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The Influence Mechanism of Nonprofit Organization Brand Image on College Students' Disaster Donation Decision in China

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Abstract: *Under the market economy context, brand marketing needs to embed in the development strategy and daily operation of modern charities. For nonprofit organizations, brand image plays an important role in influencing donors' decision to donate, but the degree and mechanism of influence may vary among different groups. This paper conducts a comprehensive evaluation model of nonprofit organization brand image, and designs a questionnaire to collect data and analysis how college students are affected by it during disaster donation decisions. The results show that the brand image of nonprofit organizations appears in three dimensions: organization, product, and interaction, with fifteen influencing factors. The revised theoretical model applies to explain the influence mechanism of brand image in the process of college students' decision to make disaster donations. Moreover, it will prompt nonprofit organizations to enhance the professional level of internal governance such as project activities and financial operations, and fully consider the differences of potential donors and the effectiveness of resource mobilization in terms of external influences such as brand image building and the maintenance public relations.*

Keywords: *nonprofit organization; brand image; college students; disaster donation decision*

Introduction

The corporate donations have long been the main source of donation funds in China according to the stats of charity. However, with the growth of private wealth and the dissemination of modern philanthropic culture, individual donors will become more and more active in the field of charitable donations and become an important force in promoting philanthropy. Wunderink (2002) studied the correlation between the education and the donation willingness, motivation and behavior, and conducted that there was a significant positive correlation. At present, Chinese college students participate in and promote the development of philanthropy in various fields such as higher education, environmental protection, medical assistance, disaster emergency response, sports events, and so on. The ways in which they are involved are also diverse, including donating funds, volunteer services, public welfare activities, organization and management, etc. It is helpful to grow up and become talented for themselves, and provides motivation and practice for inheriting philanthropy culture, cultivating public welfare talents, and shaping civic behavior. They will become a group of individual donors with great potential in the future.

However, due to the lack of in-depth understanding of public welfare undertakings and the social environment, in the face of numerous nonprofit organizations and their fundraising projects, the public, including college students, seems to be unconcerned about who to donate to, how to donate, and the rights and responsibilities of donors. They are more inclined to choose nonprofit organizations with high social trust and good reputation to donate. In the long term, the simple choice that lacks full understanding and rationality is detrimental to the popularization of charitable culture. How do individual donors, especially college students, affect by the brand image of nonprofit organizations? What factors constitute the brand image? What is the structure and relationship between the factors? This paper used the questionnaire to collect data about the college students' decision-making for the disaster donation.

Literature Review

The term "brand image" is more common in the business world and often used to emphasize the impact on the psychological level of consumers. Keller (1993) defined the brand image as the cognition and association of brands in consumers' memory. Riezebos (2003) thought the brand image was the psychological image formed by the customer connecting the brand. Nöth (1988) and Friedmann (1986) regarded the "meaning" of a brand to an individual consumer as a brand image, because the basis for distinguishing brands was the different meanings of different brands in the same product to consumers.

As for where the brand image came from or how it formed, different scholars had different explanations. For example, Park (1986) pointed out that brand image originates from brand management and was reflected through various symbolic symbols. Sirgy (1997) emphasized that the unique personality image of the brand was the core of the brand image.

The further research focused on the specific composition and measurement indicators of brand image. Aaker (1996) proposed that brand image examined from four dimensions of the type, strength, recognition and uniqueness of brand. Ziming Luo (2001) constructed a brand image index system consisting of five parts: brand cognition, product attributes, brand imagine, brand value and brand loyalty.

From the academic conception and development of the index system, scholars had discussed the definition and composition of brand image from the perspectives of different disciplines such as psychology, sociology and economics. Overall, they emphasized that consumers were the main body of the cognition and evaluation about brand image, what determined by the mirroring nature of the word "image". The image of any organization and its products or services are defined by the users according to their perceptions and experiences, reversely mapped to the organization so that it acquired a sense of its own image. Conversely, the organization seeks to maintain and reinforce a positive image in a manner consistent with social expectations and the interests of itself. Meanwhile, it is necessary for any organization to avoid risks that may create a negative image, because once a negative image is generated, it is easier to attract public attention and spread widely, and the negative impact on the organization will be far-reaching and sometimes irreversible. Therefore, it is very important for the organization to master the public's cognition rules and influencing factors of the brand image, and adjust the organization's operation management, product or service provision, publicity and marketing strategy, social responsibility and other behaviors and directions accordingly. It is very important to

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seek survival and development in the fierce market environment.

Ritchie et al. (1999) brought the concept of brand image into the field of charity. They believed that brand image was also applicable to nonprofit organizations, and the construction of brand image could make the nonprofit organizations compete for charity resources and gain the recognition and trust of donors. Even when the similar organizations had negative behaviors and social evaluations, good brand image could help the nonprofit organization avoid being implicated (Paco, 2014). On the operational level, Grag (2019) constructed a comprehensive brand benefit measure for nonprofit organizations including brand image, brand identity, and brand performance parameters.

This is an inevitable result of the market economy's logic and rules going deep into every aspect of modern society. It also reflects that the modern charity model has nurtured a huge charity industry and practitioners. Many forces have jointly promoted the marketing theory into the charity field. Scholars have adopted a concept of social orientation different from commercial activities in their research on the marketing activities of nonprofit organizations, emphasizing the uniqueness of their marketing focus, challenges and stakeholders, such as providing services rather than products, meeting social needs, and associated with the mission, etc.

Although very similar to the commercial organization's need to portray a good impression of its own brand and its products or services in the minds of consumers, there is an essential difference between the two. The purpose of nonprofit organizations is to attract donated resources to achieve the organization's mission and value, the "nonprofit" label determines that the fundamental goal pursued by the brand image of a nonprofit organization is the common interests of society and even human beings, rather than the basic material satisfaction transferred by consumers' personal preferences. Donors who agree with the project significance, management culture and organizational mission of nonprofit organizations tend to be more cautious and vigilant than ordinary consumers when making decisions. This is not only because the "gratuitousness" of donating money, energy and time, but also because once donating to an organization, it means supporting the organization's goals and values. If there is a negative event that affects the organization's image, it will damage the donor's personal emotions and kindnesses, even seriously endanger the nonprofit organizations and the public trust and respect of the entire charity. Therefore, while building a brand image, a nonprofit organization is actually conveying a culture of charity and public welfare to everyone. Its brand image depends on the tangible organizational management, project operation and effectiveness, and the intangible values and organizational culture. On the surface, it seems to be to attract donations and expand its influence, but in the long term, it is more symbolic to spread the culture of charity and public welfare.

The previous studies had shown that demographic characteristics had a greater impact on individual donation behavior. For example, the education level and donation are positively correlated (Wunderink, 2002). Women usually made the more charitable donations (Mesch, 2011). The married people were more likely to donate than the single people (Wiepking & Bekkers, 2012). There was a significant positive correlation between income and donation level. The findings indicated that some people were more willing to give or more pro-social. In addition, scholars had interpreted donation behaviors from different disciplinary perspectives. Bennett (2000) pointed out that social responsibility, self-fulfillment desire, altruism and other psychological cues had an impact on individual donation behaviors. Beckers & Vipkin (2011) divided individual giving motivations into eight types: motivation for giving needs, motivation for responding to donation needs, motivation for

pursuing good reputation, motivation for cost and benefit, motivation for altruism, social values, motivation for psychological benefit and motivation for effectiveness.

Chinese scholars had synthesized the internal and external factors that affected individual donation behaviors. On the internal level, the individual personality positively correlated with donation willingness (Ding Xianfeng, 2011). The occupation, education level, income and political outlook had a significant impact on individual donation behavior. The donor's moral inclination had an impact on individual donation behaviors. On the external level, Ding Meidong (2008) and Yang Xuanliang (2008) explored how the impact of tax system changed on individual donation behaviors. Chen Tianxiang & Yao Ming (2012) systematically explored the factors that affected individual donation behaviors, and found that in addition to endogenous driving factors, external factors such as relationship utility, organizational brand performance and organizational credibility also significantly affected donation behaviors. The external factors could also stimulate endogenous factors, resulting in indirect effects on donation behaviors.

The above research provided a theoretical starting point for us. This research aims to investigate the relationship between the college students' decision-making of disaster donation and the brand image of nonprofit organizations. The results and discussions enlightenment how the brand image affects individual donation behavior and decision-making and the influence mechanism.

Research Design

Theoretical model

Malhotra (1981) developed a scale that was used to measure product concepts, which verified by Faircloth (2005) and proved to have good reliability and validity. This research combines the brand recognition system proposed by David Aaker (1996) and a complete set of brand evaluation model and index system developed by Fan Xiucheng & Chen Jie (2002). The later divided the brand image into four dimensions: product, enterprise, humanization and symbol. The product is the carrier of an organization's brand, and the consumers form perceptions of the organization through the purchase and use of products. These perceptions constitute the content of the brand image and become the brand's perception in the future. "Product" includes the categories, attributes, quality, use, country of production and other indicators, which can be either physical or non-physical services. "Enterprise" refers to the evaluation of the organization as a product or service provider.

Sometimes, the consumers' judgment didn't built on the product, but is projected on the product through the trust in the company, including the company's quality, innovation ability, customer service, penetration rate, globalization and localization and other indicators. "Humanization" included two factors: brand personality and brand-customer relationship. The brand personality refers to the human characteristics given to the brand after anthropomorphizing the brand, and the brand-customer relationship emphasizes the nature and closeness of the relationship between the brand and the customer, such as dependence behavior, personal commitment, nostalgia complex, reflect self-image, intimacy and partnership. "Symbol" describes the high degree of generalization and concentration of consumers' brand image, including visual symbols and metaphorical symbols.

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The theoretical model (Figure 1) includes three dimensions and sixteen factors:

1.The organizational dimension is to evaluate the characteristics of the nonprofit organization itself, including the popularity, popularity, size of the nonprofit organization, whether there is a government background, Eight indicators of professionalism, celebrity effect, geographical location, and sense of responsibility.

2.The product dimension is the evaluation of disaster relief services provided by non-profit organizations, including two levels of product quality and category.

3.The dimension of interaction relationship is a dimension that measures the closeness or strength of the relationship between the donor and the nonprofit organization, including the degree of information disclosure, identity, connection and other feelings: the loyalty of the nonprofit organization, for example, the donor feels unease when he or she chooses a substitute. Nostalgia refers whether the brand evokes past memories and emotions in donors. Whether the nonprofit organization can make donors feel closer.

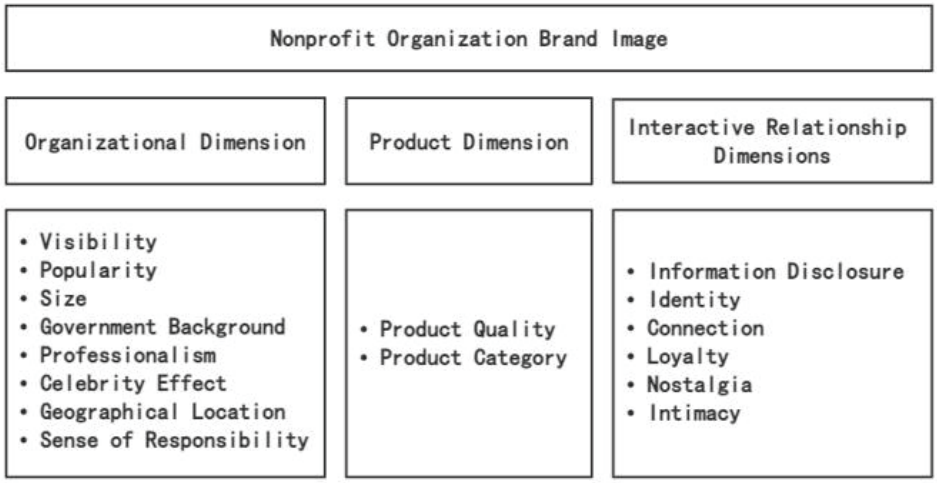

Figure 1. Theoretical model of nonprofit organization's brand image evaluation

Measuring tools

Based on this theoretical model, the authors designed a structured questionnaire, which invited the respondents answer the questions according to their actual situation. The questionnaire consists of the following two parts:

1. Basic information of the respondents

This part of the topic involves two aspects: firstly, basic demographic indicators including gender and educational level. The group concerned in this study is college students, whose age distribution in China has relatively small differences in concentration. Most of them have no economic income. Compared with other

groups, the biggest difference is their education experience and its influence. Meanwhile, the gender has an impact on donation behaviors of all groups; Secondly, the related experience of disaster donation, including the experience of making and accepting disaster donation, the most recent disaster donation, the total value of donations, how to choose a nonprofit organization for disaster donations, and why.

2. Evaluation of brand image of nonprofit organizations

This section uses a Likert scale with option score from 1 to 7, corresponding from "strongly disagree" to "strongly agree", and the evaluation dimensions and topics are shown in Table 1.

Table 1. The questionnaire of nonprofit organization's brand image evaluation for college students

dimension	serial number	topic	Reference source
organizational dimension	1	You are more likely to choose a socially well-known non-profit organization for disaster donations	Malhotra (1981) Fan Xiucheng & Chen Jie (2002)
	2	You are more likely to choose socially popular non-profit organizations for disaster donations	
	3	You prefer to choose larger nonprofits for disaster donations	
	4	You are more inclined to choose a non-profit organization with an official\government background for disaster donation	
	5	You are more inclined to choose a professional disaster relief organization for donation	
	6	You prefer to donate to non-profit organizations founded and endorsed by celebrities	
	7	You prefer to donate to nonprofits that are closer to the disaster site	
	8	The nonprofit you choose to make a disaster donation to is responsible for its mission	

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product dimension	9	When you choose a nonprofit to donate to disaster, look at the quality of its past aid	Fan Xiucheng & Chen Jie (2002)
	10	When you choose a nonprofit to donate to disasters, care about the specific assistance programs and methods it provides	
Interaction dimension	11	You are more inclined to choose a non-profit organization that discloses donation information and project status in a timely manner for disaster donation	
	12	You make repeated donations to the same nonprofit because of a better experience after making disaster donations in the past	
	13	You are more likely to choose a non-profit organization that allows you to identify yourself for disaster donations	
	14	You are more likely to choose a nonprofit that you are in contact with more frequently for disaster donations	
	15	When you choose to make a disaster donation to another nonprofit in the same field, you will feel guilty, uneasy, etc.	
	16	The nonprofit you choose to donate to for disasters can generate excitement	

Data collection

The questionnaires were distributed and collected online during the COVID-19. The samples were randomly sampled and released through WeChat, Douban and other web platform and software. Although this sampling method is not strict enough, it can guarantee the survey sample scale reach to a certain extent. The identity of the group is college students. In this survey , 223 questionnaires were recovered . Invalid questionnaires were excluded, and 219 valid questionnaires were finally obtained , with a recovery rate of 98.2% . Then, after entering the valid data into SPSS 21.0, descriptive analysis and factor analysis carried out in turn, and word frequency analysis carried out using Python software.

Findings

Descriptive analysis

The characteristics of college students who answered this survey had shown in table 2. The gender ratio is 27.4% for male and 72.6% for female. In terms of education level, 85.84% of people was undergraduates, 11.87% of people was master students, and 2.28% of people was doctoral students. There was 78.08% of the respondents had disaster donation experience, which was a relatively high proportion. It showed that college students had a strong willingness and action to donate when a major disaster occurred. As far as the specific

donation amount range was concerned, 39.18 % of the survey respondents with donation experience donated less than 50 yuan last time, and 42.11 % of people donated between 50 to 100 yuan. The sum of 81.29 % accounted for the absolute majority, indicating that college students were more inclined to small donations due to their lack of independent financial ability. However, this did not mean that they cared less about and contribute to philanthropy. On the contrary, it showed that such groups had great potential for donations in the future. Among all the respondents, there were 33 people who had received disaster donations before. It accounted for 15.07% among the respondents, and only one of them had not made disaster donations. Thus, the experience of accepting donations had a positive impact on their decision-making and donation behaviors.

Table 2. Statistics of basic information of the survey respondents

index	category	Frequency	percentage
gender	male	60	27.4%
	Female	159	72.6%
Education level	Undergraduate	188	85.84%
	master	26	11.87%
	PhD	5	2.28%
Has a disaster donation been made?	Yes	171	78.08%
	no	48	21.92%
Amount of the most recent disaster donation	Below 50 yuan	67	39.18%
	50-100 yuan	72	42.11%
	100-500 yuan	27	15.79%
	500 yuan and above	5	2.92%
Have you ever received disaster donations?	Have	33	15.07%
	none	186	84.93%

Figure 3 reflected the factors that survey respondents considered when choosing donation targets, namely nonprofit organizations, including organizational background, celebrity effect, alumni status, degree of specialization, and regionality. The results showed that college students who had made disaster donations mostly choose to have official backgrounds, professional disaster relief organizations, university alumni associations, and local disaster relief organizations. In order to further examine the attractiveness or advantages of these organizations, the researchers presented the language descriptions of the reasons selected by the respondents in the form of word cloud diagrams (Figure 3). It showed the words such as open, guarantee, experienced, effective, convenient were more frequent, indicating that college student donors valued nonprofit organizations by the credibility (sometimes the nonprofit organization with an official background plays the role of credibility endorsement), professionalism and efficiency, etc.

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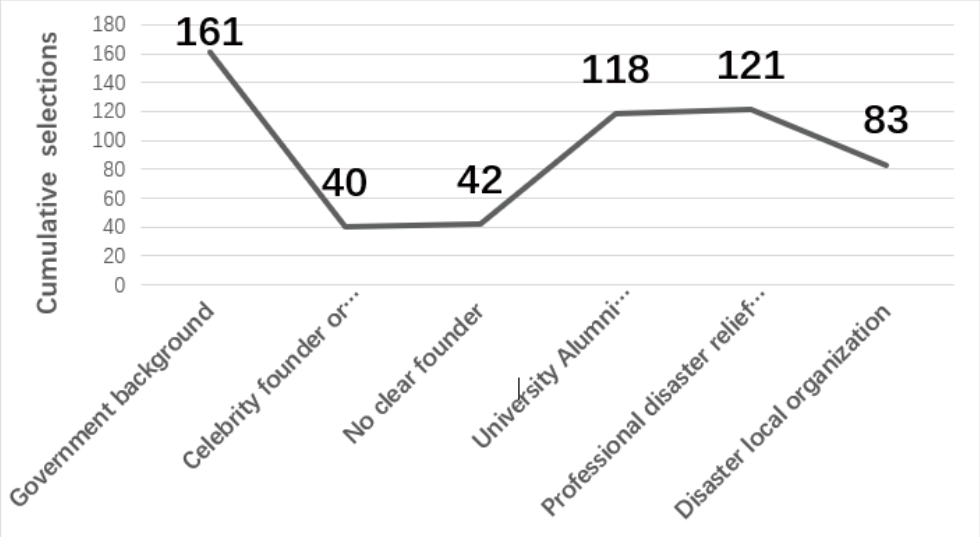

Figure 2. Line chart of the number of times of college students donate to nonprofits organizations



Figure 3. Words cloud illustration of reasons why college students choose nonprofit organizations for disaster donations

Each item in the brand image evaluation of nonprofit organizations found that, except for celebrity effect and loyalty, the number of people who chose "somewhat agree" to "strongly agree" (> 4) for the other indicators reached more than 50%, especially background, professional level and information disclosure, the proportion of choosing "agree" and "strongly agree" exceeds 70% (Table 3). The same reason just as why the aforementioned college students stated that they chose to donate to a nonprofit organization for disasters. The results also showed that although college students were more willing to donate to nonprofit organizations that had made disaster donations and had better experience, they did not have feelings or thoughts such as guilt when choosing other organizations to donate. This may be because of the nature of disaster donations. It was a charitable behavior rather than a consumption behavior, and the frequency of major and emergency disasters was low. Unlike common monthly donation projects, it was easy to develop the habit of donation behavior. Therefore, it was difficult for individual donors to have similar effects on a nonprofit organization as on consumer loyalty to a brand.

Table 3. Statistics on the proportion of college students' evaluation indicators for brand image of non-profit organizations

Options topic		Very dis-agree	disagree	some dis-agree	neutral	some agree	agree	Strongly Agree
Organi-zational dimension	Reputation	1.8	0.9	2.7	11.9	25.1	40.6	16.9
	Popularity	1.4	2.7	3.7	18.7	29.7	31.5	12.3
	scale	0.9	0.9	3.7	13.2	16.9	42.0	22.4
	back-ground	1.8	1.4	1.8	8.2	16.9	29.7	40.2
	Profession-al level	0.9	0.5	1.8	6.8	19.6	42.0	28.3
	celebrity effect	4.6	7.3	12.8	27.4	24.2	18.7	5.0
	Geographi-cal location	0.9	0.9	4.1	1 7.4	1 9.2	3 8.8	1 8.7
	sense of responsi-bility	1.4	0.9	1.8	1 1.9	2 1.0	4 2.9	2 0.1
Product dimension	product quality	1.4	0.9	5.5	15.1	18.3	38.8	20.1
	Product Category	0.9	0.9	2.3	11.4	22.4	36.1	26.0
Interaction dimension	Informa-tion disclo-sure	0.9	0.5	2.3	11.0	11.9	36.5	37.0
	nostalgic	0.5	2.7	2.7	8.2	23.7	35.6	26.5
	identity	1.4	1.8	3.2	20.5	21.0	36.1	16.0
	frequent contact	1.4	3.2	4.6	16.0	24.2	34.2	16.4
	loyalty	16.9	14.6	11.0	20.5	12.3	19.6	5.0
	close	5.0	3.7	6.4	24.2	24.2	26.5	10.0

Unit: percentage (%)

Factor analysis

In order to examine whether the dimensions of the questionnaire and the items were reasonable, this study carried out the KMO sample measure and Bartlett sphere test for the items in the two dimensions of organization and interaction, and then judged whether they were suitable for factor analysis. Generally speaking, if the Bartlett spherical test reaches a significant level, that is, Sig <0.05, and the KMO test statistic value is higher than 0.7 , it is more suitable for factor analysis. After analyzing the factor loadings and mean values, the researchers deleted and adjusted some indicators that did not conform to the dimension descriptions, and revised the theoretical model of brand image evaluation of nonprofit organizations.

It should mention that the products provided by nonprofit organizations in disaster donations were relatively simple. The product dimension only contained two indicators, so factor analysis not used. Thus, here we only

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used Cronbach's alpha to test whether these two indicators were in the same dimension (Table 4). The result was 0.757, which had high internal consistency.

Table 4. Cronbach's alpha of the product dimension of nonprofit organization brand image

topic	Cronbach's alpha
Q1. When you choose a nonprofit to donate to disaster, look at the quality of its past aid.	.757
Q 2. When you choose a nonprofit to donate to disasters, care about the specific assistance programs and methods it provides.	

Table 5 showed that the significance level of the Bartlett sphere test was lower than 0.000, and the KMO value is 0.839, which is greater than 0.7, so it was suitable for factor analysis. The factor analysis condition test met the standard, the 8 items in the organizational dimension were tested one by one, and it was found that the F1 value of Q6 was lower than 0.5, so it was related to the organizational characteristic factor in the organizational dimension of the brand image of the nonprofit organization. The correlation was low (Table 5), but its F2 value was 0.718, so it was listed separately as a celebrity effect factor in the organizational dimension. In addition, the F1 and F2 value of Q7 were both lower than 0.7. It showed Q7 did not belong to the organizational characteristic factor and celebrity effect factor in the organizational dimension, but their average value is relatively high, and the proportion of choosing "somewhat agree" or above reached 76.7%, Therefore, it was included in the model as the geographic location factor in the organizational dimension.

Table 5. Factor analysis of the organizational dimension of the brand image of nonprofit organizations

K MO value	.839	
Bartlett's sphericity test	Chi-square value (X^2)	631.222
	degrees of freedom (df)	28
	Significant value (S ig)	.000

Table 6. Factor loading analysis of the organizational dimension of brand image of nonprofit organizations

topic	Factor loadings		mean
	F1	F2	
Q 1. You are more inclined to choose a well-known nonprofit organization in the society for disaster donation	.777	.300	5.470
Q 2. You are more inclined to choose a socially popular nonprofit organization for disaster donation	.720	.360	5.164
Q 3. You are more inclined to choose larger nonprofit organizations for disaster donations	.765	.121	5.598
Q 4. You are more inclined to choose nonprofit organizations with official\government background for disaster donation	.756	.190	5.868
Q 5. You are more inclined to choose a professional disaster relief organization for donation	.736	.381	5.831
Q 6. You prefer to donate to nonprofit organizations founded and endorsed by celebrities	.346	.718	4.356
Q 7. You prefer to donate to nonprofit organizations that are closer to the disaster site	.562	.310	5.443
Q 8. The nonprofit organization you choose to make disaster donations is very responsible for the realization of the mission	.745	.315	5.594

Table 7 showed that the significant level of Bartlett's spherical test was lower than 0.000, indicating that there was a possibility of sharing factors among variables, and the KMO value was 0.700 , so it was suitable for factor analysis. On the basis of the factor analysis conditional test meeting the standard, the each item was tested one by one, and it was found that the F1 value of Q1 and Q5 was lower than 0.5 (Table 8), so it had a low correlation with the interaction factor in the interaction dimension of nonprofit organization brand image. In factor analysis, the cumulative variance explanation rate increased from 45.897% to 60.034%. However, the higher mean of Q1 indicated that college students paid more attention to the degree of information disclosure of nonprofit organizations when making disaster donation decisions. Although this item was not an interaction factor, it was still an important influencing factor that should not be ignored. It was included in the model as a separate disclosure factor.

Table 7. Factor analysis of the interactive relationship dimension of non-profit organization brand image

K MO value		.700
Bartlett's sphericity test	Chi-square value (X^2)	404.708
	degrees of freedom (df)	15
	Significant value (S ig)	.000

Table 8. Factor loading analysis of the dimensions of the interaction relationship between the brand image of nonprofit organizations

topic	factor loadings		mean
	F1	F2	
Q 1. You are more inclined to choose a nonprofit organization that discloses donation information and project situation in a timely manner for disaster donation	.488	.719	5.900
Q 2. You will make repeated donations to the same nonprofit organization because of a better experience after making disaster donations in the past	.699	.398	5.648
Q 3. You are more inclined to choose a nonprofit organization that can identify you for disaster donation	.837	.016	5.301
Q 4. You are more inclined to choose the nonprofit organization that you contact more frequently for disaster donation	.772	.035	5.269
Q 5. When you choose disaster donations to another nonprofit organization in the same field, you will feel guilty and uneasy about the nonprofit organization that made the donation before.	.436	.743	3.758
Q 6. The nonprofit organization you choose to donate to the disaster can make you excited	.735	.360	4.785

Conclusions and Discussion

The Revised model of brand image theory for non-profit organizations

After factor analysis on the data, it was found that the "loyalty" in the dimension of interaction had a low correlation with the dimension to which it belongs, so it deleted from the comprehensive evaluation model of the brand image of nonprofit organizations. The "geographical location" and "celebrity effect" in the

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organizational dimension did not belong to the organizational characteristic factor, but these two indicators still had important impact on the donation behavior of college students, so they were classified into separate geographical location factor and celebrity effect factor. "Information disclosure" in the interactive relationship dimension did not belong to the interactive relationship factor, but was classified into the information disclosure factor. After adjustment, the analysis framework of the influencing factors of the brand image of nonprofit organizations on the decision-making of college students' disaster donation behavior was shown in the following figure 4.

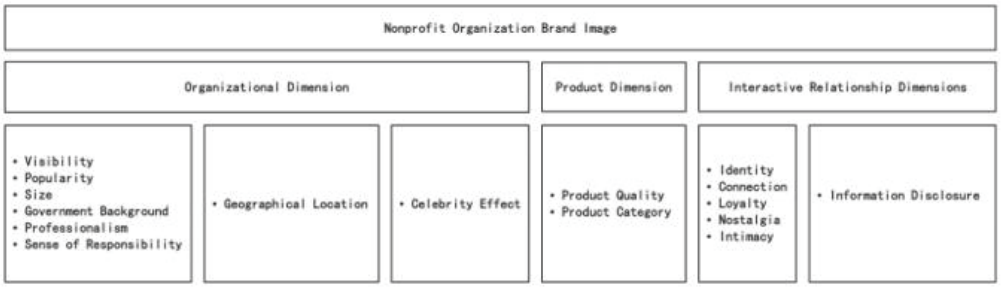

Figure 4. The revised model of brand image theory for nonprofit organizations

Strategies for building brand image of nonprofit organizations

1. Nonprofit organizations should attach importance to building their own brand image

In the past ten years, although Chinese nonprofit organizations have flourished, the number of registrations has increased year by year, and the competition for donation resources has become more and more fierce, but most nonprofit organizations are facing the development dilemma of reduced government support, inability to expand their scale or even difficult to maintain. At the same time, some large-scale nonprofit organizations, due to their lack of awareness of maintaining their brand image, frequently fall into negative news, and eventually make donors lose their trust, making it difficult for them to obtain donations. For all these reasons, nonprofit organizations are required to effectively manage their own brand image, so as to be able to stand out from many competitors and gain the recognition of individual donors and their organizations. This study shows that donors will consider differences in the brand image of nonprofit organizations before making disaster donation decisions, and they are more inclined to donate their money to more credible, professional, and familiar nonprofit organizations. At the same time, college student donors prefer nonprofit organizations with official backgrounds. Accordingly, nonprofit organizations should strive to build their own good brand image in order to obtain more donation resources and realize their organizational value and mission. The findings of this study also help nonprofit organizations realize the importance of building a good brand image, especially as the main body providing public welfare products in the "charity market", what aspects should they improve themselves in order to improve their competitiveness and attractiveness by improving their competitiveness and attractiveness for gaining the favor of potential donors.

2. Nonprofit organizations should build interactive relationships with donors

Research shows that individual donors make repeat donations to the same nonprofit because of a good past giving experience, and are more likely to choose nonprofits with which they are more frequently connected. Therefore, nonprofit organizations should focus on maintaining a good relationship with donors, and improve the diversity and effectiveness of interactions by providing timely feedback to donors, expressing gratitude, issuing commemorative certificates, and organizing activities on a regular or irregular basis. Connections and daily exchanges uncover more donation projects and potential opportunities.

3. Nonprofit organizations should target individual donors with precision marketing

For college students, it is more common and convenient to choose the alumni associations and foundations of their colleges as donation objects. At the same time, they can also repay their alma mater for their training and support, and also have multiple functions such as connecting alumni relationships and shaping their identity. As a donation field that the society focuses on, higher education should not only strengthen the organizational governance of its own foundations and alumni associations, but also conduct in-depth research on alumni's donation motives, preferences and needs, so as to attract alumni to participate more in the construction of institutions and the development of disciplines. In our mission, even with natural emotional and identity connections, it is necessary to maintain and strengthen alumni's giving relationships and behaviors, especially in an environment of charitable development where competition for donation resources is increasingly fierce and private or family foundations flourish. For different types of nonprofit organizations, it is necessary to clarify their own characteristics, carry out precise marketing for donor groups who have the same values as themselves and can evoke identity, and seize the opportunity to increase the possibility, frequency and scale of donations.

4. Nonprofit organizations should strengthen the information transparency and disclosure system

The survey results show that college students are more willing to offer disaster donations to organizations with higher information disclosure and transparency. In fact, for any donor, information disclosure of non-profit organizations is a must. Regardless of legal requirements or self-discipline rules, non-profit organizations should disclose their operations, especially financial information, to the public through various channels, so as to ensure that they are subject to public supervision, improve credibility and reliability, and obtain donations from donors. Trust and concern to fulfill their social responsibilities.

This study conducted an empirical research and theoretical model revision on how the brand image of nonprofit organizations affected college students' donation decision-making and behavior. It built a comprehensive evaluation model for the brand image of nonprofit organizations to explain the impact mechanism and factors of the brand image of college students' donation decisions, and to encourage nonprofit organizations to attach importance and strengthen the classification of potential donor groups, and to evaluate scientifically and objectively. Moreover, the nonprofit organizations should manage its own brand image in the minds of the public, relying on the reputation of the organization to gain public trust and respect to mobilize high-quality and longer-term donation resources.

The reason why we choose disaster donation as a specific situation was mainly considering that it had the characteristics of urgency, importance, and great demand, and it was easier to arouse social attention and do-

nation actions data. The limitation was also that nonprofit organizations were complex and diverse, some of which had strong influence and popularity in the industry or specific fields, such as higher education, environmental protection, medical treatment, social services, etc. College students make donation decisions based on different events and situations. There may be differences in the influencing factors, and the generalization of the conclusions needs further investigation and verification.

The authors emphasized that the involvement of brand image based on marketing theory in the field of nonprofit organizations and charities inevitably carries the risk of "consumer" tendency, so some nonprofit organizations will blindly cater to the donation resources. The individual needs of donors deviate from the organization's activity purpose and value orientation. At the same time, excessive competition or too strong marketing color will also lead to the deterioration of public welfare, "alienating" the behavior of nonprofit organization management and practitioners, and distorting the entire organization. The philanthropic industry and culture must arouse sufficient vigilance among practitioners and regulators. The most fundamental bottom line is that the process and goals of obtaining resources and their utilization always revolve around nonprofit purposes, with the purpose of realizing the value and mission of the organization. The logic of the market economy has deeply rooted in the modern philanthropy model. In the third sector, nonprofit organizations need to build a good brand image through professionalism, standardization and positive values, in order to attract and even compete for more donation resources, and to maintain the organization and project operations for the organizational goals and missions. The real charitable spirit lies not only in donating money, but also in promoting people to continue to pay attention to philanthropy, participate in person, provide resources and pass on good deeds.

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