

“Project Giving”
A Nationwide Survey of
Filipino Giving Behavior

October 2006



Presented to:

Venture 
for Fund Raising

by:

 SOCIAL
WEATHER
STATIONS *Founded 1985*

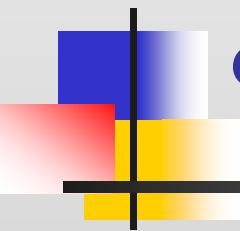
22 March 2007





Topic Presentation Sequence

- 1st. What is this survey all about? (5 minutes)
- 2nd. How big is each of the 15 giver segments? What is each giver segment's "market size"? (10 minutes)
- 3rd. What awareness of social cause championing groups do giver segments have & what is the practical significance of this awareness level & quality? (10 minutes.)
- 4th. What is each giver segment's priority importance of the 15 social causes? (10 minutes)
- 5th. What is each giver segment's attitude toward giving? (10 minutes)
- 6th. What specific giving attitude drives the giving behavior? (5 minutes)
- 7th. Q&A (5 minutes)



What Is this Survey All about & How Was It Conducted?

- Specific survey objectives of the 2006 wave
- Survey research profile
- Survey analysis framework




Survey Research Profile

- Internally valid, i.e., measured what was to be measured ...
 - *1st, interviewed (October 1-8, 2006) target 1,200 nationwide respondents themselves: adults who are 17-65 years old, across all 4 SECs.*
 - *2nd, pretested and revised accordingly the survey questionnaire patterned after the AKAP framework of the 2001 survey wave .*



Survey Research Profile

- Externally valid, i.e., measured what's true of the total population of adults in the specified age range across all 4 SECs.
 - *1st, per study area (4 areas), sampled at random cities/municipalities, and then per city/municipality, sampled at random spots, and then per spot, sampled at random households.*
 - *2nd, implemented a statistically random selection of qualified respondents within a randomly sampled household using a probability selection key.*



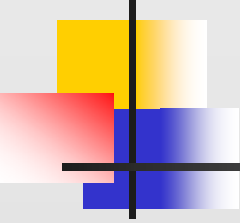
What objectives were specified for this Survey?

- As in the 2003 survey wave ...
 - To shed light on the question: *“How do we get the Filipino public to support non-profit organizations in an intelligent, involved, and sustained manner?”*
 - Or in other words: *“How does a non-profit effectively get through the Filipino giver?”*



Survey Objective ...

- Specifically, the 2006 survey wanted answers to its question ...
 - For 15 beneficiary “causes” of giving;
 - By 15 different giver segments; and
 - As advocated by 3 types of organizations: NGOs, church-based, and GOs.

- 
-
- **1st**. How big is each of the 15 different giver segments?
What is each segment's relative market size?



The Giver Segments

- **Set #1: Geographical Giver Segments**
 - National Capital Region Givers
 - Balance Luzon Givers
 - Visayas Givers
 - Mindanao Givers

- **Set #2: SEC Giver Segments**
 - Class ABC Givers
 - Class D Givers
 - Class E Givers



The Giver Segments

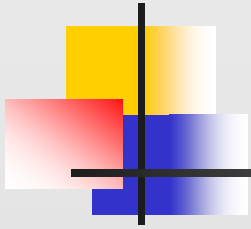
- **Set #3: Giver Segments by Local**
 - Urban Givers
 - Rural Givers
- **Set #4: Giver Segments by Gender**
 - Male Givers
 - Femae Givers
- **Set #5: Giver Segments by Age & Employment**
 - College Student Givers
 - Young Single Professional Givers
 - Young Married Givers
 - Mature Adult Givers



- **Giver segment behavior responses**

= ***AKAP*** ...

- **Awareness**
- **Knowledge**
- **Attitude**
- **Practice**

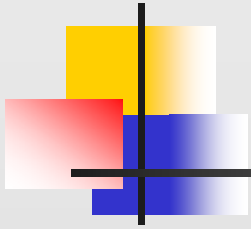


- **2nd**. What awareness of social cause championing groups do giver segments have?

What is the practical significance of this awareness level & quality?

What is the quality of this awareness?

What can be done about poor quality awareness?



- *3rd*. What is each giver segment's priority importance of the 15 social causes?
What is the prevalence of concern for the 15 social causes among 15 giver segments surveyed?



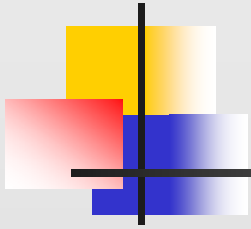
The 15 “Causes”

- 1st. Education for those unable to study** (Ed4Unable)
- 2nd. Orphans/street kids/abused’s welfare** (Orp/StKids/Abs)
- 3rd. Needs of abused women** (AbsdWomen)
- 4th. White slavery/prostitution** (WhitSlav)
- 5th. Family planning/reproductive health** (FP/RepHelt)
- 6th. Health and nutrition** (HeltNutri)
- 7th. Employment/livelihood/credit** (Emp/Liv/Cred)
- 8th. Improving the quality of life of fisherfolk** (Fishrfok)
- 9th. Improving the quality of life of farmers** (Farmrs)

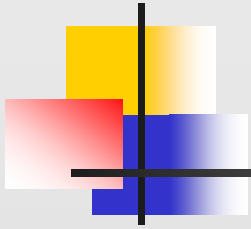


The 15 “Causes”

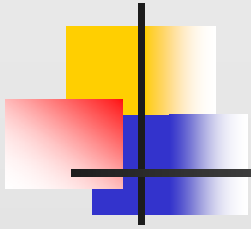
- 10th. Housing for the poor** (Hous4Poor)
- 11th. Cleaning of the environment and preservation of endangered species** (Envrn/Species)
- 12th. Caring of out-of-school youth and juvenile delinquent** (OutSchYut/JuvDel)
- 13th. Rehab of drug dependent youth** (RehabDrugYut)
- 14th. Caring for the elderly/disabled** (Elderly/Disabled)
- 15th. Caring for indigenous peoples/cultural minorities** (Indig/CultrMinors)



- *4th*. How should the giving behavior be measured?
How much giving behavior are each giver segment now doing?



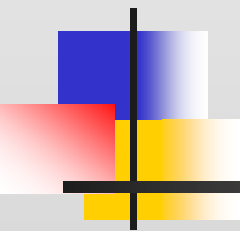
- *5th*. What giver segment attitudes must be changed to change the giving behavior?
How do givers relate the 24 giving attitude statements to one another?
Among the giver segments, what are their giving attitude differences and similarities?



- *6th*. Is giving behavior a function of giver attitude?

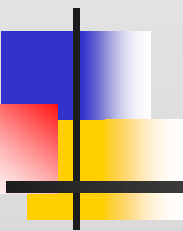
What specific attitudes drive a giver segment's giving behavior?

What are the major results of this Survey?



- How big is each of the 15 different giver segments? What is each segment's relative **market size**?
- What is the state of **AKAP** of each of the 15 giver segments in supporting 15 social causes championed by NGOs, Church, & GOs?

Giver Segment Market Profile =
Giver Segment Market Size

- 
-
- Giver segments giving to NGOs
 - Giver segments giving to church-based organizations
 - Giver segments giving to GOs

“THINK” Pause ...

- Giver segment *market* size
NOT =
Giver segment *population* size.

Source: Dr Ned Roberto, *User-Friendly Marketing Research*: 2006.





“THINK” Pause ...

- Giver segment *market* size =
(Giver segment population size) x
(Frequency of giving = Q_{11}) x
(Average amount given per
giving occasion = Q_{13})

Source: Adapted from Dr Ned Roberto, *User-Friendly Marketing Research*: 2006.



Segment Market Size

Among those giving cash to NGOs

- **Geographic Giver Segments: Conclusions & Recos**
 - With biggest market size = NCR segment.
 - 11x Bal Luzon; 16x Visayas; 10x Mindanao.
 - Why? Highest giving frequency = 12x/year: 9x Bal Luzon & Mindanao; 12x Visayas. Not highest in average amount given/giving occasion. Mindanao, highest = P140.
 - **Reco** to get bigger: "Give More" campaign = 20-25% increase in amount given; "More Giver" campaign = raise giver pop size 80-85% to match Bal Luzon's.
 - **Reco** to raise market size of Bal Luz, Vis and Min: "Give More Often" campaign = 1x – 1.33x raise to 12x a yr.



Segment Market Size

Among those giving cash to NGOs

- Urban/Rural Giver Segments: Conclusions & Recos
 - With biggest market size = Urban segment.
 - Almost 7x rural segment.
 - Why? 2.5x more giver population, and 4x higher giving frequency even though average amount given = only 69% of rural's = P116.
 - **Reco** to get bigger: "Give More" campaign, give 45% increase in amount given.
 - **Reco** to raise rural market size: "Give More Often" campaign = 1x a yr to 4x a yr.; "More Giver" campaign = raise giver pop size 151% to match urban's.



Segment Market Size

Among those giving cash to NGOs

- S.E.C. Giver Segments: Conclusions & Recos
 - With biggest market size = Class E segment!
 - Very close to 11x Class ABC, and 2.2x Class D.
 - How? 12/yr giving frequency. Not amount given = 20% of ABC's or giver population size = 27% of Class D.
 - **Reco** to get bigger: "Give More" campaign = increase amount given 10-15%; "More Giver" campaign = raise giver population size, 265% to match D's.
 - **Reco** to raise market size of ABC and D ...
 - "Give More Often" campaign: for ABC (1x to 12x a yr), and for D (1.33x to 12x a yr). "More Giver" campaign for ABC to match D's.



Segment Market Size

Among those giving cash to NGOs

- Gender Giver Segments: Conclusions & Recos
 - With biggest market size = Female segment.
 - Almost 1.9x male segment.
 - Why? 6% more giver population; 4x more giving frequency even though average amount given = only 45% of male's.
 - Reco to get bigger: "Give More" campaign, give 120% increase in amount given.
 - Reco to raise male segment market size: "Give More Often" campaign = 1x a yr to 4x a yr.; "More Giver" campaign = raise giver pop size 6% to match female's.



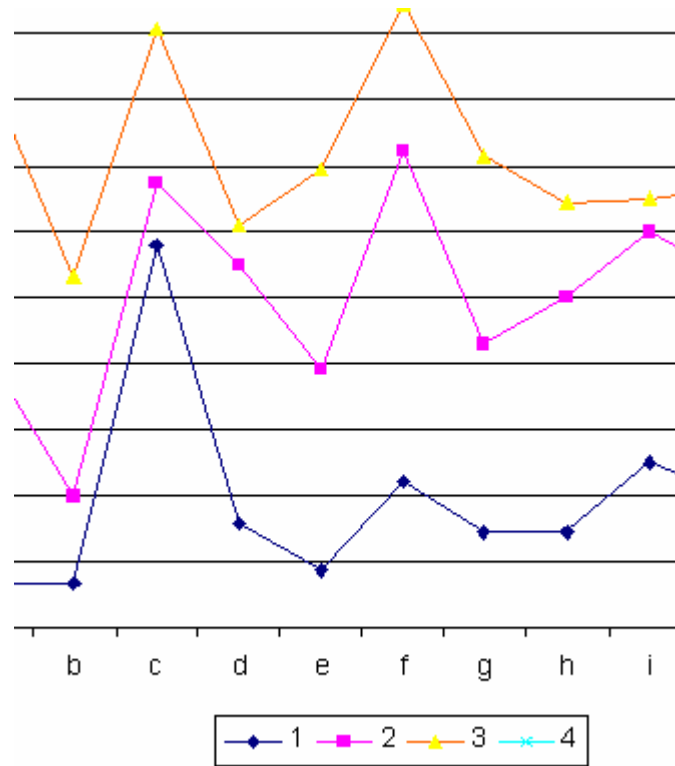
Segment Market Size

Among those giving cash to NGOs

- Age/Work Giver Segments: Conclusions & Recos
 - With biggest market size = the mature adult segment.
 - 3x the young marrieds segment.
 - How come? More frequent giving = 2.4x a yr vs 1.33x among young marrieds; 2.1x more average amount given.
 - Reco to get bigger: “More Giver” campaign = raise by 29% more.
 - Reco to raise young marrieds’ market size: “Give More Often” campaign = 1.33x a yr to 2.4x a yr.; “Give More” campaign = raise amount given by 112% to match mature adults’.

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



Giver Segment Market Size

Geographic Segments & SEC Segments

(Base = Those giving cash donations to an **NGO**)

Giver Segment Market Size	=	Giver Segment Population Size	x	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Segment Market Size Index	Relative Market Size Index
Geographic Segments:									
NCR	=	23.00	x	12.00	x	114.21	=	31,521.96	100.00
Bal. Luzon	=	42.28	x	1.33	x	50.56	=	2,843.11	9.02
Visayas	=	17.51	x	1.00	x	109.94	=	1,925.05	6.11
Mindanao	=	17.21	x	1.33	x	140.00	=	3,204.50	10.16
Urban/Rural Segments:									
Urban	=	71.54	x	4.00	x	80.50	=	23,035.88	100.00
Rural	=	28.46	x	1.00	x	116.42	=	3,313.31	14.38

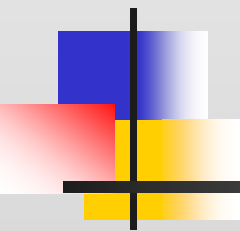
Giver Segment Market Size

Gender Segments & Age/Work Segments

(Base = Those giving cash donations to an **NGO**)

Giver Segment Market Size	=	Giver Segment Population Size	x	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Segment Market Size Index	Relative Market Size Index
Socio-eco Segments:									
Class ABC	=	4.50	X	1.00	x	356.13	=	1,602.58	9.18
Class D	=	74.99	X	1.33	x	80.22	=	8,000.88	45.82
Class E		20.52	X	12.00	X	70.92	=	17,463.34	100.00
Gender Segments:									
Male	=	48.47	X	1.00	X	126.20	=	6,110.60	52.01
Female	=	51.53	x	4.00	x	57.00	=	11,748.84	100.00
Age/Work Segments:									
Y. Marrieds	=	53.76	x	1.33	x	56.19	=	4,017.63	33.80
Mat Adults	=	41.68	x	2.40	x	118.84	=	11,887.80	100.00

*Giver Segment Behavior Responses = Giver Segment **AKAP***

- 
-
- Awareness = Of “Causes” Needing Giving Support & Organizations Addressing “Causes”
 - Knowledge = Quality Awareness
 - Attitude = Cognitive + Affective Predisposition
 - Practice = Behavior



AK_{AP}. Awareness & Knowledge

- *What awareness of social cause championing groups do giver segments have?*
- *What is the practical significance of this awareness level & quality?*

Among the Study Area Segments:

NCR, BL, Vis, & Min

■ In NCR ...

- Highest awareness level: for orgs supporting #2 "Orp/StKids/Abs" cause = 62%.
- Lowest awareness level = for orgs supporting #15 "Indig/CultrMinors" cause = 8%.
- Benchmarked vs highest, awareness campaign target for #15 Indig/CultrMinors cause = multiply current aw level 7.8x.

Among the Study Area Segments:

NCR (con't - 2)

- Awareness campaign targets for the other causes = multiply current aw level by:
 - 1.5 for #1, the Edu4Unable cause.
 - 1.5 for #3, the AbsdWomen cause.
 - 3.3 for #4, the WhitSlav cause.
 - 1.2 for #5, the FP/RepHelt cause.
 - 1.1 for #6, the HeltNutr cause.
 - 1.5 for #7, the Emp/Liv/Cred cause.

Among the Study Area Segments:

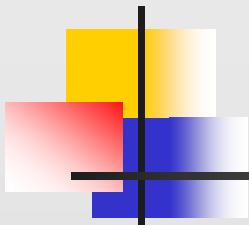
NCR (con't - 3)

- Awareness campaign targets for the other causes = multiply current aw level by: (con't)
 - 4.1 for #8, the Fisherfok cause.
 - 3.1 for #9, the Farmers cause.
 - 1.4 for #10, the Hous4Poor cause.
 - 2.1 for #11, the Envrn/Species cause.
 - 1.4 for #12, the OutSchYut/JuvDel cause.
 - 1.7 for #13, the RehavDrugYut cause.
 - 1.6 for #14, the Elderly/Disabled cause.



Why bother about awareness?

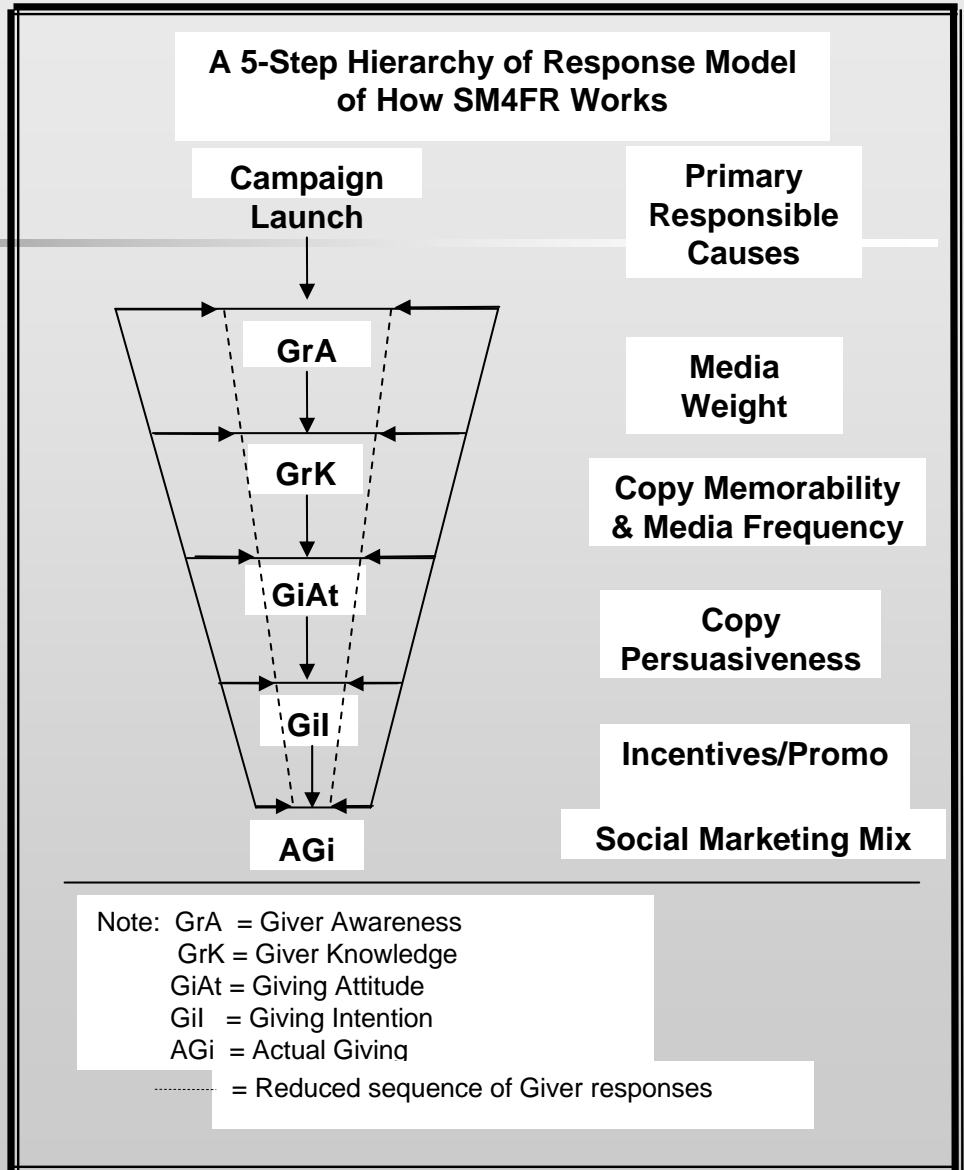




“THINK” Pause ...



Source: Adapted from Kotler, Roberto & Lee, *Social Marketing*. 2002.



What about the quality of the awareness?

- **Very poor to poor:** consider answers about the supporting orgs for the #2, Orp/StKids/Abs cause like ...

"Private NGO."

"Pagpapaaral ni Mayor."

"Seminaryo."

"Non formal education."

"Ang barangay organization."

"Mayor Belmonte."

"Mga OFWs."

"Mga veterans."

What to do then about poor quality awareness?

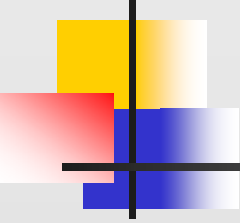


- Poor quality awareness = functional illiteracy, poor knowledge.
- So need = giver education campaign on ...
 - Social “causes” worth giving to.
 - Organizations championing social causes.



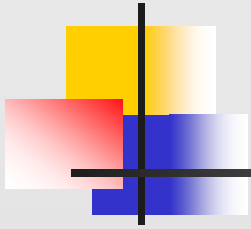
AKA.P. Attitude toward Giving

- What is each giver segment's priority importance of the 15 social causes?
- What is each giver segment's attitude toward giving?



The 15 “Causes” = The 15 Giving Values

- 1st. Education for those unable to study** (Ed4Unable)
- 2nd. Orphans/street kids/abused’s welfare** (Orp/StKids/Abs)
- 3rd. Needs of abused women** (AbsdWomen)
- 4th. White slavery/prostitution** (WhitSlav)
- 5th. Family planning/reproductive health** (FP/RepHelt)
- 6th. Health and nutrition** (HeltNutri)
- 7th. Employment/livelihood/credit** (Emp/Liv/Cred)
- 8th. Improving the quality of life of fisherfolk** (Fishrfok)
- 9th. Improving the quality of life of farmers** (Farmrs)

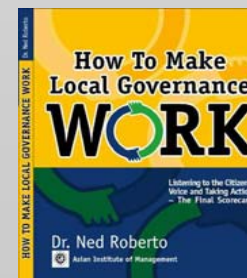


- 10th. Housing for the poor** (Hous4Poor)
- 11th. Cleaning of the environment and preservation of endangered species** (Envrn/Species)
- 12th. Caring of out-of-school youth and juvenile delinquent** (OutSchYut/JuvDel)
- 13th. Rehab of drug dependent youth** (RehabDrugYut)
- 14th. Caring for the elderly/disabled** (Elderly/Disabled)
- 15th. Caring for indigenous peoples/cultural minorities** (Indig/CultrMinors)



“THINK” Pause ...

- Social “causes” = social issues.
- At any given point in time, there is:
 - high prevalent concern for a social issue, or
 - low prevalent concern.
- At least, 5-point prevalence scale:
 - 5 = most prevalent concern/issue
 - 4 = quite prevalent concern/issue
 - 3 = moderately prevalent concern/issue
 - 2 = somewhat prevalent concern/issue
 - 1 = least prevalent concern/issue



Source: Adapted from Dr Ned Roberto, *How to Make Local Governance Work: Insighting via Social Marketing Research*. 2002.



“THINK” Pause ... [2]

- Metric of concern = “importance” rating of the issue/cause.
- This survey’s “importance” rating questionnaire item:

“I have here a list of 15 causes espoused by various organizations or groups to uplift the quality of life of the marginalized or the underprivileged. Please tell me how important or unimportant each cause is for you through a 10 point scale. A rating of ‘1’ means that the cause is NOT AT ALL IMPORTANT to you and ‘10’ means that the cause is VERY IMPORTANT (VI) to you. You can choose any number on this 10-point scale that best represent how you feel.”



“THINK” Pause ... [3]

- Prevalence scale and the “importance” rating of a cause by one of the 15 giver segments ...
 - 5 = most prevalent concern/issue = cause with the highest % “VI = 10” rating.
 - 4 = quite prevalent concern/issue = cause with % “VI = 10” rating > the segment’s mean rating.
 - 3 = moderately prevalent concern/issue = cause with % “VI = 10” rating = the segment’s mean rating.
 - 2 = somewhat prevalent concern/issue = cause with % “VI = 10” rating < the segment’s mean rating.
 - 1 = least prevalent concern/issue = cause with the lowest % “Vi = 10” rating.

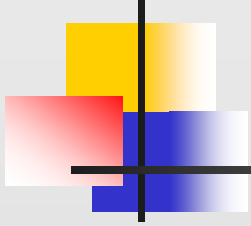


“THINK” Pause ... [4]

- The giving strategy **objective**:
 - Get the givers in the target giver segment to move to ...
 - the next phase, or
 - the next phases ...

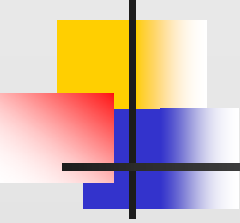
of the prevalence scale, that is ...

- from least to somewhat prevalent,
- from somewhat to moderately prevalent,
- from moderately to quite prevalent, and
- from quite to most prevalent.



Prevalence of Concern for the 15 Social “Causes”

Among the 4 Geographical Giver Segments



1st. The **NCR** Giver Segment

(Mean %VI rating = 58)

- Most prevalent: Hous4Poor (71%); HeltNutri (70%); Edu4Unable (67%).
So, giving strategy = ?
- Quite prevalent (above the mean): Elderly/Disabled (65%); RehabDrugYut (64%); Orp/StKids/Abs (61%); FP/RepHelt (63%); AbsWomen (60%).
So, giving strategy = ?
- Somewhat prevalent (below the mean): Emp/Liv/Cred (57%).
OutSchYut/JuvDel (57%); WhitSlav (55%); Envrn/Species (54%); Farmrs (48%). So, giving strategy = ?
- Least prevalent: Indig/Cult/Minors (38%); Fishrfok (42%).
So, giving strategy = ?

2nd. **Balance Luzon** Giver Segment

(Mean %VI rating = 54)

- Most prevalent: HeltNutri (67%); Edu4Unable (64%).
So, giving strategy = ?
- Quite prevalent (above the mean): RehabDrugYut (59%);
Emp/Liv/Cred (58%); Farmrs (56%); Envrn/Species (56%);
Elderly/Disabled (56%); Orp/StKids/Abs (55%); FP/RepHelt
(55%); AbsWomen (55%). So, giving strategy = ?
- Somewhat prevalent (below the mean): OutSchYut/JuvDel
(52%); Hous4Poor (51%); WhitSlav (48%); Fishrfok (45%).
So, giving strategy = ?
- Least prevalent: Indig/Cult/Minors (38%). So, giving strategy = ?



3rd. **Visayas** Giver Segment

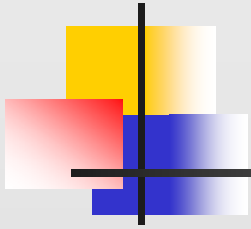
(Mean %VI rating = 53)

- Most prevalent: Edu4Unable (68%). So, giving strategy = ?
- Quite prevalent (above the mean): HeltNutri (67%); OutSchYut/JuvDel (60%); RehabDrugYut (59%); Hous4Poor (58%); Farmrs (58%); Elderly/Disabled (58%); Orp/StKids/Abs (58%). So, giving strategy = ?
- Moderately prevalent (= the mean): FP/RepHelt (53).
So, giving strategy = ?
- Somewhat prevalent (below the mean): Emp/Liv/Cred (51%); AbsWomen (50%); Envrn/Species (46%); WhitSlav (42%); Fishrfok (44%).
So, giving strategy = ?
- Least prevalent: Indig/Cult/Minors (34%). So, giving strategy = ?

4th. **Mindanao** Giver Segment

(Mean %VI rating = 42)

- Most prevalent: Edu4Unable (59%). So, giving strategy = ?
- Quite prevalent (above the mean): HeltNutri (51%); RehabDrugYut (46%); Hous4Poor (44%); Orp/StKids/Abs (44%); AbsWomen (44%); FP/RepHelt (44%). So, giving strategy = ?
- Moderately prevalent (= the mean): Farmrs (42%); Elderly/Disabled (42%).
So, giving strategy = ?
- Somewhat prevalent (below the mean): OutSchYut/JuvDel (41%); Emp/Liv/Cred (40%); Fishrfok (39%); WhitSlav (36%); Envrn/Species (33%).
So, giving strategy = ?
- Least prevalent: Indig/Cult/Minors (26%). So, giving strategy = ?



Understand attitude ...

“What giver segment attitudes must be changed to change the giving behavior?”

What Giving Attitudes to Change?



- **24 Attitude Statements in Likert Scale:**
 1. I donate from my extra. (GivExtra)
 2. I donate only to those who ask. (GivWhnAskd)
 3. I allot a certain amount of money for charity. (Allot4Chrty)
 4. Donating is only for the rich. (GvngOnly4Rich)
 5. Government can't solve society's problems alone. (NotGovtAlon)
 6. I only help those who help themselves. (Giv2SelfHelp)
 7. I want to donate to a worthy cause but I don't know how to. (NotKnoHow)
 8. Generous people are prone to abuses. (GivrAbusd)
 9. I would rather help in my own way than through an organization. (OwnGivng)



24 Attitude Statements ... (con't - 2)

10. I can say that I am active in church. (ActivInChrch)
11. I feel good about myself when helping others. (FeelGood)
12. I have enough problems of my own to worry about others. (OfMyOwn)
13. Helping organizations who do good is everybody's business. (Evry1'sBiznes)
14. I give out of pity. (OutOfPity)
15. Thos who give must be given an accounting of their donation. (GivWhenAcctg)
16. I will donate to organizations who helped me in the past I benefit from.
(GivIfHelpd)
17. I will donate only if I am directly involved in the activities of the organization.
(GivIfInvolvd)



24 Attitude Statements ... (con't – 3)

18. I donate to organizations that I know represent a legitimate cause.
(GivIfLegitCuz)
19. I give even if I have no extra. (GivEvnIf)
20. I give to share my blessings. (SharBlesngs)
21. I will donate if I know someone from the organization. (GivIfKno)
22. I will donate again to organizations who say thank you to me.
(GivIfTY)
23. I will be more inclined to give if I get something in return.
(GivInRetrn)
24. I give for goodluck/good carma. (Giv4Gudluck)



“THINK” Pause ...

- Question: *“How do givers relate the 24 giving attitude statements to one another?”*
- Analytic answer: Search for *attitude constructs*.
- Attitude construct = the clustering of attitude statements defining an underlying attitudinal group.
- How search for attitude constructs: *factor analysis*.



“THINK” Pause ... [2]

- What does factor analysis do?
 - *“Explains variability among observed random variables in terms of fewer unobserved random variables called factors.”*
 - *Caution: Interpreting factor analysis based on a “heuristic” that is only a **convenient** solution. So more than 1 interpretation can be made of the same data factored in the same way.*

Source: Dr Ned Roberto, *User-Friendly Marketing Research, 3^d Edition*. 2006.





*Among the 4 **Geographical** giver segments,
what are their giving attitude
differences and similarities?*

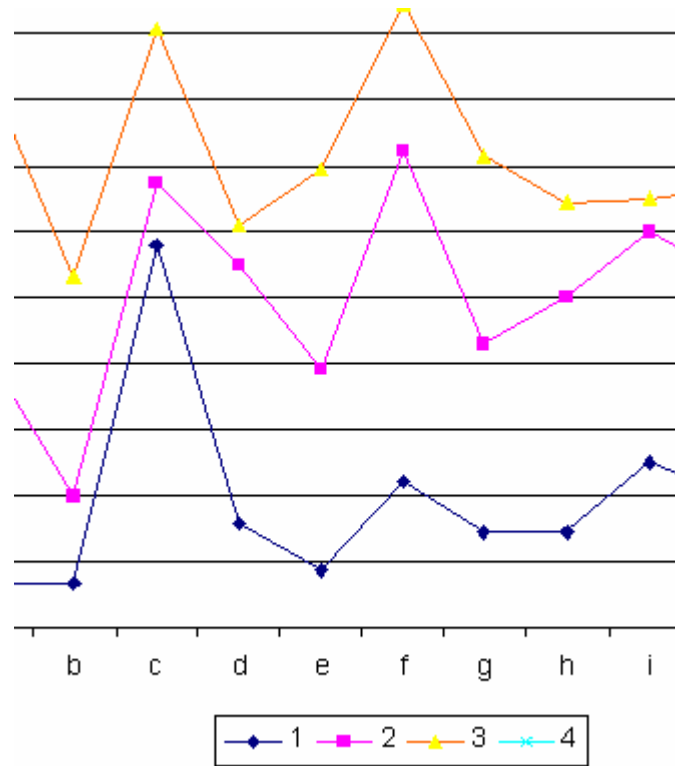


Among the **NCR** Giver Segment

- 5 giving attitude clusters: (% of variance explained = 44%)
 - The attitude of giving to known beneficiaries
 - The attitude of giving by budgeting
 - The attitude of giving by one's own way
 - The attitude of giving to responsible beneficiaries
 - The attitude of giving because others' help is not enough

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



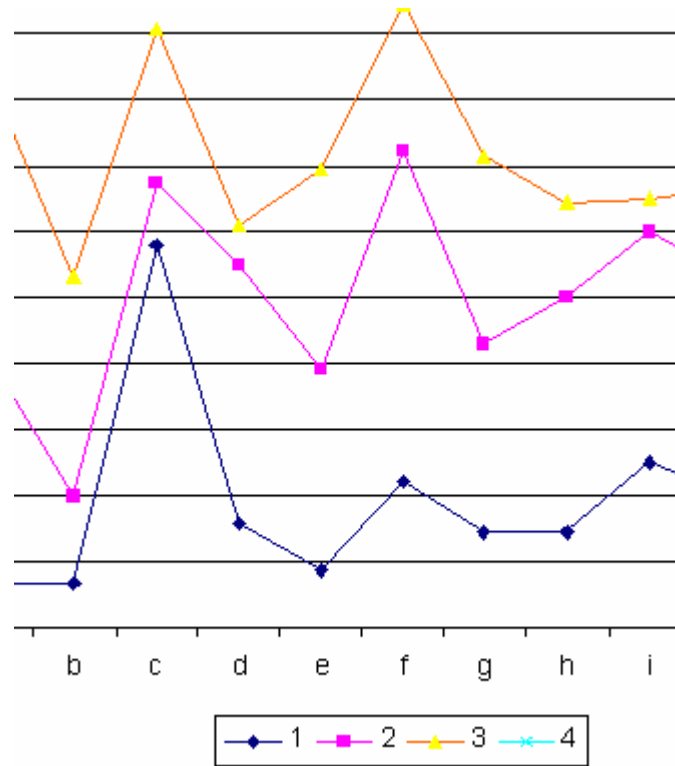


Among the **Balance Luzon** Giver Segment

- 6 giving attitude clusters: (% of variance explained = 48%)
 - The attitude of giving to known beneficiaries
 - The attitude of giving by budgeting
 - The attitude of giving neither too much nor too little
 - The attitude of giving out of a sense of obligation
 - The attitude of giving to grateful beneficiaries
 - The attitude of giving to responsible beneficiaries

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



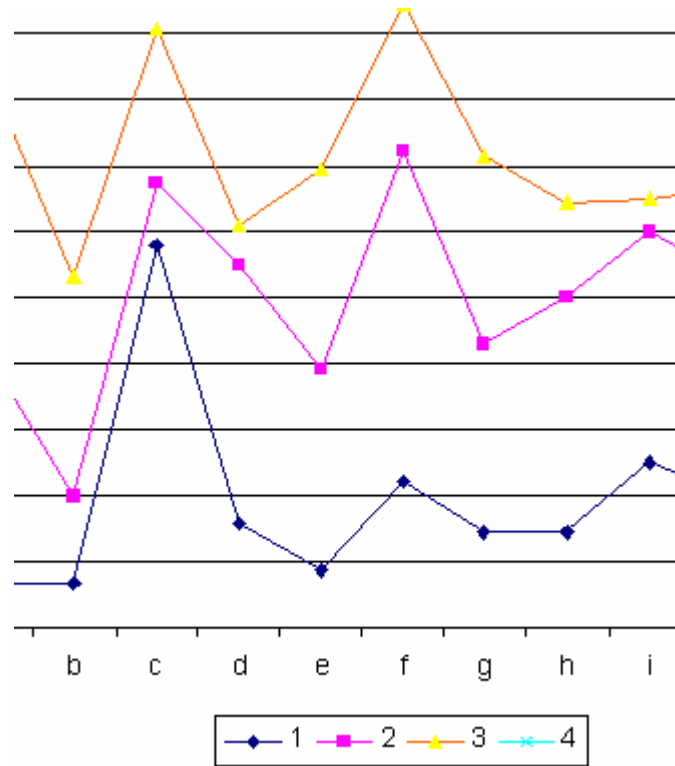


Among the **Visayas** Giver Segment

- 7 giving attitude clusters: (% of variance explained = 54%)
 - The attitude of giving out of a reciprocal relationship
 - The attitude of giving after meeting own needs
 - The attitude of giving out of a sense of obligation
 - The attitude of giving to what's worth giving to
 - The attitude of giving to grateful beneficiaries
 - The attitude of giving because others' help is not enough
 - The attitude of giving by budgeting

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



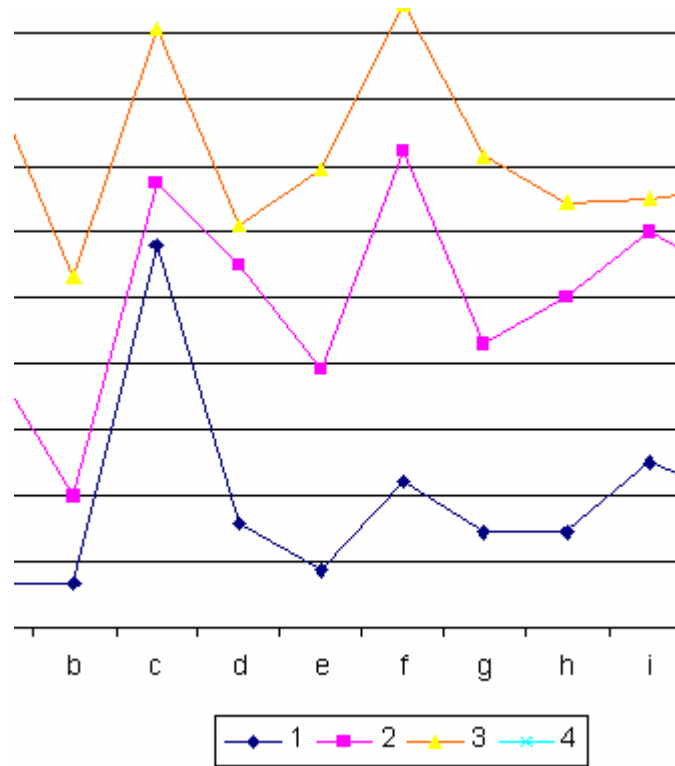


Among the **Mindanao** Giver Segment

- 5 giving attitude clusters: (% of variance explained = 46%)
 - The attitude of giving out of one's own goodness
 - The attitude of giving out of a reciprocal relationship
 - The attitude of giving by budgeting
 - The attitude of giving because others' help is not enough
 - The attitude of giving responsibly: neither too much nor too little

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)





AKA **P.** The Practice of Giving or the Giving Behavior

- How should giving behavior be measured?
- Is giving behavior a function of giver attitude?
- So what specific attitudes drive a giver segment's giving behavior?



Giving Behavior Size

- Definition:

- *Segment's giving behavior size =*

- (Median frequency of annual donating in cash) x*

- (Avg amount given per giving occasion)*

- So to raise a giver segment's giving behavior size:

- Raise giving frequency

- Raise amount given

- Raise both frequency and amount



Giving Behavior Size [2]

- Giving behavior beneficiaries:
 - NGO
 - Church based organization
 - Government organization



Giving Behavior Size [3]

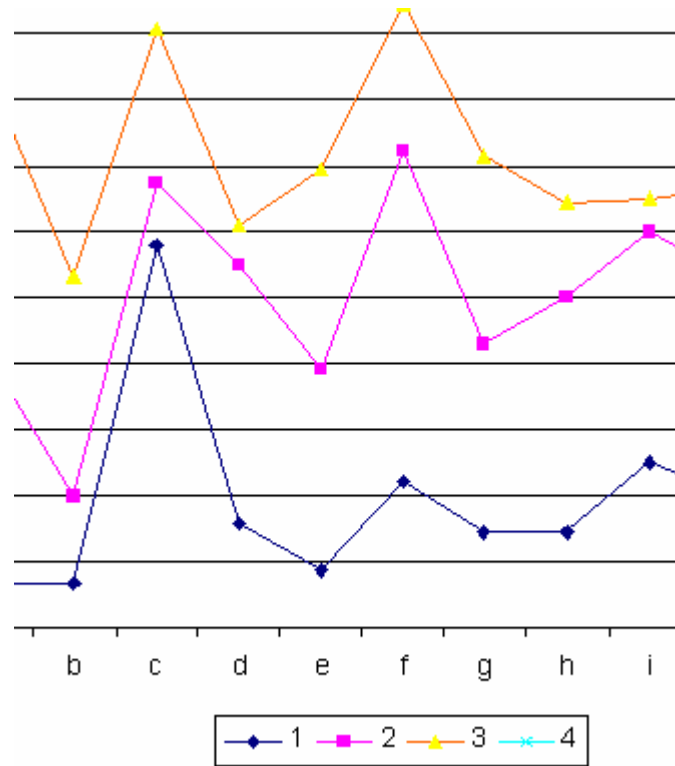
■ Survey Results ..

■ Giving to NGOs: Top 3 Giver Segments

- 1st. NCR giver segment: highest frequency (12x yr),
32% of highest average amount given (ABC giver
segment's P356.13).
- 2nd. Class E giver segment: highest frequency (12x yr),
20% of highest average amount given.
- 3rd. Class ABC giver segment: lowest frequency (1x yr),
highest average amount given (= P356.13).

Supporting Survey Statistics

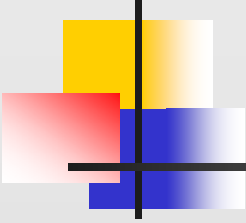
(For the Sampled Target Survey Respondents)



Giver Segment

Giving Behavior Size to NGOs

(Base = Those giving cash donations to an **NGO**)

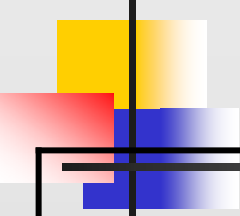


Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Geographic Segments:					
NCR	12.00	x	114.21	=	1,370.52
Bal. Luzon	1.33	x	50.56	=	67.26
Visayas	1.00	x	109.94	=	109.94
Mindanao	1.33	x	140.00	=	186.20
Urban/Rural Segments:					
Urban	4.00	x	80.50	=	322.00
Rural	1.00	x	116.42	=	116.42

Giver Segment

Giving Behavior Size to NGOs

(Base = Those giving cash donations to an **NGO**)



Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Socio-eco Segments:					
Class ABC	1.00	x	356.13	=	356.13
Class D	1.33	x	80.22	=	106.69
Class E	12.00	X	70.92	=	851.04
Gender Segments:					
Male	1.00	X	126.20	=	126.20
Female	4.00	x	57.00	=	228.00
Age/Work Segments:					
Y. Marrieds	1.33	x	56.19	=	74.73
Mat Adults	2.40	x	118.84	=	285.22



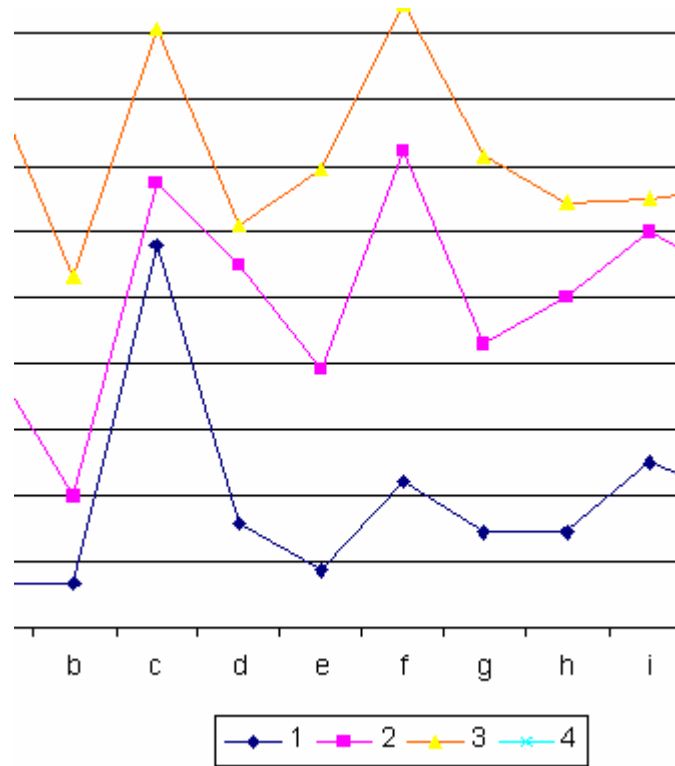
Giving Behavior Size [4]

■ Survey Results ..

- Giving to Church Based Orgs: Top 3 Giver Segments
 - 1st. Class ABC giver segment: highest frequency (12x yr), 75% of highest average amount given (Balance Luzon giver segment's P132.57).
 - 2nd. NCR giver segment: highest frequency (12x yr), 55% of highest average amount given.
 - 3rd. Urban giver segment: 2nd highest frequency (6x yr), 91% of the highest avg amount given (= P120.22).

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



Giver Segment

Giving Behavior Size to Church-Based Orgs.

(Base = Those giving cash donations to a **Church-Based Org**)

Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Geographic Segments:					
NCR	12.00	x	72.84	=	874.08
Bal. Luzon	4.00	x	132.57	=	530.28
Visayas	1.33	x	64.99	=	86.44
Mindanao	1.00	x	122.21	=	122.21
Urban/Rural Segments:					
Urban	6.00	x	120.22	=	721.32
Rural	1.00	x	93.60	=	93.60

Giver Segment

Giving Behavior Size to Church-Based Orgs.

(Base = Those giving cash donations to a **Church-Based Org**)

Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Socio-eco Segments:					
Class ABC	12.00	x	99.94	=	1,199.28
Class D	4.00	x	129.45	=	517.80
Class E	1.33	X	63.95	=	85.05
Gender Segments:					
Male	1.33	X	98.70	=	131.27
Female	4.00	x	118.14	=	472.56
Age/Work Segments:					
Y. Marrieds	2.40	x	129.26	=	310.22
Mat Adults	1.33	x	92.19	=	122.61



Giving Behavior Size [5]

■ Survey Results ..

■ Giving to **GOs**: Top 3 Giver Segments

All giver segments: the same in giving frequency (1x yr).

So, ranking = solely determined by avg amount given:

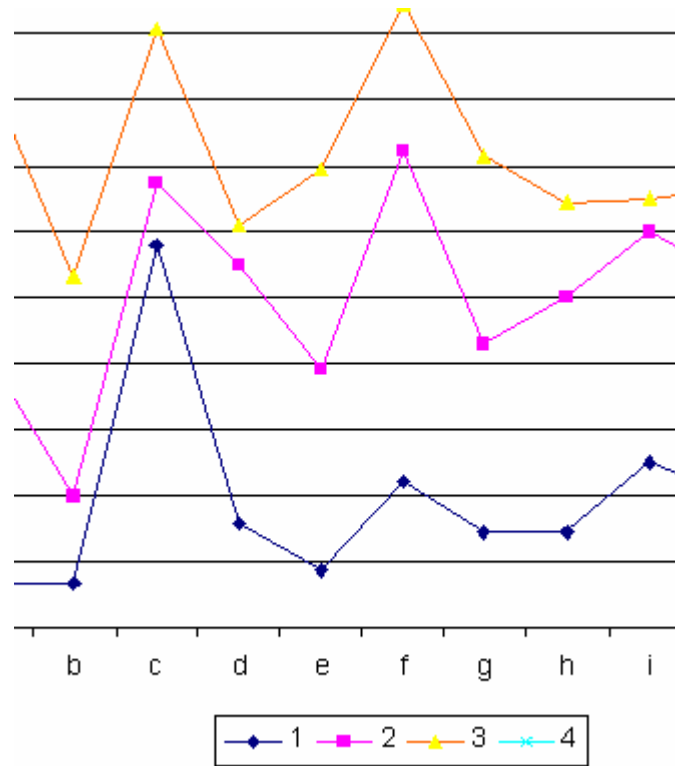
1st. Male giver segment = P137.34

2nd. Balance Luzon giver segment = P131.09

3rd. Mature adult giver segment = P126.58

Supporting Survey Statistics

(For the Sampled Target Survey Respondents)



Giver Segment

Giving Behavior Size to Govt Orgs.

(Base = Those giving cash donations to a **Govt Org**)

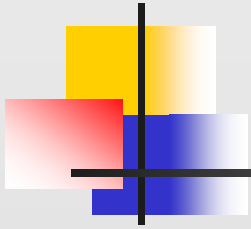
Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Geographic Segments:					
NCR	1.00	x	60.05	=	60.05
Bal. Luzon	1.00	x	131.09	=	131.09
Visayas	1.00	x	34.09	=	34.09
Mindanao	1.00	x	111.76	=	111.76
Urban/Rural Segments:					
Urban	1.00	x	105.84	=	105.84
Rural	1.00	x	67.12	=	67.12

Giver Segment

Giving Behavior Size to Govt Orgs.

(Base = Those giving cash donations to a **Govt Org**)

Giver Segments	Median Freq of Annual Giving	x	Ave Amt Given per Giving Occasion	=	Giving Behavior Size
Socio-eco Segments:					
Class ABC	1.00	x	71.38	=	71.38
Class D	1.00	x	104.87	=	104.87
Class E	1.00	x	69.67	=	69.67
Gender Segments:					
Male	1.00	x	137.34	x	137.34
Female	1.00	x	53.73	=	53.73
Age/Work Segments:					
Y. Marrieds	1.00	x	92.90	=	92.90
Mat Adults	1.00	x	126.58	=	126.58

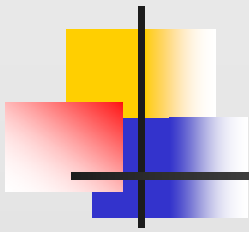


Which *specific attitudes* drive a giver segment's *giving behavior*?



“THINK” Pause ...

- How to analyze which of the attitude clusters is the strongest determinant of giving frequency.
- Suitable statistical analysis technique = multiple regression analysis.
 - The criterion/dependent variable = giving behavior
 - The predictor/independent variables = the attitude clusters as represented by each cluster's highest factor loading variable.



Multiple Regression Analysis Results
Answering the Question:

*Which **specific attitudes**
drive a giver segment's
giving behavior?*



So, overall then ...

- There are 4 specific attitudes to appeal to in driving giver giving behavior =
 - 1st, *"the attitude of giving because others' help is not enough"*;
 - 2nd, *"the attitude of giving to responsible beneficiaries"*;
 - 3rd, *"the attitude of giving responsibly: neither too much nor too little"*; and
 - 4th, *"the attitude of giving out of a sense of obligation."*



Not so fast! Because the reality is ...

- There's practically nothing that the multiple regression yielded!
- If you consider how powerful giving-attitude was in predicting giving-behavior ...
 - *The highest obtained R-Square = 4%.*
 - *So, giving-attitude could not explain the giving-behavior variance to the extent of 96%.*
 - *Giving-behavior therefore, not a function of giving-attitude.*



Where to then?

- Obvious diba?

Some other stronger variables other than the giving-attitude: responsible for determining, influencing the giving-behavior.



Where to then? [2]

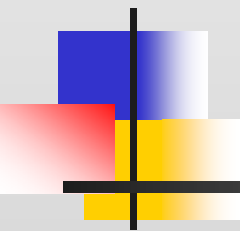
- Like what?
 - *“Perceived social normative pressure.”*
 - *“Modeling behavior.”*
 - *“Perceived consistency with self-image.”*
 - *“Perceived capability/skill for the behavior.”*
 - *“Perceived barriers/environmental constraints vs the behavior.”*

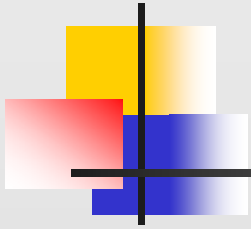


Where to then? [3]

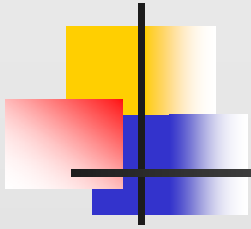
- Future research? Test which one/s of these = the true driver/s of the giving-behavior ...
 - *“Perceived social normative pressure.”*
 - *“Modeling behavior.”*
 - *“Perceived consistency with self-image.”*
 - *“Perceived capability/skill for the behavior.”*
 - *“Perceived barriers/environmental constraints vs the behavior.”*

*So there you are
dear FRIENDS!*

- 
-
- *This survey's answers to your giver segment behavior concerns ...*



-
- **1st**. How big is each of the 15 different giver segments?
What is each segment's relative market size?

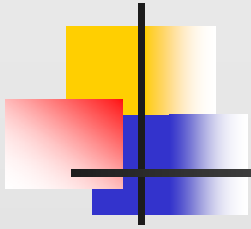


- **2nd**. What awareness of social cause championing groups do giver segments have?

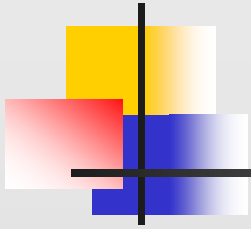
What is the practical significance of this awareness level & quality?

What is the quality of this awareness?

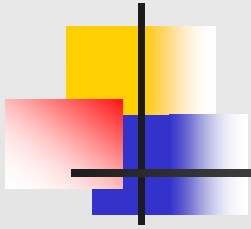
What can be done about poor quality awareness?



- *3rd*. What is each giver segment's priority importance of the 15 social causes?
What is the prevalence of concern for the 15 social causes among 15 giver segments surveyed?



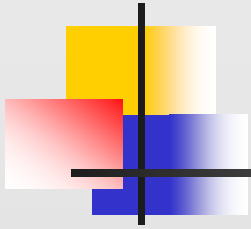
- *4th*. How should the giving behavior be measured?
How much giving behavior are each giver segment now doing?



- *5th*. What giver segment attitudes must be changed to change the giving behavior?

How do givers relate the 24 giving attitude statements to one another?

Among the giver segments, what are their giving attitude differences and similarities?



- *6th*. Is giving behavior a function of giver attitude?

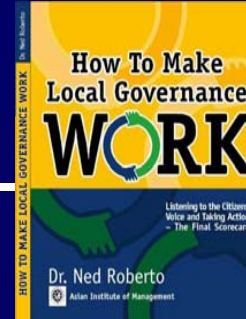
What specific attitudes drive a giver segment's giving behavior?

SOCIAL MARKETING

Improving the Quality of Life



Philip Kotler, Neil Parsons, Nancy Lee



Questions after this briefing that you didn't have the chance to ask,

e-mail me at ramcall@sws.org.ph or ned.roberto@gmail.com

Thank you all very much & GOD bless!