidaria?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... empática?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... preocupada por su reputación?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... culpable con lo que sucede a su alrededor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... religiosa?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Microsoft Forms questionnaire (screenshot)

In order to analyse the questions in the best way we would continue dividing them in the three different groups we identified, being those money donors, volunteers (time donors), and non-donors.

Table 11: Question 1 average answers.

To what extent do you consider yourself... (Average, from 1 to 5)	...someone solidary?	...someone empathetic?	...someone worried about his/her reputation?	...someone guilty for what happens around him/her?
Money donors	3.85	4.35	3.40	2.99
Volunteers (time donors)	3.71	4.27	3.44	3
Non-donors	3.66	4.23	3.42	2.87

Note: Microsoft Forms questionnaire data.

If we take a quick look at the results we would say there are quite similar, but we could still highlight some differences and analyse them.

In the first place in Table 11 we could see how, clearly, money give us are the ones who feel the most solidary (3.85) as well as the most empathetic (4.35), and following them there we have time donors with the next higher solidarity and empathetic average levels, being those 3.71 and 4.27, respectively. These values are, at the same time, very interesting because it emphasises how people value themselves with high standards, as the average of the whole sample is 4.28 out of five, all people considered themselves between quite a lot and very empathic, what we expect to be true and not only something to show off.

This clearly supports what we have defended on the first part of this paper, assuring that higher levels of empathy are transform in higher levels of donations (Wiepking & Maas, 2009), overall, we must affirm both kind of donors have better and higher average levels of everything regarding this Question 1, as they see themselves closer to what good causes mean, supporting them because of this empathy feeling, and they tend to donate, tending to donate more, specially in terms of money.

Secondly, it is very interesting to see how volunteers or time donors are the most worried about the reputation (3.44), and they are also the group of people who feel more guilty for what happens around them (3), being this the least significant comparation to money donors, as the difference in the average is only of 0.01.

Focusing our analysis on the guilty feeling, we could establish a direct relation where guilty is in an intrinsic motivation to donate, as Hibbert et al. (2007) said, being this primally caused trying to feel relief and to alleviate that guilty feeling giving to others (Huhmann & Brotherton, 1997), and especially given their time volunteering for charities, as we have proved.

Addressing now how worried people are for their reputation we should highlight, as we said before, that volunteers (time donors) are the ones more concerned about their reputation, curiously followed by non-donors, who may be so proud of themselves that they do not dare to donate, or they may think donation does not give them better reputation, which also would be false.

Reputation affects directly extrinsic motivations, which is something NPOs started working to enhance donation figures, and in which nowadays try to focus their marketing strategies. As we talked about along the theoretical framework, this could be identified with some of the personalities described by Schlegelmilch and Tynan (1989), in particular the “glory giver”, who seeks recognition and reputation through donations, giving to obtain something back. This result it is also suitable for “Hard-heart”, characterized by acting in a regardless selfish way.

2.3.2 Social media and donations

Once we have analysed the results related to “traditional determinants” in donations we should focus on how social media could be a determinant for donations. For this analysis, we have selected a set of questions from our questionnaire, and in the following paragraphs, we are going to address the average results we obtain in each of them.

First of all, we should clarify that this survey was designed in a special way in order to personalize questions depending which type of donor the participant was. This way the majority of questions, appeared to be tripled if you take a look at the questionnaire as a whole, but it is not the practical reality, as the participants were driven through some questions or others depending on if they were money donors, time donors or non-donors. The changes in questions do not affect the answers’ analysis, as they were of minor importance, and in fact they were only a personalisations of the questions.

For instance, in Question 5 we asked participants to what extent they could be influenced to donate to an NPO depending on the number of publications it had on social media (“¿Hasta qué punto crees que influiría en tu decisión de donar el número de publicaciones hecho por una ONG en las redes sociales?”). This question was addressed to money donors, and for volunteers (time donors) the only thing it was changed in the question they had was the verb “donate” replaced by the verb “volunteer”.

This is also a strategy to make the participant more comfortable with the survey and more open to answer in a most sincere way. And now, once we have clarified this technical aspect of the questionnaire, we are ready to address the responses.

In the first place talking about social media influence in donations in Question 4, 13, 23 and 31 (each one for a type of donor, as previously explained) we asked people how much time they spent on social media (“Por favor, valora cuánto tiempo empleas en las siguientes redes sociales”), in order to have a complete image of the situation. For these questions, and the following where we had different levels of consideration to answer we followed the same method as in Question 1, previously explained.

Figure 4: Question 4, 13, 23 and 31 of the questionnaire

4. Por favor, valora cuánto tiempo empleas en las siguientes redes sociales: *

	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Note: Microsoft Forms questionnaire (screenshot)

As we could see, the measure in this Question 4, 13, 23 and 31 (see Figure 4) was done from 1 to 5, been 1 the lowest consideration and 5 the highest one. Regarding these levels we must make it clear that originally participants in our survey were asked to answer given the following level, orders from the lowest consideration to the highest: Nothing (Nada): 1, a little (poco): 2, not much (no mucho): 3, quite a lot (bastante): 4, and a lot (mucho): 5. Later we transformed this literal data into numeric data, setting the numbers as explained, this was obviously done because of statistic considerations and analysis needs. We must emphasise this method “from 1 to 5” is followed along the questionnaire for several questions, and we have just explained it.

Table 12: Question 4 average answers.

How much time do you spend on the following social media platforms? (Average, from 1 to 5)	Instagram	Facebook	Twitter	TikTok	YouTube
Money donors	2.65	1.47	1.76	1.45	2.36
Volunteers (time donors)	3.25	1.32	1.83	1.78	2.54
Non-donors	3.49	1.19	1.89	1.90	2.47

Note: Microsoft Forms questionnaire data.

As the data show in Table 12, the least popular social media platform is nowadays Facebook, especially if we take into consideration that people from 16 to 24 years old represent the 54% of our sample, knowing that youngers are more attracted by newest social media as Instagram, which is, without any doubt the “queen” of social media, as every group of donors answered they spend, on average, between quite a lot and a lot of time on it.

The very extended usage and time spent on Instagram is followed by YouTube, where on average, people spend between not much and quite a lot of time. And this is significant, because Instagram and YouTube are the social media platforms where more advertisements are displayed (followed by Facebook), so there potential donors are the perfect target for NPOs’ campaigns, and this is something people notice, as we could check when we asked our participants if they had ever seen NPOs’ donation campaigns through social media (Questions 10, 19, 29 and 37: “¿Has visto a algún ‘influencer’ o a alguna persona famosa promocionar campañas solidarias o sobre alguna ONG? (Por ejemplo: Ayuda a refugiados, campañas de vacunación contra la malaria en África, ayuda humanitaria por catástrofes naturales...)”, see Annex 1).

Table 13: Questions 10 and similar answers (percentages).

Have you seen any ‘influencer’ or famous person promoting donations campaigns through social media?	Yes	No
Money donors	84%	16%
Volunteers (time donors)	84%	16%
Non-donors	67%	33%

Note: Microsoft Forms questionnaire data.

So, following Table 13 results over the 80% of donors have noticed these campaigns through social media, and overall, through Instagram and YouTube, which are the most used.

The next question results we would like to analyse is where we asked people to what extent they could be influenced in their decision to donate by different aspects related with NPOs’ activity in social media.

Table 14: Questions 5, 6 and 7 and similar average answers (from 1 to 5).

To what extent could you be influenced in your decision donating to an NPO...	Money donors	Volunteers (time donors)	Non-donors
... depending on the number of publications it had on social media?	2.14	2.16	2
... depending on the number of followers it had on social media?	1.88	1.90	1.96
... if you were asked directly for a donation to a specific cause through social media?	2.09	2.31	2

Note: Microsoft Forms questionnaire data

Table 14 shows us that, on average, neither money donors nor volunteers nor non-donors show a strong influence from social media when we they decide to donate or not, nevertheless, we should highlight that time donors (volunteers) are on average more influenced by the number of publications NPOs have on social media (2.16), followed by money donors (2.14), these results support what Elvira-Lorilla et al. (2023) said in their paper, as being more active on social media could have some effect increasing donations, as it attracts more people to the cause.

At the same time, if we analyse the results regarding how people are influenced by the number of followers an NPO has in social media when donating, we could see it the weakest effect, as the average is 1.92 among the different types of donors, what it translated in “little” influence.

Finally, we could also see how if potential donors were directly asked to donate to a specific cause through social media it would have a little bit more of influence, in particular, time donors (2.31), followed by non-donors (2).

These results prove, in some way, what we said in the theoretical part, that the only fact of being in social media as an NPO is not enough to make a difference and attract more donors, but what it is demonstrated to be more effective is when potential donors are asked directly to donate through social media platforms. This could be seen with the results commented in last paragraph, where participants were clearly more influenced.

2.3.3 Influencers and donations

Once we have studied the impact of social media in donations, and its influence in donors we should pay attention to the last “update” of this social media influence, which is about influencers and how could they determine future donations.

The so-called ‘influencers’ are a new way of promoting and advertising product or services using social media platforms, Instagram and TikTok, mainly. As we explained in the theoretical framework these are a new character in all the marketing “ecosystem” and, although brands have been hiring them for their promotions for some years now, it is true that NPOs have not been so interested in them, so we will try to see how useful or not they could be for the cause.

To address this matter the first question we did was whether or not people follow influencers or famous people (see Questions 8, 17, 27 and 35 in Annex 1), mentioning this similarity with famous people or celebrities is because nowadays many famous people are hired by brands to promote their products and, although they are not identified as ‘influencers’ they do, in fact, the same job.

Table 15: Questions 8 and similar answers (percentages).

Do you follow ‘influencers or famous people on social media?	Yes	No
Money donors	64%	36%
Volunteers (time donors)	76%	24%
Non-donors	67%	33%

Note: Microsoft Forms questionnaire data.

In Table 15 we could see how the majority of people in every group of donors follow influencers or famous people on social media, remarking the time donors’ group, where they are a 76% of people who follow influencers on social media. This data shows that, at least, it exists a common interest by society to follow these people, so they have a potential to influence nearly 3 quarters of the population who has access to social media and to the Internet.

To complete the information of this possible influence influencers have on people we asked our participants how does influencers’ opinion influence their decision to buy a product or a service (see Questions 9, 18, 28 and 36 in Annex 1: “Valora cómo te influye la opinión de un ‘influencer’ o de una persona famosa sobre la

decisión de compra de un producto o un servicio”). The method we followed here was, again, the 1 to 5 value method, explained before.

Table 16: Questions 9 and similar average answers (from 1 to 5).

	Money donors	Volunteers (time donors)	Non-donors
Assess how the opinion of an influencer or celebrity influences your decision to buy a product or service:	1.97	1.83	2.12

Note: Microsoft Forms questionnaire data

In Table 16 we could see how all types of donors are not very influence by influencers in their decision to buy a product or a service, taking into account that according to the meaning of the figures they are very little influenced –next to 2, which means a little—. Surprisingly non-donors are the most influenced by influencers on their purchasing decisions, followed by money donors.

Knowing that, now we should compare it to how people are influenced by influencers to donate, and, in order to collect this information, we designed Questions 11, 20, 30 and 38, where participants were asked to what extent would they consider to donate more money or time if the NPOs’ campaign was promoted by an influencer (see Annex 1: “¿Hasta qué punto te plantearías ser voluntario o donar dinero/ donar más dinero / dedicar más horas de tu tiempo a una ONG si promocionara la causa un ‘influencer’ o una persona famosa a la que sigues?”).

Table 17: Questions 10 and similar average answers (from 1 to 5).

	Money donors	Volunteers (time donors)	Non-donors
"To what extent would you consider volunteering or donating money / donating more money / giving more hours of your time to an NGO if an influencer or celebrity you follow promoted the cause?	1.51	1.76	1.55

Note: Microsoft Forms questionnaire data

Regarding the results shown in Table 17 influencers’ influence on people’s donations are quite aligned to influencers’ influence on purchases. This could lead to the reflection that influencers have quite the same effect on everything they promote, which is, nowadays very little.

Particularly volunteers are the most influenced by influencers if they were asked by them to contribute to a good cause, but these levels of influence, being them between 1 and 2, continue to be very low, between nothing and a little.

Following this analysis we should remark not all NPOs have hired or asked influencers to promote their donations' campaigns, as we could see before in Table 13, although 80% of donors –of any kind— have seen this type of promotions through social media we found that, among non-donors, this figure goes down to only a 67% of them, and these could be, in some way, some of the facts that determined these results.

Finally, we found another determinant, which is that, on average and regarding data on Table 15, not all people who has access to social media –which are all the participants in this questionnaire— follow influencers, as, on average the figure is around the 70% if them, which clearly limits the ability of influencers to influence potential donors and determine their donations.

CONCLUSIONS

To conclude this paper, we would like to share some conclusions we have reached after reviewing some of the literature on the determinants of donations and how social media and influencers could influence donors, addressing our main objective this way, helped by our own study using the questionnaire in Annex 1.

Firstly, we should note that we have been able to corroborate most of the theories on the influence of traditional determinants on donors. Within this we have seen how, for example, it is indeed the case that people with the highest purchasing power are those who donate the most, and specifically how they focus their donations on giving money, representing 8% of this type of donations, when in the sample this population group with the highest level income was only the 1% of the general sample.

We could also see that women are more likely to donate time, being volunteers in particular, while they also accounted for the majority of non-donors, although this can be justified since, on the whole, women were more present among our participants.

Another fact that we have been able to verify, through the results of our study on socio-demographic determinants, is how older people –especially those over 55 years old- are the majority group among the donors of money, representing 36% of the people, so this leads us to corroborate that older people donate more, and specifically in the form of money (James & Sharpe, 2007) as we explained in the theoretical part of the work. In addition, we have seen how the younger group of people - the ones between 16 and 24 years old - represent 56% of the volunteers, more than half, which is a very remarkable figure and proves the

commitment of younger generations, who feel the charitable causes as their own and, although they donate less in economic and quantitative terms, they do not miss the opportunity to invest their time in supporting good causes.

Also, we found very interesting that, according to the results of our study, we have been able to corroborate that, as indicated in the literature reviewed, people who have a greater religious feeling are those who participate more in donations, both of money and of time as volunteers, with a notable difference between the average feeling of religiosity among donors and non-donors.

Secondly, in these conclusions we would like to remark what we found about intrinsic and extrinsic motivations. In this section, we have seen how people who are donors (both of money and time) consider themselves more solidary, empathetic as well as guilty for what happens around them, proving that this is to a large extent what determines a greater willingness to donate, compared to non-donors.

Thirdly, moving on to social media we should comment how Instagram and YouTube are the most popular social media has the data show they are the ones where people spend, on average, more time. This would lead us to the results obtained about how do people respond when they consider NPOs social media platforms, where we have seen how having a presence on social media is not a guarantee of success for donations, but that content must be generated, as one of the ways through which donations could be increased would be if these organisations launched campaigns directly asking people to donate, in particular time donors are the most influenced by this.

Finally, regarding our study and the questionnaire people fulfilled for this paper, we can focus on the role of influencers in determining social media. Here the conclusion we have been able to reach is that the influence of influencers on the willingness of individuals to donate is quite low, with an average of 1.61 among the different types of donors, with time donors standing out to some extent as being more influenced by influencers, with a 1.76, out of 5. However, these results are certainly in line with the influence of influencers in general on individuals, specifically on their purchasing decisions, as this influence is also at low levels as we have been able to verify, with an average of 1.97 among the different groups of donors.

Furthermore, another of the limitations with which we must interpret these data is that not all people follow influencers on social media, as we have seen, with an average of 30% of people not following them or accessing their content.

Following the limitations we have had in carrying out this work and obtaining results whose analysis could shed light on our study's objective, we must mention a limitation that has arisen regarding the size of the

sample. Although our sample was certainly large, as we managed to get 101 people to participate in the questionnaire, it is also true that when it came to analysing the results, we realised that of these people, only 38% were actual donors.

This is why we would have liked to extend the data collection over a longer period of time, as well as to use the convenience method to some extent, which would have allowed us to focus particularly on people who donate, and above all, on people who follow more influencers on social media.

Another point we wanted to address in these conclusions is the practical application of this study. Firstly, within the literature on NPOs and the different ways in which they attract donors and donations by influencing the size of donors, and what influences them to dedicate part of their time or money to charitable causes. Secondly, we believe that this study and others like it can mark the beginning of a new area of research that could help NPOs to understand the world of social media and influencers, particularly in terms of their fundraising campaigns, and thus expand their audience of potential donors, if they manage to find the key point with which to determine future donations through these platforms and these new "promoters" of donations.

Finally, and linked to the previous point, we consider that the main theme of this work could be addressed in future research, where the study could discuss the type of campaigns influence people through social media, as well as the language and profile needed by specific influencers to promote non-profit organisations and their charitable projects, that is, to deepen more particularly into the way of communicating through these new "advertising" channels, in order to improve their influence on the decisions of potential donors.

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SUSTAINABILITY ANNEX.

Non-profit organisations have had and still have an elemental role within what we could call the "solidarity ecosystem", which has certainly contributed during the most recent history to the improvement of the quality of life of the most disadvantaged people, as well as to raising people's awareness of problems of all kinds around the world. Knowing this, it is of great importance to consider the close relationship that non-profit entities and solidarity organisations have with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda. They have been working on them since the beginning of their activity, even before the definition of these SDGs, on which we will carry out an analysis of the contributions of this matter to them.

Goal 1: End poverty in all its forms everywhere. As mentioned in the previous paragraph, non-profit organisations are at the heart of charity and therefore share the main objective of ending poverty in the world. In order to achieve this goal, many of them help to ensure a dignified life for the poorest people and offer them a way out of their bad situation, for example, by helping to train people to get a job and support their family.

Goal 2: Zero Hunger. By 2022, approximately 735 million people - or 9.2% of the world's population - will find themselves in a state of chronic hunger", according to the UN, which will worsen by 2030 due to climate change, global armed conflicts and growing inequalities, if not addressed. To achieve this goal, it is also necessary to pursue the previous goal and work to end poverty in the world by helping people to support themselves. However, a fundamental task that charities such as Caritas, the Food Bank in Spain and Unicef in the rest of the world also do is to feed the most disadvantaged families and people, especially children.

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all. Workers' organisations, such as trade unions or similar organisations, often have a partnership with non-profit organisations, to help workers with few resources to find out about their labour rights and to help them to denounce or demand their fulfilment. Also, thanks to social media, more and more people can find out more easily what rights they have in their work environment and what they can do if they feel that any of them have been violated.

Goal 13: Take urgent action to combat climate change and its impacts. Another of the objectives of the SGDs is to combat climate change, for which there are many organisations throughout the world that are not only dedicated to carrying out projects to alleviate the effects of this change in the climate, but also help to raise awareness among people, especially the youngest, about the adverse effects of this situation and how to stop

or reverse them. As we have seen in this study, social media as tools at the service of non-profit organisations can be a very relevant loudspeaker to raise awareness and take action globally.

Goal 16: Promote just, peaceful and inclusive societies. To achieve this goal, organisations and their presence on social media can be fundamental, since many of those who could be called enemies of freedom and democratic institutions find in social media the perfect breeding ground to negatively influence our democratic societies. This is why non-profit organisations that watch over the democratic quality of our countries can use these platforms to publicly denounce breaches of Human Rights and European standards of democracy around the world, and thus have a great impact.

In conclusion, and as we have been explaining little by little throughout this annex, non-profit organisations are inseparably linked to the achievement of the Sustainable Development Goals of the United Nations' 2030 Agenda, and furthermore, as far as our work in particular is concerned, we have been able to demonstrate how the use of social media by these organisations would help to achieve most of these goals.

ANNEXES

Annex 1. Questionnaire distributed for the Empirical Part through Microsoft Forms

ONGs y Donaciones: Redes sociales e 'influencers'

16/6/24, 14:28

ONGs y Donaciones: Redes sociales e 'influencers'

Hola, mi nombre es Gonzalo, estudio Derecho y ADE y estoy realizando mi Trabajo de Fin de Grado sobre la influencia de las redes sociales y los 'influencers' en las ONGs y en las donaciones.

Agradezco mucho tu amabilidad por contestar este cuestionario, te llevará menos de 5 minutos y las respuestas son anónimas, por lo que en ningún caso se podrá extraer información identificada con ninguna persona.

No olvides darle a 'enviar' al final del cuestionario 😊

* Obligatoria

1. ¿Hasta qué punto te consideras una persona... *

	Nada	Poco	No mucho	Bastante	Mucho
... solidaria?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... empática?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... preocupada por su reputación?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... culpable con lo que sucede a su alrededor?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... religiosa?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Actualmente, ¿eres una persona que dona dinero o parte de su tiempo (siendo voluntario) a alguna causa benéfica? *

- Sí, dono dinero
- Sí, soy voluntario
- Sí, dono dinero y tiempo
- Actualmente no dono

Donante - dinero

3. ¿Cuánto dinero donas mensualmente a causas solidarias? *

- De 0 a 10 €
- De 10 a 20 €
- De 20 a 50 €
- Más de 50 €

4. Por favor, valora cuánto tiempo empleas en las siguientes redes sociales: *

	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. ¿Hasta qué punto crees que influiría en tu decisión de donar el número de publicaciones hecho por una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario la cantidad de seguidores que tiene una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. ¿Hasta qué punto influiría en tu decisión de donar el hecho de que una ONG solicitase dinero a través de sus redes sociales para una causa concreta? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. ¿Sigues a 'influencers' o a personas famosas en las redes sociales? *

- Sí
- No

9. Valora cómo te influye la opinión de un 'influencer' o de una persona famosa sobre la decisión de compra de un producto o un servicio *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. ¿Has visto a algún 'influencer' o a alguna persona famosa promocionar campañas solidarias o sobre alguna ONG?
(Por ejemplo: Ayuda a refugiados, campañas de vacunación contra la malaria en África, ayuda humanitaria por catástrofes naturales...)

- Sí
- No

11. ¿Hasta qué punto te plantearías aumentar tu donación a una ONG si promocionara la causa un 'influencer' o una persona famosa a la que sigues? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Donante - tiempo

12. ¿Cuánto tiempo dedicas a causas solidarias al mes? *

- Nada
- De 1 a 4 horas
- De 5 a 8 horas
- Más de 8 horas

13. Por favor, valora cuánto tiempo empleas en las siguientes redes sociales: *

	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario el número de publicaciones hecho por una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario la cantidad de seguidores que tiene una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. ¿Hasta qué punto influiría en tu decisión de ser voluntario el hecho de que una ONG solicitase tu contribución para una causa a través de sus redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. ¿Sigues a 'influencers' o a personas famosas en las redes sociales? *

- Sí
- No

18. Valora cómo te influye la opinión de un 'influencer' o de una persona famosa sobre la decisión de compra de un producto o un servicio *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. ¿Has visto a algún 'influencer' o a alguna persona famosa promocionar campañas solidarias o sobre alguna ONG?
(Por ejemplo: Ayuda a refugiados, campañas de vacunación contra la malaria en África, ayuda humanitaria por catástrofes naturales...)

- Sí
- No

20. ¿Hasta qué punto te plantearías dedicar más horas de tu tiempo a una ONG si promocionara la causa un 'influencer' o una persona famosa a la que sigues? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Donante - tiempo y dinero

21. ¿Cuánto tiempo dedicas a causas solidarias al mes? *

- Nada
- De 1 a 4 horas
- De 5 a 8 horas
- Más de 8 horas

22. ¿Cuánto dinero donas mensualmente a causas solidarias? *

- De 0 a 10 €
- De 10 a 20 €
- De 20 a 50 €
- Más de 50 €

23. Por favor, valora cuánto tiempo empleas en las siguientes redes sociales: *

	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario o de donar dinero el número de publicaciones hecho por una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario o de donar dinero la cantidad de seguidores que tiene una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. ¿Hasta qué punto influiría en tu decisión de ser voluntario o de donar dinero el hecho de que una ONG solicitase tu contribución para una causa a través de sus redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. ¿Sigues a 'influencers' o a personas famosas en las redes sociales? *

- Sí
- No

28. Valora cómo te influye la opinión de un 'influencer' o de una persona famosa sobre la decisión de compra de un producto o un servicio *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. ¿Has visto a algún 'influencer' o a alguna persona famosa promocionar campañas solidarias o sobre alguna ONG?

(Por ejemplo: Ayuda a refugiados, campañas de vacunación contra la malaria en África, ayuda humanitaria por catástrofes naturales...)

- Sí
- No

30. ¿Hasta qué punto te plantearías dedicar más horas de tu tiempo o donar más dinero a una ONG si promocionara la causa un 'influencer' o una persona famosa a la que sigues? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

No donante

31. Por favor, valora cuánto tiempo empleas en las siguientes redes sociales: *

	Nada	Poco	No mucho	Bastante	Mucho
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario o de donar dinero el número de publicaciones hecho por una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. ¿Hasta qué punto crees que influiría en tu decisión de ser voluntario o de donar dinero la cantidad de seguidores que tiene una ONG en las redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. ¿Hasta qué punto influiría en tu decisión de ser voluntario o de donar dinero el hecho de que una ONG solicitase tu contribución para una causa a través de sus redes sociales? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. ¿Sigues a 'influencers' o a personas famosas en las redes sociales? *

- Sí
- No

36. Valora cómo te influye la opinión de un 'influencer' o de una persona famosa sobre la decisión de compra de un producto o un servicio *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. ¿Has visto a algún 'influencer' o a alguna persona famosa promocionar campañas solidarias o sobre alguna ONG?

(Por ejemplo: Ayuda a refugiados, campañas de vacunación contra la malaria en África, ayuda humanitaria por catástrofes naturales...)

- Sí
- No

38. ¿Hasta qué punto te plantearías ser voluntario o donar dinero a una ONG si promocionara la causa un 'influencer' o una persona famosa a la que sigues? *

	Nada	Poco	No mucho	Bastante	Mucho
Influencia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Preguntas sociodemográficas

Recuerda que todas las respuestas son anónimas, por lo que en ningún caso se podrá extraer información identificada con una persona.

39. Indica tu sexo *

- Hombre
- Mujer
- Otro

40. Indica tu edad (años) *

- Entre 16 y 24
- Entre 25 y 34
- Entre 35 y 44
- Entre 45 y 54
- Más de 55

41. ¿Cuál es tu ocupación? *

- Estudiante / En prácticas
- Trabajador
- Desempleado
- Jubilado
- Otro

42. Indica tu nivel de estudios (formación máxima a la que ha llegado o en la que te encuentres actualmente) *

- Sin estudios
- Estudios elementales
- Estudios medios (Bachiller)
- Estudios superiores (Grado universitario)
- Máster / Doctorado

43. Nivel de ingresos mensuales *

- Menos de 500 €
- Entre 501 y 1.500 €
- Entre 1.501 y 3.000 €
- Más de 3.000 €

Este contenido no está creado ni respaldado por Microsoft. Los datos que envíe se enviarán al propietario del formulario.

