

**“Impact of Brand Knowledge Dimensions on Donor’s Intention with
Mediating Role of Brand Perceived Benefits and Brand Trust: Evidence
from Nonprofit Organization”**

By

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MASTER OF SCIENCE IN MANAGEMENT SCIENCES

(Marketing)



DEPARTMENT OF MANAGEMENT SCIENCES

**CAPITAL UNIVERSITY OF SCIENCE &
TECHNOLOGY**

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SADIA FATIMA

A research thesis submitted to the Department of Management Sciences,
Capital University of Science & Technology, Islamabad
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CERTIFICATE OF APPROVAL

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Forwarded for necessary action

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Dedication

This work is dedicated to my Parents.

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Abstract

The aim of study was to develop to investigate the relationship of brand knowledge with donor’s intention. In addition, the mediating role of brand perceived benefits and brand trust between brand knowledge and donor’s intention in nonprofit organization. Data was collected from a sample of 225 donors of different charitable institutions of Rawalpindi and Islamabad by using personally administered questionnaires. For data analysis, statistical tools such as correlation and Regression were tested using SPSS. The results showed that brand knowledge dimensions that are brand image, brand awareness and brand association are significantly and positively associated with donor’s intention. However, brand perceived benefits and brand trust mediates the relationship between brand knowledge facets and donor’s intention. The implications of the findings are discussed and future research directions purposed in the end of paper.

Keywords: Brand Image, Brand Awareness, Brand Association, Brand Perceived Benefits,

Brand Trust, Donor’s Intention, Nonprofit Organization.

CHAPTER 1

INTRODUCTION

1.1. Background

In the modern world, branding consider as the most important emotional aspect of the marketing research due to heightened competition and it main accountability is to develop a significant and differentiated presence in market that helps to attract and retain customers (Simoes & Dibb, 2001) because in today world customers are being surrounded by brands so in that situation building equity of brand is the only solution for success. Therefore, branding efforts helps to create the brand equity in terms of providing the value to firm and customers as well (Yoo, Donthu & Lee, 2008) for that reason marketers pursuing the different segments by successfully fashioning the valuable brands for each segment.

On the other hand, literature also indicates that brand knowledge composed of several facets that are brand image and brand awareness as brand association and these factors expressively influence individual insights which help in edifice the equity towards particular brand (Keller, 1993). Also, causes to increase in loyalty which fosters the customer positive word of mouth, higher profitable margins and lowers the marketing costs (Hsieh & Li, 2008). As evident from profitable organizations whose motive is to inspire customer perception (Kayaman & Arasli, 2007) and build brand trust intentions (Zboja & Voorhees, 2006) by delivering efficient branded services and foremost important earning the profits because from financial perspective of firms future cash flows comes from branded products than un branded (Kim, Gon kim & An, 2003). On that basis, different researcher and practitioners examined brand differentiations in terms of customer preferences which generates loyalty and exhibits customer equity

(Valette-Florence, Guizani & Merunka, 2009). That's why for such consumer participative engagements Hoeffle and Keller (2002) suggested that various social marketing firms 80% strengthen their firms image as well as its brand equity by realizing individual's perceptions about organization.

As comparative to Nonprofits sector, nonprofit benevolent firms whose main focus is on encouraging the donor's participations on an individual level by procuring in a better way so as to increase the competitive mode by providing the appreciated facilities without any fundraising drawbacks. According to Faircloth (2005) he suggested that non profits actually requires marketing practices that inculcate within organizations to secures and boost up all these kind of charitable institution-volunteer transections in a flexible way just like profitable organizations. Strategic management accountability within nonprofits organization helps the nonprofit managers who response to define, monitor, govern and control all the accountability issues in their strategic environments (Kearns, 1994). Even Beardi (1999) argued that consultancy inter brand group recognizes that non profit should examines multiple marketing activities in order to meet resource encounters. Significant work contributions on relationship marketing perspective, also noticed by researchers under non profits in terms of customer retention (Sargeant, 2001) due to which its helps in retention of existing customer as well as attract new ones for donations. Dickinson and Barker (2007) examine non-profitable collaborative linkages like brand alliance between commercial and non-profits in order to support nonprofits strategically.

Likewise, as mentioned below in gap analysis and significance of study, on a very limited scale empirical work has been done on brand knowledge and its effect on donor intention in charitable institution as compared to qualitative work. There is a need for more empirical work

in order to support such type of branding under non-profitable organization. That's why this study investigates firstly impact of brand knowledge on donor's intention in non-profitable sector and secondly it examines how resource provider perceptions and trust mediates the relationship between brand knowledge and donation intention.

1.2. Problem Statement

The economic environment of world changes rapidly. The business should also adjust and modify their business approaches according to changing situations and competition in external environment. Especially the nonprofit organizational sector of Pakistan needs to modify and develop their social branding campaigns accordingly, because in Pakistan there are very rare to see nonprofit organizations perform brand knowledge efforts except for Shaukat Khanum, Fatimid, Ehd and sultana foundations. According to Pakistan philanthropy corporate report total donations gradually growing over the years since 2000 from Rs. 228 million to Rs.4.8 billion in 2013.

The brand knowledge is the important part of any marketing plan because it is one of the essential marketing practice to reduce search cost of consumers, develop identity and trust that eventually increases customer base. Furthermore, the reputation of a strong brand ensures the customer with trust and in this sense, it help to attract the new customer and retain the old customers too. Effective branding knowledge differentiates the nonprofit organization's awareness image, and association that leads to customer loyalty. That's why in the non-profitable sector as discuss earlier there is a dire need to focus on the branding knowledge of charitable institutions so that to inspire donor's perceptions by engage their intentions in giving the donations (Reed, Aquino & Levy, 2007).

In short, the problems that are going to be under observations are: What should a nonprofit organization do to increase their donor's charitable intention and develop trust.? How is the brand knowledge effects the donor's perception about brand benefits and their trust in order to bring the positive intention for donation?

1.3. Research Questions

On the basis of gap analysis, this study is proposed to investigate the relationship of donor's intention with brand knowledge dimensions in nonprofit sector and it is assumed that it would provide an answer to the questions:

Q1: Whether brand knowledge dimensions significantly explain the variations in donor's intention within nonprofit organizations settings?

Q2: Whether brand perceived benefits mediates the relationship between brand knowledge dimensions and donor's intention within nonprofit organizations settings?

Q3: Whether brand trust mediates the relationship between brand knowledge dimensions and donor's intention within nonprofit organizations settings?

1.4. Research Objectives

The main purpose of the study is to add to the literature by empirically examining the nonprofit branding knowledge as a predictor to donor's intention in non-profitable and charitable organizations. The objectives of this study are:

- Find the impact of brand image that significantly explains the variations in donor's intention within nonprofit organizations settings.
- Find the impact of brand awareness that significantly explains the variations in donor's intention within nonprofit organizations settings.
- Find the impact of brand association that significantly explains the variations in donor's intention within nonprofit organizations settings.
- Examine the mediating effect of brand perceived benefits between brand image and donor's intention within nonprofit organizations settings.
- Examine the mediating effect of brand perceived benefits between brand awareness and donor's intention within nonprofit organizations settings.
- Examine the mediating effect of brand perceived benefits between brand association and donor's intention within nonprofit organizations settings.

- Investigate the mediating effect of brand trust between brand image and donor's intention within nonprofit organizations settings.
- Investigate the mediating effect of brand trust between brand awareness and donor's intention within nonprofit organizations settings.
- Investigate the mediating effect of brand trust between brand association and donor's intention within nonprofit organizations settings.

1.5. Significance and Gap Analysis

The study is quite unique from both practical and theoretical perspective. The content of this study will extend the literature in the nonprofit domain as the effect of brand knowledge of charitable institution on donor's intention. Moreover, it has also provided researcher and literature a new framework to explore and will help them in better understanding the relationship between the independent and dependent variable that are brand knowledge facets and donor's intention. However, to date, insufficient empirical literature exists on donor's intention influenced by brand knowledge of charitable institution. No evidence exists on brand perceived benefits and brand trust as a mediating variable between brand knowledge facets and donor's intention therefore this study test this relationship empirically.

Because according to recommendations of different authors (researchers) they mentioned in their future direction of research studies which emphasize that there is a need of doing the empirical studies on nonprofit sector (Mainardes, Laurett, Degasperi, & Lasso, 2016), (Huang

& Ku, 2016) while Bourassa and Stang (2016) clearly stated that study the relationship by several angles which support the nonprofit network logically, specifically they highlight to proceed more studies on knowledge side relations that bring the trust, perception accountability factors of donors towards nonprofits. Overall this study also signifies in order to guide nonprofits managers that how they create branding knowledge of charitable institutions to grasp the intention of donor's for giving the donations to authentic charitable institution. Thus, this study would investigate the impact of brand knowledge dimensions on donor's intention with mediating role of brand trust and brand perceived benefits based on brand resonance model that contribute to the marketing literature of nonprofit.

1.6. Theories supporting research

This study based on brand resonance model in terms of customer based brand equity proposed by (Keller, 2001, 2008) to study the relationship between brand knowledge dimensions and donor's intention along with brand perceived benefits and brand trust as mediation effect in charitable scenario. According to this model that established on the elementary concepts of brand salience (the aspects of customer awareness of brand), to brand performance (that service meet the functional-informational type needs of customer) , to brand imagery (brand meet psychological and social need of customers), than brand judgments and feelings (customer personal opinion, evaluation and emotional response towards brand) and final steps of model brand resonance (loyalty, attachments and active engagement) (Keller, 2001,2009).It is assumed that the brand resonance model would provide a strong background for this study and contribute to literature of nonprofit marketing management.

1.7. Key Terms Definitions

Table 1.1: Definitions of variables

Variable Name	Abbreviations	Definitions	Author name / Year
Customer based Brand equity	CBBE	When a person is aware with the brand and holds some firm beliefs and have a memorable association in mind.	Keller, 1993
Knowledgeable brand	BK	Brand knowledge defined as a sign, symbol, the particular goods and services and to act as differentiations.	keller,1993
Brand Perceived Benefits	BPB	Perception of service quality is defined as perception of the maintained nature of services includes everything must be appropriate and assigned in a manageable ways.	Rayburn & Voss, 2013
Brand trust	BT	Define as an average willingness of a consumer trust on a stated function that a brand has to perform.	Lobschat, Zinnbauer, Pallas & Joachimsthaler, 2013.

1.8. Structure of thesis

The structure of thesis based on five chapters.

- Chapter one composed of study background, research based study problem statement, research questions & research objectives, significance and gap analysis of research study and also discussed the key terms definition of study.
- Chapter second provides the review of literature, hypothesis development related to the independent, dependent and mediator variables and theoretical support. This chapter also provides the theoretical model for the research.
- Thesis third chapter deliberates about methodology, time horizon, unit of analysis, Data collection, sampling technique and scale measurement.
- Chapter fourth enlightens analysis of data and results. It describes the outcomes of Descriptive test, Correlation, Regression analysis and for mediation using Preacher & Hayes method for the testing of the hypothesized statements.
- Last and fifth chapter of study includes discussion, conclusion, managerial implications, limitations and directions for forthcoming research studies are discussed.
- References are provided at the end before appendices.

CHAPTER 2

LITERATURE REVIEW

In order to understand the different variables of proposed research questions, an extensive literature has been reviewed. This literature clarifies the conceptual and theoretical understanding of different variables and dimensions.

2.1. Customer Based Brand Equity

CBBE customer based brand equity defined as power endowed by to creates meaningful value to customer in terms of marketing and consumer perspective (Pappu, Quester & Cooksey, 2005). CBBE sum up of several assets that's leads by different brand based destinations like brand image, brand awareness and brand associations (Im, Kim, Elliot & Han, 2012). CBBE falls in to two categories customer perceptions (brand association, brand awareness and perceived quality), consumer behavior (brand loyalty) that's makes customer satisfaction if all these facets govern strategically accurate (Kim, kim & an, 2003). Customer brand equity based on customer mind set a perception about image of brand, association and its awareness ultimately falls in to loyalty that's why practitioner aims to measure these parameters accurately in order to convey customer satisfactory level by consider it's not a matter of financial gains (Ailawadi, Lehmann & Neslin, 2003). Brand equity regulates the vast outcomes from those customers who possess the life time value of brand by accruing the brand meaning (Stahl, Heitmann, Lehmann & Neslin, 2012). Brand performance examines when customer pays higher price for brand than other compatible brands exhibits higher brand equity (Lai, Chiu, Yang & Pai, 2010).

Overall brand strength based on different brand knowledge aspects i.e.; brand awareness, brand association, perceived quality, brand image and brand loyalty are successfully operationalized for the determination of customer based brand equity toward such branding in market (Washburn & Plank, 2002). In sum brand equity is an important stable phenomenon in profitable marketing organizations to understand and manage the consumer behavior for different current challenges prevails regarding to measurement of antecedent's construct of brand equity profitably however there is a same challenge to measure the antecedent's constructs leading to brand equity within non-profitable marketing organizations sector. Customer based equity a type of combination of brand relative to customer that means how much organization profitably succeed by winning the customer by their brand performance which as result calculated in monetary terms (Ambler, 1997). For company making a brand valuable for customer by diminishing the external competitive pressure in that matter they need to emphasis on image, association, awareness and perception that are factors leading toward equity enhancement (Bendixen, Bukasa & Abratt, 2004).

2.2. Customer Based Brand Equity in the Nonprofit Sector in terms of Donor's Intention

Development of strategically steps like scanning the environment, handle funds raising matters implications of strategic management in nonprofits firms leads to reputation establishment increases equity (Kong, 2008). Charities spending as a major part by donor's decision making process can only be operationalized by marketing contributions which brings the improvement in fundraising (Hibbert & Horne, 1996). Development of fruitful commercial activities under non-profitable sectors to promote social entrepreneurial activists that performs functional, social and ethical attributes like profitable sector; to fascinate the donors (Dart, 2004).

Literature indicates that nonprofit manager's focuses on marketing actions that helps in the achievement of its organizational goals and objectives for funds enhancement (Ewing & Napoli, 2005). Studies reveals that more of competition arises in the nonprofit sector organizations they have to implement branding concepts within their organizations because of changing the donor's preferences to donate that requires the strong association between donor and brand (Voeth & Herbst, 2008). Finally, the collection agencies operate as non-profitable organizations that check out or focus on the various financial and human resource constraints that prohibited to build out the campaigns in order to attract the donors (Reid & Wood, 2008). Taken as whole, rare considerations specified to donor's intention for charity propose a gap in literature. The present study is deliberate to fill a small lot of that gap, focusing on how brand knowledge dimensions' sway donor's intention in nonprofit sector.

2.3. Brand Knowledge

Brand knowledge defined as a name, sign, symbol, and term altogether aware, associate and positions the brand in order to identify the particular goods and services and to act as differentiations among competitor (Kotler 1991; p. 442). These individual brands components signify the uniqueness or its value and its totality termed as the brand. Researcher reported that knowledge of brand relates to the memory of an individual psychologically that how he memorize the brand by side Aker and Keller focused on brand equity model and customer based brand equity that how consumer perceptual responses investigated by brand knowledge structures like brand image, awareness and association (Esch, Langner, Schmitt, Geus, 2006) because brand awareness creates brand image in customer minds as well as strengthen the association with brand that firmly makes the brand association. Brand knowledge comes from brand experience that build brand attitude and brand familiarity towards organization or company by encoding the mental processes for this (IMC) plays a vital role in the memorization

process (Stammerjohan, Wood, Chang & Thorson, 2005). Previous knowledge affects from consumer behavior and psychological perspective helps in oversee both the cost and thinking process speedy and successfully (Moreau, Lehman & Markman, 2001).

Brand knowledge a network of associations that prevail in the consumer minds on that bases brand managers targets the brands according to particular selected audience diverges from place to place (Zenker & Beckmann, 2013). Keller (2003) emphasized that reality comes from many decades' research activities in the field of branding which indicates the various dimensions of brand knowledge that relates with customer memory are:

- Awareness in form of recall, recognition and consideration.
- Images in form of reputation.
- Associations in form of attitudes and experiences.

2.4. Development of Hypothesis

2.4.1. Relationship between (BI) Brand image and (CBBE) Customer Based Brand Equity

Findings reveals that corporation focused on brand power in the form of its value (image) can be built in the eyes of customer that have positive impact on brand equity; basically, a type of brand interrelated informational activity that enhances with the passage of time (Chang & Liu, 2009). Marketing campaigns promotes different brand valuation communities make company of customers by applying the corrective actions and marketing tactics for customer-brand engagement process (Schau, Muniz & Amould, 2009). Millions of resources spend on upsurge portray of brand name that strengthens its image as well as increases equity by attracting the current and potential customers (Grewal, Krishnan, Baker & Borin, 1998).

Brand image as well as company reputation plays integrated role; as the brand image evaluates the brand-product quality while company reputation has sway the consumer perception, customer loyalty and decision making process (Cretu & Brodie, 2007). Nonprofit organizations get more donations from donors through identification factors (logo, name, design, and jingle) like commercial organizations (Michel & Rieunier, 2012). Nonprofit managers clearly determine organizational identity and its image so that long term objectives in form of funds upsurge can be achieved (Sarstedt & Schloderer, 2010). Overall donors support inclined toward that non-profit organization having more brand image and reputation so that proposed hypothesis based on above literature is:

H1: Brand Image has a positive and significant effect on Donor's Intention in nonprofit settings.

2.4.2. Relationship between (BA) Brand Awareness and (CBBE) Customer Based Brand Equity

Brand awareness can be defining as an ability to identify, recognizes, or recalls a brand in a certain category (Aaker, 1996). Brand awareness illustrated from interaction between the experiential company and its offered brand along with its external communications by customers that form a recall and recognition ultimately turn in to equity augmentation (Berry, 2000). According to Keller which describe the brand awareness role in three parts: first it increases probability of brand to become the part of the consideration set second it's influence the purchase decision on consideration factor without any association with brand because research notify that customer prefer most familiar and popular brand while third its helps in

edifice the brand association in customer mind as memory node results in strong brand image (Hutter, Hautz, Dennhardt & Fuller, 2013). Moreover, (unaided recall) high influential recall or recognition crafts strong brand awareness for customer's decision making process through advertising, positive word-of-mouth and other promotional tools rather than aided recall i.e. having less awareness influence of the brand (Pitta & Katsanis, 1995). Not necessarily positive brand awareness customer association always leads toward increase in sales because sometimes that customer with higher awareness must not admire that brand in patronize behavior (Huang & Sarigollu, 2014).

For illustration, donor may easily influence by traditional advertising celebrity source credibility that depends on the perceived connection between celebrity endorser with non-profit organization which are more suitable for donations (Wheeler, 2009). Social responsibility corporations with the most stable historical socially oriented position helps the nonprofits organizations in molds the positive behavior of nonprofits customers (Lichtenstein, Drumwright, Braig, 2004). Positioned different medical charities groups that distinguish donor perception about particular feature group for that inculcate the marketing mix for awareness of their charity in order to provide total amount of satisfaction of donor (Hibbert, 1995). That's why greater recall or recognition sways the behaviors of donors towards nonprofits organization. So, based on above literature proposed hypothesis is:

H2: Brand Awareness has a positive and significant effect on Donor's intention in nonprofit settings.

2.4.3. Relationship between (BAS) Brand Association and (CBBE) Customer Based Brand Equity

Association a network of combination of consumer memory processing nodes to link up individual perception about brand in his memory for familiarization (Belen del Rio, Vazquez & Iglesias, 2001). Interlink relationship exist between brand association and brand equity based on quality and commitment level that causes the re-patronized behavior of consumer to stick with a particular brand in a future (Krishnan, 1996). Brand association creates from benefits, attributes and attitudes of brand as an informational collecting tool brings differentiation and extensions that boost up brand equity to higher level (Severi & Ling, 2013).

Competitive advantage and financial gains by satisfying consumers can be attained by maintaining the identified level of brand through unique features and attributes to associate successfully with customers (Grace & O' Cass, 2002). Organizational association relates the customer with the company brand that should be real, honest, care able, trustworthy and socially beneficial (et.al., 2004). Different marketing research agencies, consultant or practitioners forces the marketers and brand managers a challenge to focus on the consumer association for specific service branding features just like other product branding processes (O'Cass & Grace, 2003).

Even inculcation of higher branding plans like sponsorship programs benefits nonprofit service organization which creates the strong association hence increase the probability of relationships with customers (Becker-Olsen & Hill, 2006). On the basis of the above literature the study proposes the hypotheses.

H3: Brand Association has a positive and significant effect on Donor's intention in nonprofit setting.

2.5. Brand Perceived Benefits

2.5.1. Relationship between Brand image and Brand Perceived Benefit

Brand character act as a catalyst for describe the information about brand that sway the consumer perception (Freling & Forbes, 2013). At some point when consumer anticipation about brand not meet its forgone to perceived risks have badly impact the image or repute of brand (Aghekyan-Simonian, Forsythe, Kwon & Chattaraman, 2012). Brand image defined as the consumer perception about brand that how brand differentiates, compete and perform in a market so that to acquire the benefits associated with it which ultimately engage in long term patronage behavior (Bian & Moutinho, 2011). Brand image determines from brand origin associate with particular country culture on that customer can identify or perceives the brands (Koubaa, 2008). Customer have intellectual ideas, views and perception about brand image based on its attributes functionally and emotionally (Ryu, Han & Kim, 2008).

That why under nonprofit sector it stated that higher customer participation befalls involvement in charity results from benefits seeking by strong brand reputation of organization (Mulyanegara, 2011).

2.5.2. Relationship between Brand Awareness and Brand Perceived Benefits

Brand benefits based on brand identification in consumer mind by implementing the proper marketing appealing strategies (Ritchie & Ritchie, 1998). Intensified perception come up with brand awareness values that determines share level of market (Hsu & Assaf, 2011). Brand awareness leads to a psychologically influential or edifying tool to accomplish some behaviors (Hsu, 2012). Familiarization and likelihoods seeks in consumer mind as to aware about a particular brand in order to identify (Jara & Cliquet, 2012).

Huge spending and resources required for the positioning of nonprofit brands in terms of publicly brand awareness beneficially motivates donor's immersion (Ritchie, Swami & 1999). Uniqueness in terms of brand identification influence the consumer perception about value gain from differentiated brand on societal level (Li, Li & Kambele, 2012).

2.5.3. Relationship between Brand Association and Brand Perceived Benefits

Association creates brand distinctiveness by product or service performance in order to give perceptual benefits (Das,2014). Association acts as powerful perceptual appeal for the determination of valuable origin based brands (Thakor & Lavack, 2003). Association of brand calculated by image, attitude and perceptual quality about brand (Low & Lamb Jr, 2000). Associated brands have more intensified impact on brand perceptual quality related to customer (Steenkamp, Batra & Alden, 2003). Main purpose of brand association is to process, shape and recover the information in customer mind that fruitful in decision making and fetches patronized behavior (French & Smith, 2013).

Comparable to profitable sector, this impact has meaningful impact under nonprofit organizational branding in order to gauge customer perception by associated networking branding.

2.5.4. Relationship between Brand Perceived Benefits and Customer Based Brand Equity

Customer revisit intentions depend on positive perceptual value emanates from quality in customer mind that what he perceive and what he get actually (Kim, Jn-Sun & Kin, 2008). Researcher and academics also investigate in B to B context that explores how customer perception about service quality influences the brand-customer related equity (Biedenbach & Marell, 2010). Customer decision making process hang on perceived value gains from particular intrinsic and extrinsic quality based attributes of organization's product and services (Fayrene & Lee, 2011). Perceived benefits somewhat depend on societal and individual motives relates to pleasant feelings of consumer about service (Forsythe, Liu, Shannon & Gardner, 2006).

Perceived benefits concept discusses in nonprofit sector as benefits achieved by donors to participate in valuable charitable organization for their social and spiritual relief (Mulyanegara, 2011).

***H4:** Brand perceived benefits mediates the relationship between Brand Image and Donor's intention in nonprofit settings.*

***H5:** Brand perceived benefits mediates the relationship between Brand Awareness and Donor's intention in nonprofit settings.*

H6: Brand perceived benefits mediates the relationship between Brand Association and Donor's intention in nonprofit settings.

2.6. Brand Trust

2.6.1. Relationship between Brand image and Brand Trust

Brand image build strong consumer expectancy, credibility towards brand that helps in uncertainty preventions (Chen, 2010). Authenticity of brand ceases distrust element which increase reputation that fosters the corrective actions to take (Eggers, ODwyer, Kraus, Vallaster & Guldenberg, 2013). Firms repute stimuluses trust level about brand by its customer (Ha, 2004). From marketing and psychology view brand image sway trust as customer intuitive feelings with valuable brand that makes trust in form of satisfaction for brand (Esch, Langner, Schmitt & Geus, 2006).

Nonprofit organization achieve their goals by maintain its reputation with brand positioning techniques that creates positive association in donor's memory in terms of commitments for charity givens (Apaydin, 2011).

2.6.2. Relationship between Brand Awareness and Brand Trust

Brand awareness strengthen consumer perception that sway brand trust to build attitudes, performs behaviors to bring loyalty and enhance market share (Chi, Yeh & Yang, 2009). Familiarity of brand can increase the consumer belief which helps in building the trust for their quality able brand performance (Xingyuan, Li & Wei, 2010). Brand awareness creates an

option to a particular brand among other brands on the bases of preferences (Homburg & Klarmann & Schmitt, 2010).

As seen in Non-profit segment organization fully aware their brand by explaining what actually they are doing that makes trust of donors for a choice of charity (Stride & Lee, 2007).

2.6.3. Relationship between Brand Association and Brand Trust

Brand association concept have a keen value as a company associated brand image regarding to customer based experimental association that boost up trust level (Ngoc phan & Ghantous, 2013). Customer indulge in todays branded world as to admire on socially exclusive mode (Laroche, Habibi, Richard & Sankaranarayanan, 2012). Fortunate company association gives positive consumer affectual meaning to its brand that carry out successful brand equity (Khanna, Jacob & Yadav, 2014). Customer trust links the strong association between company and its brands (Pentina, Zhang & Basmanova, 2013).

Literature spots the light in nonprofit context as it past strong volunteer association to organization based on trust, continuity to engage in various charitable activities (Curran, Taheri, MacIntosh & O’Gorman, 2016).

2.6.4. Relationship between Brand Trust and Customer Based Brand Equity

Linkage of trust and brand loyalty leads to one to one direct valued exchangeable relationship (Chaudhuri & Hoolbrook, 2001). Trust plays central role as a long-term commitment between customer and company that end up in loyalty (Delgado-Ballester & Luis Munuera-Aleman 2001). Trust come up with past learning experiences with brand in purchase form directly and

indirectly through WOM and advertisement strategies that generates brand equity (Delgado-Ballester & Luis Munuera-Aleman 2005). Customer intention accounted by trust factor that how he becomes have willingness to admire that brand (Lau & Lee, 1999). Brand trust are a ranks the brand loyalty in form of particular behaviors (Matzler, Grabner-Krauter & Bidmon, 2008). Main motive of establishing the brand trust is to satisfy the customer needs by delivered their promised value at any cost (Sahin, Zehir & Kitapci, 2011).

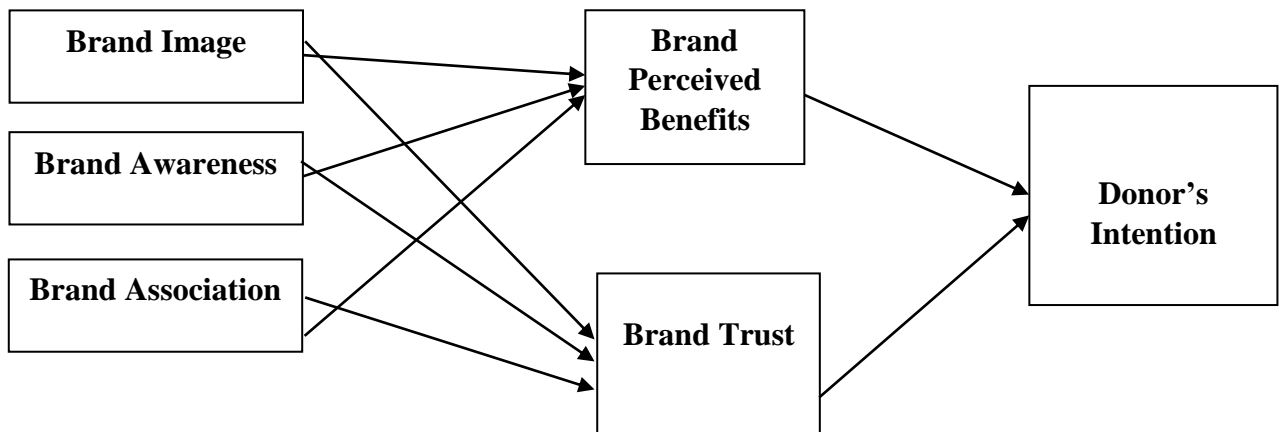
While non-profitability it is alike donors blindly trust charity to be delivered to the needy beneficiary candidate on promised value services given by non-profitable organization (Sargeant, Ford & West, 2006).

***H7:** Brand trust mediates the relationship between Brand Image and Donor's intention in nonprofit settings.*

***H8:** Brand trust mediates the relationship between Brand Awareness and Donor's intention in nonprofit settings.*

***H9:** Brand trust mediates the relationship between Brand Association and Donor's intention in nonprofit settings.*

2.7. Research Model



2.8. Research Hypotheses of the Study

Based on above theoretical based literature, this study proposes the following hypothesis:

H1: Brand Image has a positive and significant effect on Donor's Intention in nonprofit settings.

H2: Brand Awareness has a positive and significant effect on Donor's intention in nonprofit settings.

H3: Brand Association has a positive and significant effect on Donor's intention in nonprofit settings.

H4: Brand perceived benefits mediates the relationship between Brand Image and Donor's intention in nonprofit settings.

H5: Brand perceived benefits mediates the relationship between Brand Awareness and Donor's intention in nonprofit settings.

H6: Brand perceived benefits mediates the relationship between Brand Association and Donor's intention in nonprofit settings.

H7: *Brand trust mediates the relationship between Brand Image and Donor's intention in nonprofit settings.*

H8: *Brand trust mediates the relationship between Brand Awareness and Donor's intention in nonprofit settings.*

H9: *Brand trust mediates the relationship between Brand Association and Donor's intention in nonprofit settings.*

CHAPTER 3

RESEARCH METHODOLOGY AND DESIGN

The main aim of this study is to examine the effect of brand knowledge dimensions (i.e. brand image, brand awareness and brand association) on donor's intention with mediating role of brand perceived benefits and brand trust. As immense factors lead to customer based brand equity prevails in profit sector but this study illumined a need of brand knowledge efforts done in nonprofit environment so that donors motivates and indulge in charitable activities to particular trustworthy branded fundraising organization.

3.1. Type of Study and Type of investigation

This study used a deductive approach to examine the nonprofit brand knowledge, as predictor of donor's intention. The type of study is hypothesis testing and the type of investigation is causal as this study aimed at exploring the cause and effect relationship between different variables of interest.

3.2. Unit of Analysis

Unit of analysis were individual donors as this study required to collect data from donors who frequently donated to charitable organization in the last few years to know how they were influenced by brand knowledge and refers such branding organization for donations. The study focuses on intentions of donors specifically.

3.3. Time Horizon

The study was cross sectional in nature and it used one shot approach to collect data from the donors. Findings from literature suggest that under certain conditions, the results obtained from cross-sectional data exhibit higher validity (Rindfleisch, Malter, Ganesan & Moorman, 2008).

3.4. Study settings and Extent of Researcher Interference

This study was a field study and it was conducted in a non-contrived environment. In this study, tests were conducted in a natural environment without disturbing the flow of work so there was minimal level of interference from researcher.

3.5. Research instrument /Measures, Scale used

This study used a survey approach to measure donor's intentions towards nonprofit firms like assessments of whether branded nonprofit organization influence individual intentions for donating to this particular knowledgeable branded organization. For this purpose, the study used an adapted scales of brand image, brand awareness, brand association, brand trust, brand perceived benefit and customer based brand equity to applied for nonprofit organization as brand image, brand awareness, brand association, brand perceived benefits, brand trust and donor's intention. All adapted changes done items wise for each scale.

All items have been measured on 5-point likert scale (response scale) used to assess the outcomes with anchor of (1 = Strongly Disagree, 5 = Strongly Agree). The questionnaire comprised of total 33 items. The questionnaire included two sections. The section one was about collecting respondent information I.e. demographics based data including gender, age,

education and profession. It also collected information related to donor's behavior to branded charitable organizations. Whereas, section two collected information on variables of the study that are brand image, brand awareness, brand association, perceived benefits, brand trust and donor's intentions.

Following instruments were used in this research:

3.5.1. Brand Image

The scale adapted for measuring brand image from Kim, Gon kim and Ann (2003) contained 14 items. Some of the sample items were: "I feel comfortable with this non-profit branded organization for giving charity", "I believe that they have very clean and clear image", "I believe that they are transparent in what they do". The cronbach's alpha reliability value for this variable scale used in this study was found to be 0.932.

3.5.2. Brand Awareness

The study used adapted measure on brand Awareness from Yoo, Donthu and Lee (2000) contained 4 items. Some of the sample items were: "I can recognize this non-profit branding organization among other competing brands", "some characteristics of this non-profit brand come to my mind quickly", "I am familiar of this non-profit branding organization". The cronbach's alpha reliability value for this variable scale was found to be 0.829.

3.5.3. Brand Association

The scale adapted for Brand Association from Aaker (1996) contained 3 items of organizational association i.e. “The organization associated with this brand has credibility”, “I respect and admire people who use this non-profit brand for charity”, “I like and trust the people, who made this brand”. In this study the cronbach’s alpha reliability value for this variable scale was found to be 0.884.

3.5.4. Brand Perceived Benefits

The scale for Brand Perceived benefits measured from Hill and Hood (1999), Zinnbauer, Pargament and Scott (1999) contained 3 items i.e. “This brand develops spiritual meaning in my life”, “This non-profit brand organization gives me an opportunity to align my life with my spiritual beliefs”, “It deepens my spirituality”. The cronbach’s alpha reliability value for this variable scale used in this study was 0.932.

3.5.5. Brand Trust

The scale adapted for brand trust from Chaudhuri and Holbrook (2001) contained 5 items i.e. “This brand would be honest and sincere in its explanations”, “this brand never disappoints me”, “this non-profit brand gives me confidence and certainty in the use of its services”. The cronbach’s alpha reliability value obtained for this variable scale used in this study was 0.881.

3.5.6. Donors Intention

The scale for donor's intention adapted from Yoo, Donthu and Lee (2000) contained 4 items. Some of the sample items are: "If another non-profit organization is not different from this brand in any way, it seems trustworthy to prefer", "this non-profit brand is more than a service to me", "If I have to choose among other non-profit brands this non-profit branding organization is definitely my choice". Cronbach's alpha reliability value achieved for this variable in this study was 0.805.

3.6. Control Variables

To determine the control variables for current study that could impact the results, one way ANOVA was conducted separately for all demographic variables (gender, age, education, profession) by adding dependent variable. It was found that gender, age and profession accounts for a significant variance in donor's intention at ($p = .001$), ($p = .048$), ($p = .004$) therefore gender, age and profession are used as the only control variable for this study. Whose value less than p value so significant in nature. While education is insignificant at ($p = .597$) because their values greater than p value and are uncontrollable not taken in further analysis.

3.7. Analysis of Reliability

The cronbach alpha α indicates the internal consistency and reliability of each variable in a study whose value must be greater than 0.7.

Table 3.1: Measurement of variables Reliability and Items

Variable	Author	No of items	Cronbach Alpha
Brand Image	Kim, Gon kim and Ann (2003)	14	0.932
Brand Awareness	Yoo, Donthu and Lee (2000)	4	0.829
Brand Association	Aaker (1996)	3	0.884
Brand perceived benefits	Hill and Hood (1999), Zinnbauer, Pargament and Scott (1999)	3	0.932
Brand Trust	Chaudhuri and Holbrook (2001)	5	0.881
Donors Intention	Yoo, Donthu and Lee (2000)	4	0.805

As mentioned in above table, the reliability of all this studied variable were more than 0.7 that means the scale is reliable in measuring the concepts.

3.8. Population, Sample and Data collection

The study is conducted through collection of primary data with the help of structured and closed ended self-administered questionnaires which were distributed in Shaukat Khanum, Fatimid, Ehdi and sultana foundations both in Urdu and English language format. The sample is drawn from the non-Profit sector of Pakistan i.e. twin city of Rawalpindi, and Islamabad donors.

A total of 350 questionnaires were distributed in respondents. Out of 350 questionnaires 295 were received back, 70 were incomplete and ultimately 225 questionnaires usable; hence making the response rate was 64.3%. Non-probability Purposive sampling technique was used for desire collection of information from donors of charitable institutions, because its main focus is to examine the donor's intention for the donations.

3.9. Sample Profile

Table 3.2 represents the sample characteristics.

Table 3.2: Demographical profile

Demographics	Frequency	Percentage
Gender		
Male	137	60.9
Female	88	39.1
Age		
18 - 25	2	0.9
26 – 30	39	17.3
31 – 35	53	23.6
36 – 40	55	24.4
41-above	76	33.8
Education		
Elementary school	12	5.3
High School	16	7.1
College degree	18	8.0
Graduate degree	77	34.2
Others	102	45.3

Profession

Govt. job	80	35.6
Private job	14	6.2
House wife	26	11.6
Student	8	3.6
Others	97	43.1

Do you donate or give charity to
non-profit organization?

Yes	225	100.0
-----	-----	-------

Which non-profit branded organization
you prefer for charity?

Shaukat khanum	34	15.1
Fatimid Foundation	21	9.3
Sultana foundation	23	10.2
Edhi	147	65.3

How often you donate to the selected organization?

After one Week	12	5.3
After a month	36	16.0
After 3 months	36	16.0
After 6 months	44	19.6
After year	97	43.1

How many years you have been donating to the selected organization?

Since from last year	75	33.3
Two to three years	54	24.0
Four to five years	48	21.3
Six years or more	48	21.3

3.10. Statistical Analytical Techniques and Tool

For statistical analysis of hypothesized statements, SPSS executed on the data collected in order to checked the Reliability test, Descriptive test, Correlation and Regression analysis. Cronbach's alpha was determined for internal reliability. Descriptive test exposed the variance of the data and central tendency by reporting the variable and demographical frequencies. Correlation analysis identified the interrelation between independent and dependent variables and regression analysis was executed to check how independent variables cause influence or changes in dependent variable. Whereas Hayes process (2013) was used to test the mediation analysis.

CHAPTER 4

DATA ANALYSIS AND RESULTS

The existing study inspected the brand knowledge influence on donor's intentions under non-profit sector with a mediating role of brand perceived benefits and brand trust. For this study, following are the comprehensive result produced through data analysis.

4.1. DESCRIPTIVE STATISTICS

The study used descriptive statistics to feel the data i.e. its central tendency and dispersion.

Table 4.1: Descriptive Statistics

Variable	Sample Number (N)	Maximum	Minimum	Mean	Standard deviation
Brand Image	225	5.00	1.64	4.02	.73
Brand Awareness	225	5.00	2.00	4.13	.66
Brand Association	225	5.00	2.00	4.06	.73
Brand perceived Benefits	225	5.00	2.00	4.04	.82
Brand Trust	225	5.00	2.60	4.12	.72
Donors Intention	225	5.00	2.50	4.06	.73

N= 225

Table 4.1 shows the mean and standard deviation values of variables along with their minimum and maximum. The initial two columns comprise variable names and sample extent or number

(N) correspondingly whereas the rest of the four columns contain standard deviation, mean, maximum value and minimum value.

4.2. CORRELATIONAL ANALYSIS

Table 4.2: Mean, Standard Deviation and Correlation

Variables	Mean	S.D	1	2	3	4	5	6
1. Brand Image	4.02	.73	1					
2. Brand Awareness	4.13	.66	.747**	1				
3. Brand Association	4.06	.73	.774**	.786**	1			
4. Brand perceived Benefits	4.04	.82	.656**	.590**	.634**	1		
5. Brand Trust	4.12	.72	.805**	.727**	.782**	.821**	1	
6. Donors Intention	4.06	.73	.646**	.695**	.657**	.654**	.812**	1

N= 225, P* $<$ 0.05, P** $<$ 0.01, P*** $<$ 0.001

Table 4.2 shows the results of correlation analysis in this study. All the results show significant and positive correlations between the variables. As some of the correlations among variables were high, multicollinearity tests were carried out to check if it is a problem in the data.

4.3. Multicollinearity Statistics

Table 4.3: Multicollinearity Statistics

Variables	Tolerance	VIF
Brand Image	.401	2.496
Brand Awareness	.382	2.621
Brand Association	.383	2.621

Multicollinearity is verified when two or more independent variables are in a study and it is performed to identify that whether independent variables either two or more are interconnected and might yield false results on that bases multicollinearity test was also implemented and there exist no multicollinearity among several independent variables.

VIF or Variance Inflated test factors in multicollinearity, displays that how considerable change is magnified. If VIF value scores less than 5 and tolerance value scores above than zero so, no multicollinearity exists. As given up in the table 4.3, in this study there is no variance based inflated connection between numerous independent variables because in this study all the independent variables have VIF values less than 5 and tolerance value of all independent variables are greater than 0.

4.4. REGRESSION ANALYSIS

Table 4.4: Regression Analysis

Predictors	DI		
	β	R^2	ΔR^2
Step 1			
Control Variables		.086	
Step 2			
Brand Image	.227*		
Brand Awareness	.373***	.583	.497***
Brand Association	.168***		

N= 225, P* < 0.05, P** < 0.01, P*** < 0.001

Table 4.4 indicates the regression results of independent variables brand image, brand awareness and brand association and their effect on donor's intention. A linear regression analysis was conducted to evaluate how well brand image predicts donor's intention. The demographics were controlled in the first step and brand image was added in the second step to check the relationships. Brand image was significantly and positively related to donor's intention ($\beta = 0.227^*$, $p < 0.05$) that supports hypothesis 1 of the study i.e. brand image is positively associated with donor's intention. To check hypothesis 2, a linear regression analysis was conducted to check the association between brand awareness and donor's intention, after controlling of demographics in step 1, brand awareness was found to significantly and positively predict donor's intention ($\beta = 0.373^{***}$, $p < 0.001$) thereby

accepting hypothesis 2 which proposes a significant positive relationship between brand awareness and donor's intention.

Moreover, to check hypothesis 3, a linear regression analysis was conducted to check the relationship between brand association and donor's intention, after controlling of demographics in step 1, brand association was found to significantly and positively predict donor's intention ($\beta = 0.168^*$, $p < 0.05$). thereby accepting hypothesis 3 which proposes a significant positive relationship between brand association and donor's intention.

4.5. MEDIATION ANALYSIS

Mediation analysis used to test the hypothesis 4,5,6,7,8 and 9 separately through Hayes method (2013) by applying the model number 4. Hayes process contain the results of bootstrap were tested at 95% confidence interval.

Table 4.5.1: Brand Perceived Benefits as mediator in the relationship between Brand Image and Donor’s Intention

Variable	B	SE	T	P
BI → BPB	.737****	.056	13.102	.000
BPB → DI	.324****	.054	5.979	.000
BI → BPB → DI	.636****	.049	13.077	.000
BI → DI	.397****	.060	6.588	.000
Bootstrap Results for Indirect effect	LL 95% CI .143		UL 95% CI .346	

Direct, Indirect and Total Effect of BPB on relationship between BI and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BI → DI	.397			.000
			.636	
BI → BPB → DI		.239		

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P*<0.05, P***<0.01, P****<0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor’s intention), control variables: gender, age, profession.

Above table 4.5.1 indicates the result of hypothesis H4. In Hayes macros, the value of coefficient B take as unstandardized with respect to β value of regression without macros which account as standardized value. Acceptance and rejection criteria in Hayes process based on bootstrap results. So, fourth hypothesis H4 proposed the mediating role of brand perceived benefits between brand image and donor's intentions by controlling the effect of mediator it was found positive and significant at (B= .397***, $p < 0.05$), however the effect was considerably reduced after controlling the mediator. Also, the indirect effect of brand perceived benefits as mediator between brand image and donor's intentions is assessed to range between .346 and .143 with 95% confidence interval which is not contain any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand perceived benefits mediation exists between brand image and donor's intentions therefore fourth hypothesis is accepted.

Table 4.5.2: Brand Perceived Benefits as mediator in the relationship between Brand Awareness and Donor's Intention

Variable	B	SE	T	P
BA \longrightarrow BPB	.720***	.067	10.782	.000
BPB \longrightarrow DI	.312***	.047	6.639	.000
BA \longrightarrow BPB \longrightarrow DI	.742***	.051	14.598	.000
BA \longrightarrow DI	.518***	.057	9.008	.000
Bootstrap Results for Indirect effect		LL 95% CI .139	UL 95% CI .334	

Direct, Indirect and Total Effect of BPB on relationship between BA and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BA → DI	.518			.000
			.742	
BA → BPB → DI		.224		

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P*<0.05, P**<0.01, P***<0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor’s intention), control variables: gender, age, profession.

Likewise, table 4.5.2 indicates the result of hypothesis H5. Fifth hypothesis H5 proposed the mediating role of brand perceived benefits between brand awareness and donor’s intentions by controlling the effect of mediator it was found positive and significant at (B= .518***, p<0.05), however the effect was considerably reduced after controlling the mediator. Also, indirect effect of brand perceived benefits as mediator between brand awareness and donor’s intentions is assessed to range between .334 and .139 with 95% confidence interval without containing any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand perceived benefits mediation exists between brand awareness and donor’s intentions therefore fifth hypothesis is accepted.

Table 4.5.3: Brand Perceived Benefits as mediator in the relationship between Brand Association and Donor's Intention

Variable	B	SE	T	P
BAS → BPB	.702***	.058	12.087	.000
BPB → DI	.329***	.052	6.360	.000
BAS → BPB → DI	.638***	.048	13.181	.000
BAS → DI	.407***	.058	7.079	.000
Bootstrap Results for Indirect effect		LL 95% CI .139	UL 95% CI .339	

Direct, Indirect and Total Effect of BPB on relationship between BAS and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BAS → DI	.407			.000
			.638	
BAS → BPB → DI		.231		

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P* < 0.05, P** < 0.01, P*** < 0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor's intention), control variables: gender, age, profession.

As shown in table 4.5.3 the result of hypothesis H6. Hypothesis six H6 proposed the mediating role of brand perceived benefits between brand association and donor's intentions by controlling the effect of mediator it was found positive and significant at (B= .407***, p < 0.05), however the effect was considerably reduced after controlling the mediator. Also, indirect effect of brand perceived benefits as mediator between brand association and donor's intentions is assessed to range between .339 and .139 with 95% confidence interval without containing

any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand perceived benefits mediation exists between brand association and donor's intentions therefore six hypotheses is accepted.

Table 4.5.4: Brand trust as mediator in the relationship between Brand Image and Donor's Intention

Variable	B	SE	T	P
BI → BT	.785***	.038	20.548	.000
BT → DI	.784***	.068	11.569	.000
BI → BT → DI	.636***	.049	13.077	.000
BI → DI	.020	.066	.312	.755
Bootstrap Results for Indirect effect		LL 95% CI .481	UL 95% CI .748	

Direct, Indirect and Total Effect of BT on relationship between BI and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BI → DI	.020			.755
-----			.636	-----
BI → BT → DI		.616		

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P* < 0.05, P** < 0.01, P*** < 0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor's intention), control variables: gender, age, profession.

Above table 4.5.4 indicates the result of hypothesis H7. Likewise, with another brand trust mediator: the seventh hypothesis H7 proposed the mediating role of brand trust between brand

image and donor's intentions by controlling the effect of mediator it was found non-significant at (B= .029, ns) which shows the mediation effect. Moreover, the indirect effect of brand trust as mediator between brand image and donor's intentions is assessed to range between .748 and .481 with 95% confidence interval without containing any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand trust mediation exists between brand image and donor's intentions therefore seventh hypothesis is accepted.

Table 4.5.5: Brand trust as mediator in the relationship between Brand Awareness and Donor's Intention

Variable	B	SE	T	P
BA → BT	.771***	.049	15.603	.000
BT → DI	.624***	.055	11.312	.000
BA → BT → DI	.742***	.051	14.598	.000
BA → DI	.260***	.059	4.432	.000
Bootstrap Results for Indirect effect		LL 95% CI .372	UL 95% CI .617	

Direct, Indirect and Total Effect of BT on relationship between BA and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BA → DI	.260			.000
BA → BT → DI		.482	.742	

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P* < 0.05, P** < 0.01, P*** < 0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor's intention), control variables: gender, age, profession.

Hypothesis H8 proposed the mediating role of brand trust between brand awareness and donor's intentions by controlling the effect of mediator it was found positive and significant at (B= .260***, p < 0.05) as shown in table 4.4.5, however the effect was considerably reduced after controlling the mediator. Also, indirect effect of brand trust as mediator between brand awareness and donor's intentions is assessed to range between .617 and .372 with 95% confidence interval without containing any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand trust mediation exists between brand awareness and donor's intentions therefore eight hypotheses is accepted.

Table 4.5.6: Brand trust as mediator in the relationship between Brand Association and Donor's Intention

Variable	B	SE	T	P
BAS → BT	.760***	.040	18.862	.000
BT → DI	.740***	.064	11.561	.000
BAS → BT → DI	.638***	.048	13.181	.000
BAS → DI	.076	.062	1.228	.221
Bootstrap Results for Indirect effect	LL 95% CI .456		UL 95% CI .674	

Direct, Indirect and Total Effect of BT on relationship between BAS and DI

Structural Path	Direct Effect	Indirect Effect	Total Effect	Significance
BAS → DI	.076			.221
-----			.638	-----
BAS → BT → DI		.562		

Note: Bootstrap sample size 5000. LL= lower limit; CI= confidence interval; UL= upper Limit
 N=225, P*<0.05, P**<0.01, P***<0.001, (BPB= brand perceived benefits, BT= brand trust, BI= brand image, BA= brand awareness, BAS=brand association, DI= donor's intention), control variables: gender, age, profession.

Last but not the least hypothesis H9 proposed the mediating role of brand trust between brand association and donor's intentions by controlling the effect of mediator it was found non-significant at (B= .076, ns) which shows the mediation effect in above table 4.5.6. Moreover, indirect effect of brand trust as mediator between brand association and donor's intentions is assessed to range between .674 and .456 with 95% confidence interval without containing any zero value and hence the indirect effect of mediator is significantly different from zero, that means that brand trust mediation exists between brand association and donor's intentions therefore ninth hypothesis is accepted.

4.6. Summary of Hypotheses (Accepted/Rejected)

Hypothesis	Statement	Results
H1:	Brand Image has a positive and significant effect on Donor's Intention in nonprofit settings.	Accepted
H2:	Brand Awareness has a positive and significant effect on Donor's Intention in nonprofit settings.	Accepted
H3:	Brand Association has a positive and significant effect on Donor's Intention in nonprofit settings.	Accepted
H4:	Brand perceived benefits mediates the relationship between Brand Image and Donor's Intention in nonprofit settings.	Accepted
H5:	Brand perceived benefits mediates the relationship between Brand Awareness and Donor's Intention in nonprofit settings.	Accepted
H6:	Brand perceived benefits mediates the relationship between Brand Association and Donor's Intention in nonprofit settings.	Accepted

H7:	Brand trust mediates the relationship between Brand Image and Donor's Intention in nonprofit settings.	Accepted
H8:	Brand trust mediates the relationship between Brand Awareness and Donor's Intention in nonprofit settings.	Accepted
H9:	Brand trust mediates the relationship between Brand Association and Donor's Intention in nonprofit settings.	Accepted

CHAPTER 5

DISCUSSION, MANAGERIAL IMPLICATIONS, LIMITATIONS AND DIRECTIONS FOR FUTURE STUDIES

5.1. Discussion

The current research examined nine hypotheses regarding the impact of Brand Knowledge dimensions on Donor's intention with Mediating Role of Brand Perceived Benefits and Brand Trust: Evidence from nonprofit organization. First, study tested the association between independent and dependent variables i.e. (i) are impact of brand image on donor's intentions (ii) are impact of brand awareness on donor's intentions (iii) are impact of brand association on donor's intentions.

Second, the study tested the mediation impacts, for this two mediators brand perceived benefits and brand trust in order to test the mediating relationship between dimensions of brand knowledge and donor's intentions. Initially, brand perceived benefits mediation tested that are: (iv) brand perceived benefits mediates the relationship between brand image and donor's intentions (v) brand perceived benefits mediates the relationship between brand awareness and donor's intentions (vi) brand perceived benefits mediates the relationship between brand association and donor's intentions. Other brand trust mediation tested that are: (vii) brand trust mediates the relationship between brand image and donor's intention (viii) brand trust mediates the relationship between brand awareness and donor's intention (ix) brand trust mediates the relationship between brand association and donor's intention.

The results of the analysis suggested that there exists positive and significant association between brand image and donor's intention so first hypothesis was accepted. Although literature supports the notion that more intentions toward imageable charitable organizations for donations by volunteers that fruitful in decision making for selecting or to prefer the particular branded nonprofit organization (Michaelidou, Micevski, Cadogan, 2015). So, it can be concluded that this donor's inspiration results in approaches the mounting behavior. Second hypothesis result suggested positive and significant relationship between brand awareness and donor's intention that was accepted. Even literature reveals that brand awareness turns a crucial role that appeals to one's intention (Percy & Rossiter, 1992) in that scenario brand awareness concept efficiently promotes or engage behavior like in order to become the volunteers for charity of specific organization which adopt this awareness strategies.

Another third hypothesis brand association positively and significantly associated with donor's intention that was also accepted. Past studies revealed that strong brand association act as a driver for organization to gaging the customer toward their services (Laidler-Kylander & Simonin, 2009) so nonprofit firms successfully adopt these branding within their systems. Fourth hypothesis regarding to brand perceived benefits that positively and significantly mediates the relationship between brand image and donor's intentions that was accepted. Likewise, fifth and six hypotheses concerning to brand perceived benefits mediates the relationship between brand awareness and donor's intention also mediates between brand association and donor's intention which were both accepted also. Because all these crafting, implementing and executing the brand knowledge related to (image, awareness and association) of brand within nonprofit organization can resulting in the volunteers perceive the benefits from it by saving the time, cost for finding the accurate information about real organizations for donations.

After that analysis indicated that seventh hypothesis regarding to brand trust that positively and significantly mediates the relationship between brand image and donor's intentions that was accepted. Likewise, eighth and ninth hypotheses concerning to brand trust mediates the relationship between brand awareness and donor's intention similarly mediates between brand association and donor's intention which were both accepted too. As past findings proved trust have significance in charitable institution which accounts the organizational reputation influence volunteers to admire by their activities or not (Prakash & Gugerty, 2010). That's why it is compulsion for nonprofits as like profit ones to focus on their brand knowledge so donors like normal customers effortlessly engage in charity giving transections.

5.2. Conclusion

The study was conducted to check the impact of brand knowledge which includes brand image, brand awareness and brand association on donor's intention among donors of Pakistan. The mediating effect of brand perceived benefits and brand trust was also seen. It is concluded that the impact of the knowledge of brand has a positive and significant impact on donor's intention as well as on brand perceived benefits and brand trust. The objective of study was to examine how much impact brand knowledge and its dimension's brand image, brand awareness and brand association play in achieving positive donor's intention and till what extend brand perceived benefits and brand trust in achieving donor's intention. The finding of this study suggests that there exists a positive and significant relationship between brand knowledge dimensions and donor's intention with intervention of brand perceived benefits and brand trust.

The study provides an evidence how brand knowledge helps out in building the donor's intention for donation. Donor's also inspire by this brand knowledge indicates the strong positive perception about brand benefits and trust about brand for giving the donations to particular charitable institution. In Pakistan, charitable institutions which used dimensions of brand knowledge such as Shaukat Khanum, Fatimid, Ehdi and sultana foundations was considered as best charity encounters. In Pakistan donors, have more spiritual concerns regarding to charity, so donors need a trustworthy environment for donations can only possible by such brand knowledge include brand image, brand awareness and brand association of charitable institutions which appeals donors to refer such institutions for charity.

This study explored the impact of brand knowledge used in providing the best information to donors by the charitable institution in Pakistan; hence it is also proved from analysis results brand knowledge must be used by nonprofit managers to attract the new donor's as well as retain existing donor's. Positive perception regarding to brand benefits help in attaining brand trust which in result create positive intention of donors with the charitable institution for donations. Brand knowledge of charitable institution have long term effect on their donors because it creates long lasting impression on the individual donors who are visiting their institution.

5.3. Managerial implications

This research suggests several managerial directions for nonprofit managers. First, at fundraising institutional level donation enhancement knowledge should be created like such foundations focus on implications of well imageable, associable and awareness of brand based

campaigns strategies on an update level in order to attract and inspire donor's intentions for donations as results make loyal and satisfy donors in turn generates the output in charity form.

This study even guide such nonprofit staff workers about brand policies and actions regarding to donation encounters to update their selves in order to perform well within their organizations as results to maintain suitable culture.

Especially this study also recommends to all charitable institution to adopt this branding practice and incredibly facilitating the differentiated services to donors so that more donors can be drawn as compared to other charitable institutions. As result of openhanded services on distinction mode causes institution fundraising and reputation as well.

5.4. Limitations and Directions for future studies

Although this research comprises of studying the impact of Brand Knowledge Dimensions on Donor's intention with Mediating Role of Brand Perceived Benefits and Brand Trust: Evidence from nonprofit organization but future researcher can also study this impact with other mediating variables e.g. PANAS (positive and negative affectivity), also study this relationship with other independent variables like personality traits etc. As a future, there is a need to study nonprofit sector empirically on a vast scale with different models of profit sector for the scope enhancement of charitable institutions that how they attract donors in a best possible way. A number of qualitative studies are conducted but one or two quantitative studies are found. So, researcher needs to conduct further empirically studies.

Another limitation of the study is that the data was collected from few charitable institution in which somewhat performing the brand knowledge within their organization so the future research can be conducted in different charitable institutions with a large sample and data can be collected with questionnaires for more generalizable results. Overall such update information will also inculcate in different contextual fundraising institutions. Moreover, brand resonance model implemented for the measurement of this study impact other theories like social exchange theory, expectancy motivational theory as for future research can also be used as supporting theories in case of bringing the donors intention toward nonprofits.

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Appendix 1

Questionnaire

Dear Respondent,

I am collecting data for my research thesis. The objective of the thesis is to examine the applicability of Brand Resonance model in non-profit organization. It will take your 15-20 minutes to answer the questions and to providing the valuable information. I assure you that data will be strictly kept confidential and will only be used for academic purposes. To ensure anonymity, you are not supposed to write your name anywhere in the questionnaire. Thanks a lot for your help and support!

Please put the tick mark on the following given below statements as per your experience with a particular non-profit branded organization.

Section-1

Gender

1	2
Male	Female

Age

1	2	3	4	5
18 - 25	26 - 30	31 – 35	36 – 40	41-above

Education

1	2	3	4	5
Elementary school	High School	College degree	Graduate degree	Others (specify) -----

Profession

1	2	3	4	5
Govt. job	Private job	House wife	Student	Others (specify) ----- -

Do you donate or give charity to non-profit organization?

1 Yes No

Which Non-Profit Branded **Organization** you prefer for charity?

1.	2.	3.	4.
Shaukat khanum	Fatimid Foundation	Sultana foundation	Edhi

How often you donate to the selected organization?

1 After one Week 2 After a month 3 After 3 months 4 After 6 months 5 After year

How many years you have been donating to the selected organization?

1 Since from last year
 2 Two to three years
 3 Four to five years
 4 Six years or more

Section-2

Please put the tick mark on the scale 1 to 5 where 1 is strongly disagree and 5 is strongly agree.

1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree						
Brand image (Kim, Gon kim &Ann, 2003)						
Q1	I feel comfortable with this non-profit branded organization for giving charity.	1	2	3	4	5
Q2	I believe that they offer high level of service.	1	2	3	4	5
Q3	I believe that they have very clean and clear image.	1	2	3	4	5
Q4	I believe that they are transparent in what they do.	1	2	3	4	5
Q5	This non-profit brand of organization is well resourced.	1	2	3	4	5
Q6	I believe that It is a suitable place for charity giving and full fills my empathy needs.	1	2	3	4	5
Q7	I become satisfied by visiting this organization for donations.	1	2	3	4	5
Q8	The organization staffs are very kind.	1	2	3	4	5
Q9	This non-profit brand is famous for their humanitarian work.	1	2	3	4	5
Q10	I believe that this non-profit brand is trustworthy.	1	2	3	4	5
Q11	I feel that what they are doing is unnecessary. (r)	1	2	3	4	5
Q12	The non-profit brand has long history.	1	2	3	4	5
Q13	It has a differentiated image than others non-profit brands.	1	2	3	4	5
Q14	The brand is familiar to me.	1	2	3	4	5

Brand Awareness (Yoo, Donthu & Lee, 2000)

Q15	Some characteristics of this non-profit brand come to my mind quickly.	1	2	3	4	5
Q16	I can recognize this non-profit branding organization among other competing brands.	1	2	3	4	5
Q17	I am familiar of this non-profit branding organization.	1	2	3	4	5
Q18	I can quickly recall the symbol or logo of this non-profit brand.	1	2	3	4	5

Brand Association (Aaker, 1996)

Q19	The organization associated with this brand has credibility.	1	2	3	4	5
Q20	I respect and admire people who use this non-profit brand for charity.	1	2	3	4	5
Q21	I like and trust the people, who made this brand.	1	2	3	4	5

Brand Perceived Benefits (Hill & Hood, 1999; Zinnbauer, Pargament, & Scott, 1999)

Q22	This brand develops spiritual meaning in my life.	1	2	3	4	5
Q23	This non-profit brand organization gives me an opportunity to align my life with my spiritual beliefs.	1	2	3	4	5
Q24	It deepens my spirituality.	1	2	3	4	5

Brand Trust (Chaudhuri and Holbrook,2001)

Q25	This non-profit brand gives me confidence and certainty in the use of its services.	1	2	3	4	5
Q26	This brand never disappoints me.	1	2	3	4	5
Q27	This brand would be honest and sincere in its explanations.	1	2	3	4	5
Q28	I could rely on this non-profit branding organization to solve any problems related to donations.	1	2	3	4	5

Q29	This organization would make any effort to make me be satisfied about my donations.	1	2	3	4	5
Donors Intentions (Yoo, Donthu & Lee, 2000)						
Q30	Even if another organization has the same service, I would prefer to consult this organization for charity.	1	2	3	4	5
Q31	If another non-profit organization is not different from this brand in any way, it seems trustworthy to prefer.	1	2	3	4	5
Q32	This non-profit brand is more than a service to me.	1	2	3	4	5
Q33	If I have to choose among other non-profit brands this non-profit branding organization is definitely my choice.	1	2	3	4	5

Appendix 2

سوال نامہ

معترم مدعا!

میں محمد علی جناح یونیورسٹی اسلام آباد میں ایم ایس (مارکیٹنگ) کی طلب علم ہوں۔ میں اپنی تحقیق کے مقالہ کے لئے اعداد و شمار جمع کر رہا ہوں۔ مقالہ کا مقصد غیر منافع بخش تنظیم میں برانڈ گونج ماڈل کا اطلاق کی جانچ پڑتال کرنا ہے۔ آپ کے 15-20 منٹ لگیں گے ان سوال کے جواب کرنے اور قیمتی معلومات فراہم دینے میں۔ میں آپ کو یقین دلاتا ہوں کہ اعداد و شمار کو انتہائی خفیہ رکھا جائے گا اور صرف تعلیمی مقاصد کے لئے استعمال کیا جائے گا۔ آپ کو سوال نامہ میں اپنا نام درج کرنے کی ضرورت نہیں تو بلا جھک آپ اپنی رائے کا اظہار کر سکتے ہیں۔ آپ کی مدد اور تعاون کا بہت شکریہ!

اپنی تجربہ کی گئی غیر منافع بخش برانڈ تنظیم کو منتخب کر کے نیچے دی گئی مندرجہ ذیل بیانات پر ٹک کا نشان لگائیں۔

آپ کی جنس کیا ہے؟

2	1
عورت	مرد

آپ کی عمر کیا ہے؟

5	4	3	2	1
41 سے اوپر	36 سے 40	31 سے 35	26 سے 30	18 سے 25

آپ کی تعلیم کیا ہے؟

5	4	3	2	1
دیگر	کیجو پیٹ ڈگری	کالج کی ڈگری	ہائی اسکول	ابتدائی اسکول

آپ کا پیشہ کیا ہے؟

5	4	3	2	1
دیگر	طالب علم	ہائوس وائف	پرائیو پیٹ ملازمت	گورنمنٹ ملازمت

کیا آپ عطیہ غیر منافع بخش تنظیم کو دیتے ہیں؟

ہاں 1 2 نہیں

آپ عطیہ کے لیے کس غیر منافع بخش برانڈڈ تنظیم کو ترجیح دیتے ہیں؟

5	4	3	2	1
دیگر	اید ہی	سلطانہ فاؤنڈیشن	فطمی فاؤنڈیشن	شوکت خاتم

کتنی بار آپ منتخب کردہ تنظیم کو عطیہ دیتے ہیں؟

ایک ہفتے بعد 1 2 ایک ماہ بعد 3 4 چھ ماہ بعد 5 ایک سال بعد

آپ کو کتنا عرصہ ہو گیا منتخب کردہ تنظیم کو عطیہ کرتے ہوئے؟

گزشتہ سال سے 1 2 دو، تین سال 3 4 چار، پانچ سال 5 چھ سال یا اس سے زیادہ

(1) بہت زیادہ اختلاف، (2) اختلاف، (3) غیر جنبدار، (4) اتفاق، (5)، بہت زیادہ اتفاق

5	4	3	2	1	اس غیر منافع بخش برانڈڈ تنظیم کے ساتھ، میں آرام دہ محسوس کرتا ہوں صدقہ کرنے کے لیے۔	1
5	4	3	2	1	میرا یقین ہے کہ یہ اعلیٰ سطح کی سروس فراہم کرتے ہیں۔	2
5	4	3	2	1	میرا یقین ہے کہ یہ بہت صاف شفاف اور واضح اہمیت رکھتے ہیں۔	3
5	4	3	2	1	میرا یقین ہے کہ یہ جو کچھ کرتے ہیں اس میں صحیح ہیں۔	4
5	4	3	2	1	یہ غیر منافع بخش برانڈڈ تنظیم اچھی وسائلی حیثیت رکھتی ہے۔	5
5	4	3	2	1	مجھے یقین ہے کہ یہ صدقہ دینے کے لیے مناسب جگہ ہے جو میری ہمدردانہ ضروریات پوری کرتی ہے۔	6
5	4	3	2	1	اس تنظیم کا دورہ کر کے میں اسے عطیہ دینے کے لیے مطمئن ہوں۔	7
5	4	3	2	1	اس تنظیم کا عملہ بہت مہربان ہے۔	8
5	4	3	2	1	یہ غیر منافع بخش برانڈڈ اپنے فلاحی کام کے لیے مشہور ہے۔	9
5	4	3	2	1	میرا یقین ہے کہ یہ غیر منافع بخش برانڈڈ قابل اعتماد ہے۔	10
5	4	3	2	1	مجھے لگتا ہے کہ یہ جو کچھ کر رہے ہیں وہ غیر ضروری ہے۔	11
5	4	3	2	1	اس غیر منافع بخش برانڈڈ کی ایک طویل تاریخ ہے۔	12
5	4	3	2	1	دوسری غیر منافع بخش برانڈڈ کے مقابلے میں یہ ایک مختلف شناخت رکھتی ہے۔	13
5	4	3	2	1	میں اس برانڈڈ سے واقف ہوں۔	14
5	4	3	2	1	اس غیر منافع بخش برانڈڈ کی کچھ خصوصیات فوراً میرے ذہن میں آتی ہیں۔	15
5	4	3	2	1	میں دوسرے حریف برانڈڈ کے مابین اس غیر منافع بخش تنظیم کی برانڈڈ نگ کو پہچان لیتا ہوں۔	16

5	4	3	2	1	17	میں واقف ہوں اس غیر منافع بخش برانڈڈ تنظیم سے۔
5	4	3	2	1	18	میں اس غیر منافع بخش برانڈڈ کے (لوگو) کو فوراً سے پہچان لیتا ہوں۔
5	4	3	2	1	19	اس غیر منافع بخش تنظیم کی برانڈڈ ایچ باقی حریف برانڈڈ سے کافی منفرد ہے۔
5	4	3	2	1	20	میں عزت اور تعریف کرتا ہوں ان لوگوں کی جو عطیات دینے کے لیے یہ غیر منافع بخش برانڈڈ استعمال کرتے ہیں۔
5	4	3	2	1	21	میں پسند اور اعتماد کرتا ہوں ان لوگوں پر جنہوں نے یہ برانڈڈ بنا یا۔
5	4	3	2	1	22	یہ برانڈڈ میری زندگی میں روحانی معنی اجاگر کرتا ہے۔
5	4	3	2	1	23	یہ غیر منافع بخش برانڈڈ تنظیم مجھے موقع دیتی ہے میرے روحانی عقائد کو میری زندگی کے ساتھ ملانے میں۔
5	4	3	2	1	24	یہ میری روحانیت کو گہرا کرتا ہے۔
5	4	3	2	1	25	یہ غیر منافع بخش برانڈڈ مجھے یقین اور اعتماد دلاتا ہے اس کی خدمات کو استعمال کرنے میں۔
5	4	3	2	1	26	یہ برانڈڈ مجھے کبھی ناامید نہیں کرتا۔
5	4	3	2	1	27	یہ برانڈڈ ایماندار اور مخلص حثیت رکھتا ہے۔
5	4	3	2	1	28	میں عطیات سے متعلق کسی بھی مسائل کو حل کرنے کے لیے اس غیر منافع بخش برانڈڈ ننگ تنظیم پر بھروسہ کر سکتا ہوں۔
5	4	3	2	1	29	یہ تنظیم مجھے اپنی عطیات دینے کے بارے میں مطمئن کرنے کے لیے ہر طرح کی کوشش کرتی ہے۔
5	4	3	2	1	30	یہاں تک کہ کسی اور تنظیم کی اس جیسی خدمات ہوں تب بھی میں صدقہ کرنے کے لیے اس تنظیم کو ترجیح دوں گا۔
5	4	3	2	1	31	اگر کوئی اور غیر منافع بخش تنظیم کسی بھی طرح اس برانڈڈ سے مختلف نہیں ہے تو بھی یہ قابل اعتماد لگتی ہے۔
5	4	3	2	1	32	یہ غیر منافع بخش برانڈڈ میرے لیے ایک خدمات سرانجام دہ تنظیم سے بڑھ کر ہے۔
5	4	3	2	1	33	اگر مجھے دوسرے غیر منافع بخش برانڈڈ کے درمیان منتخب کرنا ہو تو یقیناً یہ غیر منافع بخش برانڈڈ ہی میرا انتخاب ہے۔