To give or not to give: The influence of donor characteristics on donation likelihood

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This paper reports how supportive donor characteristics influence donation likelihood to nonprofit organizations in South Africa. It also examines the moderating effects of 'attitudes toward helping others' and 'donor choice autonomy'. We distributed an online questionnaire to 399 donors. Structural equation modelling results demonstrate that intrinsic donor characteristics predict donation likelihood. In contrast, extrinsic or social factors do not directly influence donation likelihood, but show significant interaction effects with both moderators. Our study refines the Charitable Triad Theory and Interdependence frameworks by showing that empathy, self-efficacy, and donor identity salience operate as an integrated mechanism (ESD), while guilt and moral obligations function in context-dependent ways. We offer practical guidance for nonprofit managers by highlighting the value of psychological segmentation. We contribute to the donor psychology literature by showing how contextual factors such as 'donor choice autonomy' and 'attitude toward helping others' moderate the relationships between donor characteristics and donation likelihood.

Keywords: donor characteristics, donation likelihood, attitudes, donor choice autonomy, nonprofit