

THE ATTITUDE OF GENERATION Y STUDENTS AT A SOUTH AFRICAN UNIVERSITY TOWARDS SUPPORTING CHARITABLE ORGANISATIONS

Laureane du Plessis, Adele Berndt and Danie Petzer
University of Johannesburg, South Africa

ABSTRACT

Non-profit organisations across the globe are very aware of the challenges they face: an increase in the number of charities, a lack of funding, a lack of volunteers and a changing donor-market. With donations declining as donors get older, charitable marketers need to turn their attention to a younger generation. This paper attempts to provide some insight into the supporting behaviour (through donations and volunteering) of Generation Y students at a South African University and measures their attitude towards supporting charitable organisations. Based on the results, managerial implications and recommendations for future research are proposed.

1. INTRODUCTION

Countries across the globe are experiencing a major increase in the number of charitable organisations (Nichols in Bennett, 2005). In 2002, the UK had approximately 165 000 charities that were classified as “general charities”; an increase of 53 per cent from 1989 in this specific classification (Charity Commission in Bennett, 2005). South Africa is no different, with 17 976 registered non-profit organisations within the Gauteng province alone (Department of Social Development (n.d.)). For the purpose of this study, a “charitable organisation” is also referred to as a “non-profit organisation” and the terms will be used interchangeably.

Charitable organisations are furthermore facing a challenge in terms of functioning optimally with a lack of funding and a shortage of volunteers (Lamb, Hair, McDaniel, Boshoff & Terblanche, 2004). Research suggests that contributions from individuals only increased by 72 percent in real terms from 1982 to 1997, despite the increase in the number of charitable organisations (Thornton, 2006). In addition, individual factors such as demographic and psychographic characteristics affect the levels of donations made to charities and research by Schlegelmilch, Love and Diamantopolous (1997a) indicate that donations to charitable organisations decline when donors reach the age of 65. Hence, Edmundson in Schlegelmilch, Diamantopolous and Love (1997b) recommends that non-profit organisations should turn their focus on attracting younger individuals, the so-called Generation Y consumers.

Before a younger group of donors can be targeted, charitable organisations need to obtain a better understanding of their behaviour. Sheppard, Hartwick and Warshaw in Webb, Green and Brashear (2000) states that there is a strong link between behaviour and attitude and little is known about individuals’ charitable attitudes, therefore little is known about individuals’ donating behaviour. Thus, this research study will examine how Generation Y consumers currently support charitable organisations and will investigate their attitude towards supporting charitable organisations.

2. THEORETICAL BACKGROUND

Although little secondary data is available on aspects such as consumer characteristics, preferences, attitudes, behaviours and perceptions in the non-profit environment, a number of the marketing concepts used in the commercial sector, can be used and applied in the non-profit industry (Andreasen & Kotler, 2003).

2.1 Attitude

Attitudes are strongly held against any element from the surrounding environment; whether it be individuals, brands, companies, product categories, retail stores and advertisements (Belch & Belch, 2007) or religion, politics, clothes, music and food (Kotler & Keller, 2006). Attitudes can also be held against acts or behaviours (Eagly & Chaiken in Webb *et al.*, 2000) and Fishbein and Ajzen in Webb *et al.* (2000) state that the attitude toward an object (in this case non-profit organisations) and the attitude towards the act or behavior (in this case supporting non-profit organisations) are very important elements in predicting future behavior. Webb *et al.* (2000) identified two dimensions that are distinct determinants of donation behaviour and they include the attitude of donors toward helping others and the attitude of donors towards charitable organisations.

Knowing donors' attitudes toward a non-profit organisation and the act of supporting a non-profit organisation provides charitable organisations with valuable input in the development of effective and efficient marketing strategies (Webb *et al.*, 2000). The focus of marketing is about changing attitude and subsequently behaviour, and in doing so persuade the consumer to go out and purchase, or persuade a donor to go out and support a charity, whether through donations or volunteering (Hawkins, Mothersbaugh & Best, 2007).

2.2 Generation Y consumers

A generation or age cohort refers to a group of people who have had similar experiences in terms of social, political, historical and economical environments (Hawkins *et al.*, 2007). Due to these similarities and shared values, individuals from the same generation usually portray similar attitudes, values and behaviours (Hawkins *et al.*, 2007). Over the years six different generations have been identified of which Generation Y is currently receiving attention (those individuals born between 1977 and 1994 (Hawkins *et al.*, 2007)).

Generation Y is the first generation to grow up with full-employment opportunities for women, with dual-income households, a wide array of family types, with respect for ethnic and cultural diversity and divorce as the norm (Hawkins *et al.*, 2007). This Generation is more educated than their predecessor generations and it is therefore expected that this group will earn higher incomes (Hawkins *et al.*, 2007 and Bakewell & Mitchell, 2003). Despite growing up in a society that is hampered by AIDS, homelessness, drug abuse, gang violence and economic uncertainty, Generation Y consumers are regarded as assertive, self-reliant, emotionally and intellectually expressive, innovative, curious, have a strong sense of independence and are optimistic (Hawkins *et al.*, 2007).

This cohort group forms the future donors of charitable organisations and currently little is known concerning their attitude towards charitable organisations or the behaviour that they exhibit.

2.3 Non-profit organisations

Today, more emphasis is placed on social marketing, which is defined by Kotler and Keller (2006) as marketing done by a non-profit or governmental organisation with the intention to further a specific cause. With the application of these marketing strategies and tactics, marketers aim to alter or create behaviours that will have a positive effect on targeted individuals or society as a whole (Hawkins *et al.*, 2007).

Since social marketing refers to marketing done by non-profit organisations, non-profit organisations will form the focal point of this research study. According to Mokwa in Balabanis, Stables and Phillips (1997), non-profits have three main roles:

- To draw in resources in the form of donations and volunteers,
- To set up and prioritise social initiatives, and
- To distribute the resources to the beneficiaries.

For the purpose of this study, the focus will remain on the attraction of resources, whether through donations or volunteering as this is where the attitudes of donors are evident.

2.3.1 Donations

Fundraising is recognised as one of the most important marketing tools available to the charitable marketer (Andreasen & Kotler, 2003). Charitable organisations are faced with the challenge to develop fundraising strategies that will provide them with the highest return on their endeavours (Schlegelmilch *et al.*, 1997b). While the number of charitable organisations continues to increase, the industry is seeing a decrease in the private contributions from donors (Thornton, 2006), resulting in non-profits experiencing more pressure in terms of finding financial support from scarce donor resources (Andreasen & Kotler, 2003). This research study will focus on individuals as a source of funding, whether in the form of goods (gifts in-kind) or money (Andreasen & Kotler, 2003).

Charitable marketers need to have a better understanding as to why individuals give to a non-profit organisation (Andreasen & Kotler, 2003). Some of these reasons include: feeling strongly about the cause, personal experience with the organisation, tax benefit, it's the right thing to do, involvement of a family member or friend, illness of a family member or friend, religious reasons, family tradition, inheritance, giving something back to the community, friends are making donations and feeling better about oneself (Andreasen & Kotler, 2003).

Schlegelmilch, *et al.* (1997b) states that various individual factors, such as demographic, socio-economic and psychographic characteristics affect the levels of donations made to charities. Research suggests (Schlegelmilch *et al.*, 1997a and Schlegelmilch *et al.* 1997b):

- Age plays an important role in determining whether individuals are donors or not. Although donations tend to increase as donors become older, donations tend to decline after donors reach the age of 65.
- Even though there are numerous discrepancies in terms of the donating behaviour of males and females, there is a tendency amongst women to donate more than men.
- Income is an indicator as to whether an individual will donate or not, and also how much will be donated.
- Individuals with a higher level of education are more likely to be donors and tend to donate more than individuals with lower levels of education.

2.3.2 Volunteering

Individuals also support charitable organisations by means of freely dedicating time and effort in promoting and advancing some features of society (Andreasen & Kotler, 2003). This is done in the form of volunteering. These groups of people (volunteers) are essential to the long-term success of many non-profit organisations as they assist in keeping expenses down (Andreasen & Kotler, 2003). Furthermore, volunteers are also more likely to be donors than individuals who have not done volunteer work in the past (Schlegelmilch *et al.* 1997b). Therefore, non-profit organisations are increasingly trying to attract younger individuals as volunteers to get them more involved with the organisation, with the intention of generating future donations from these individuals (Schlegelmilch, 1997b).

Some of the main reasons for volunteering include amongst others: interest in the activity, giving back to the community, helping people in need, learning a new skill, meeting new people, feeling better about oneself and a means to escape from personal problems (Andreasen & Kotler, 2003 and Wilson & Pimm, 1996:26).

3. PROBLEM STATEMENT, OBJECTIVES AND HYPOTHESES

Non-profit organisations are faced with the dilemma where funds from individual donors are declining and hence, competition for funding in the industry is increasing. Schlegelmilch *et al.*, (1997b) mentions that donations from individual donors tend to decline after the age of 65 and Edmundson in Schlegelmilch *et al.* (1997b) summarises it by stating that management is concerned about a lack of donations from the Baby Boomers generation (those individuals born between 1946 and 1964 (Kotler & Keller, 2006)). This emphasises the need to shift focus to younger generations and attract them to support charitable organisations on a more regular basis, whether through donations or volunteering (Schlegelmilch *et al.*, 1997b). However, a change in donor focus will require a different approach as each age cohort group has different characteristics.

The **primary** research objective of this study is to determine the attitudes of Generation Y consumers towards supporting charitable organisations.

The **secondary** objectives of the research study include:

- To determine the main reasons why Generation Y consumers support charitable organisations.
- To determine what type of charitable organisations Generation Y consumers prefer to support.
- To determine the effect of different demographical factors of Generation Y consumers on their attitude towards supporting charitable organisations.
- To determine and compare overall attitudes of Generation Y consumers towards charitable organisations.
- To determine Generation Y consumers' willingness to support a charitable organisation.

The following **null hypotheses** are formulated for this research study:

- H0 1: There is no association between Generation Y consumers' willingness to support charitable organizations (donating or volunteering) based upon demographical differences between them (i.e. age, gender, income and education).
- H0 2: There is no significant difference between the attitude of demographically different groups of Generation Y consumers towards supporting charitable organisations (i.e. age, gender, income and education).
- H0 3: There is no significant difference between supporters and non-supporters of charitable organisations in terms of their attitude towards supporting charitable organisations.
- H0 4: There is no correlation between the willingness to support a charitable organisation again and attitude towards supporting charitable organisations.
- H0 5: There is no correlation between the willingness to recommend supporting a charitable organisation and attitude towards supporting charitable organisations.

4. RESEARCH METHODOLOGY

Descriptive research in the form of a quantitative, self-administered questionnaire was utilised to obtain data among Generation Y students, currently studying at the University of Johannesburg, South Africa. Comprising four diverse campuses, non-probability sampling techniques were used in selecting a representative sample. Initially, quota sampling allowed the researcher to create different strata based on the campus of study, after which convenience sampling was used to identify the respondents and fill the quotas. Fieldworkers collected the information on the different campuses and a total number of 304 useable questionnaires were collected.

The first section of the questionnaire addressed the demographic characteristics of the respondents. Section two considered donating behavior (i.e. money or goods), while section three investigated respondents' volunteering behaviour. Section four included a multiple-item (30), unlabelled five-point Likert scale that was used to measure the attitude of the students towards supporting non-profit organisations. Items, suitable for inclusion, were obtained from Andreassen and Kotler (2003); Nichols (2003); Webb *et al.* (2000:303) and Wilson and Pimm (1996:25).

5. RESULTS

The software package SPSS was used to analyse the data. This section presents some of the results of the study and focuses on the demographic profile of respondents, current supporting behavior and testing of hypotheses.

5.1 Demographic profile of respondents

The demographic profile of the 304 respondents is highlighted in Table 1. All the respondents form part of the Generation Y consumer group as all of them fall between the ages of 15 to 32, with the majority falling between the ages 19 to 24 (76.3%). More female students (58.3%) compared to male students (41.7%) completed the questionnaire. The majority of respondents (35.8%) earn less than R 500 per month, followed closely by respondents earning between R 501 and R 1000 (34.5%). Most of the respondents were undergraduate students (88.9%).

Table 1: Demographic profile of respondents

Age	%
15 to 18 years	20.1
19 to 24 years	76.3
25 to 32 years	3.6
Gender	%
Female	58.3
Male	41.7
Average monthly income	%
Less than R 500	35.8
R 501 to R 1 000	34.5
R 1 001 to R 2 500	21.2
R 2 501 to R 4 000	4.4
R 4 001 to R 6 000	1.7
More than R 6 000	2.4
Postgraduate or undergraduate student	%
Postgraduate	11.1
Undergraduate	88.9

5.2 Respondents supporting charitable organisations

Of the 304 respondents, 65.5% indicated that they have made a donation to a non-profit organisation in the past year, while only 29.0% have done volunteer work. Although a large number of the respondents donate, they mainly donate once a year (29.1%) with only a small percentage (8.5%) donating on a more regular basis. Respondents prefer donating goods or gifts in-kind (72.4%), followed by donating money (59.8%) and only 6.0% donating other elements, such as blood.

5.3 Main reasons for supporting charitable organisations

Table 2 summarises the reasons why respondents support non-profit organisations (through donations or volunteering). Some of the main reasons for donating include giving back to the community (57.3%), followed by the right thing to do (49.7%). Tax benefits came out the lowest (0.5%), followed by inheritance (2.0%). Respondents volunteer because they want to help people in need (63.6%) and they want to give back to the community (61.4%).

Table 2: Main reasons for supporting charitable organisations

Donating		Volunteering	
Reasons	%	Reasons	%
Feel strongly about the cause	45.7	Interest in the activity or work	42.0
Personal experience with the charity	13.1	Giving something back to the community	61.4
Tax benefit	0.5	Help people in need	63.6
It is the right thing to do	49.7	Learn a new skill	22.7
Involvement of family, friend and co-worker	9.0	Meet new people and enhance friendships	27.3
Due to the illness of a family member, friend or co-worker	3.5	Feeling better about myself	26.1
Religious tradition (eg: tithing)	32.2	Means to escape personal problems	5.7
Family tradition	11.1	Other, please specify:	4.5
Inheritance	2.0		
Giving something back to the community	57.3		
All my friends give to charities	2.5		
Feeling better about myself	39.7		
Other, please specify:	5.5		

5.4 Types of charitable organisations supported

Table 3 presents the types of charitable organisations that respondents prefer supporting. Respondents prefer supporting (for both donating and volunteering) charities that care for children (73.9% - donating and 83.0% - volunteering), followed in both cases by religious organisations (39.7% - donating and 35.2% - volunteering).

Table 3: Types of charitable organisations supported

Donating		Volunteering	
Type of charity	%	Type of charity	%
Caring for children	73.9	Caring for children	83.0
Caring for adults	20.1	Caring for adults	9.1
Health care	19.6	Health care	20.5
Land and housing	2.0	Land and housing	2.3
Education and development	13.1	Education and development	18.2
Religious organizations	39.7	Religious organizations	35.2
Art and cultural	3.0	Art and cultural	12.5
Environment and conservation	7.0	Environment and conservation	9.1
Caring for animals	17.1	Caring for animals	18.2
Research organizations	4.0	Research organizations	4.5
Sport and recreation	8.5	Sport and recreation	15.9
Foundations	17.1	Foundations	10.2
Other, please specify:	1.0	Other, please specify:	1.1

Sections 2 and 3 concluded with questions relating to whether respondents will donate or volunteer again and whether respondents will recommend donating or volunteering. Measured on a 7-point scale (1 – not at all; 7 – definitely), the mean scores of willingness to support again and recommend supporting are illustrated in Table 4.

Table 4: Mean scores for willingness to support again and recommend supporting

Question	Mean
Would you donate to a charity again?	6.50
Would you recommend the act of donating to a charity to a friend/someone else?	6.44
Would you do volunteer work at a charity again?	6.07
Would you recommend doing volunteer work for a charity to a friend/someone else?	6.22

5.5 Attitude towards supporting non-profit organisations

Before analysing the attitude items and testing the hypotheses, it is necessary to investigate how the attitude statements are distributed and whether the results are reliable. An exploratory factor analysis was conducted to determine whether there exist patterns amongst the various attitude items in an attempt to group similar items together based on an underlying factor. This assisted in presenting the findings in a concise manner.

5.5.1 Distribution of results

The distribution of the results for all 30 items was investigated. Although not imperative, since the sample size is larger than 30 (Eiselen, Uys & Potgieter, 2007), the skewness and kurtosis were evaluated for each scale item. According to West, Finch and Curran (1995) an item is deemed acceptable when the skewness of the item is less than 2 and the kurtosis of the item is less than 7. All 30 items fell between these boundaries and is thus accepted as normally distributed. Parametric tests were used for testing the stated hypotheses.

5.5.2 Factor analysis

An exploratory factor analysis was performed to determine whether the 30 attitude items could be grouped together into underlying factors that are aligned with the attitude towards supporting non-profit organisations. Four

factors were obtained from the analysis. Each one of the factors was labelled in accordance with the scale items included in the specific factor and is indicated in Table 5.

Table 5: Four factors summarising attitude towards supporting non-profit organisations

FACTOR 1 – Attitude towards helping others
I believe that charities perform a useful function in society
I believe it is important for people to contribute to charities
I believe that charities need assistance from people in the form of donations
I prefer donating to charities that addresses social concerns (eg: hunger, violence, environmental awareness, etc.)
I believe that a person should be more helpful towards others in society
I believe that people who are in need should receive assistance from others
I believe that a person should be willing to assist others who are less fortunate
FACTOR 2 – Attitude towards charitable organizations
I believe that charities have been quite successful in helping the needy
I believe that charities conduct their business in an ethical manner
I have a positive image of charities
I believe that all of the money/goods donated to charities go to a good cause
I believe that charities can be trusted with money/goods donated to them
FACTOR 3 – Attitude towards volunteering
I believe that a person could make a difference by volunteering his/her time
I believe that charities need assistance from people in the form of volunteering
I believe that the benefits gained from volunteering are much greater than the costs involved
I believe that the recognition associated with volunteering is important to people
I prefer volunteering time and effort at a charity
FACTOR 4 – Attitude towards donating
I believe that a person will only donate to a charity if he/she benefits in some way
I believe that a person will only donate to charities if he/she is asked to do so
I believe that a person will only donate to charities if his/her friends did it with him/her
I believe that a person generally gives to the same charity every time he/she makes a donation

5.5.3 Reliability

Cronbach's Alpha was used to test whether the four attitude factors are reliable. When Cronbach's Alpha measures 1.0, it refers to perfect reliability (Hair, Anderson, Tatham and Black, 1998), while Malhotra (2007) furthermore suggests that a value greater than 0.60 is also considered satisfactory. Table 6 illustrates the Cronbach's Alpha values for the four attitude factors as defined above, thus indicating that the sets of measurements are reliable.

Table 6: Cronbach's Alpha values for the four dimensions used in this study

Factors	Cronbach's Alpha
Attitude towards helping others (7 scale items)	0.770
Attitude towards charitable organisations (5 scale items)	0.805
Attitude towards volunteering (5 scale items)	0.673
Attitude towards donating (4 scale items)	0.708

5.6 Hypotheses

5.6.1 Null Hypothesis 1

The null hypothesis 1 states that there is no association between Generation Y consumers' willingness to support charitable organisations (by means of donating or volunteering), when considering their different demographical factors (i.e. age, gender, income and education). The Fisher's Exact Test for 2x2 tables was used to measure the association between gender, education levels and the willingness to support. The Chi-squared test of

independence was used to measure the association between age, income levels and willingness to support. Only gender indicated an association with the willingness to support.

The Fisher's Exact Test for gender illustrated a p-value of 0.005 for willingness to donate and a p-value of 0.001 for willingness to volunteer. In both cases, the p-values are less than 0.05, and therefore the null hypothesis 1 is rejected, indicating an association between gender and supporting charitable organisations. Tables 7 and 8 below indicate that female respondents are more likely to support non-profit organisations (i.e. donations and volunteering) than male respondents. Based on the Phi and Cramer's V values, the effect of these differences between males and females are however small (Effect value = 0.166 for donating and Effect value = 0.194 for volunteering).

Table 7: Cross tabulation between gender and making a donation

		Have you made a donation in the past		Total
		Yes	No	Yes
Gender	Female	126	49	175
	Male	70	55	125
Total		196	104	300

Table 8: Cross tabulation between gender and volunteering

		Have you done volunteer work		Total
		Yes	No	Yes
Gender	Female	63	111	174
	Male	23	102	125
Total		86	213	299

5.6.2 Null hypothesis 2

The null hypothesis 2 attempts to indicate whether significant differences exist between the four attitude factors of demographically different groups of Generation Y consumers towards supporting charitable organisations. A one-way analysis of variance (ANOVA) was used to measure the significant difference between age and attitude, while independent sample t-tests were used to measure gender, levels of income, and levels of education against the four attitude factors. No significant differences were calculated for any one of the four attitude factors in relation to the different age brackets, levels of income or levels of education.

The only significant differences that were identified related to gender and their attitude towards charitable organisations (p-value=0.11) and towards volunteering (p-value=0.37). In both cases female students tend to have a significantly more positive attitude towards both charitable organisations (mean score=3.74) and volunteering (mean score=4.01). No significant differences exist between male and female students in terms of their attitudes toward helping others and donating.

5.6.3 Null hypothesis 3

Null hypothesis 3 states that there is no significant difference between supporters (individuals who have supported in the past year) and non-supporters of charitable organisations in terms of their attitude towards charitable organisations. These elements are measured against the four attitude factors obtained from the factor analysis. Independent sample t-tests were used to compare donors and volunteers against the attitude factors.

The significant differences evident between supporters and non-supporters include the following:

- There is a significant difference between donors and non-donors in terms of their attitude towards helping other people (p-value=0.17), with donors measuring a mean score of 4.36 and non-donors with a mean score of 4.20.

- There is a significant difference between volunteers and non-volunteers in terms of their attitude towards charitable organisations (p-value=0.007), with volunteers having a significantly more positive attitude towards charitable organisations (mean score=3.84) than non-volunteers (mean score=3.58).
- Volunteers (mean score=4.22) have a significantly more positive attitude towards volunteering (p-value=0.000) than non-volunteers (mean score=3.85)

Thus, individuals who have donated in the past are more positive towards helping people in need, while volunteers are more positive towards charitable organisations and volunteering. This is in accordance with the theory whereby attitude towards helping others are positively related to donating behaviour (Webb *et al.* 2000)

5.6.4 Null hypothesis 4

Null hypothesis 4 investigates whether there is a correlation between the willingness to donate or volunteer to a charitable organisation again and the four attitude factors identified earlier. Working with two continuous variables, which are normally distributed, a Pearson's product moment correlation test was used.

The following findings were made:

- There is a moderate positive correlation (Pearson correlation coefficient=0.301) between respondents' willingness to donate again and their attitude towards helping others (p-value=0.000).
- There is a moderate positive correlation (Pearson correlation coefficient=0.336) between respondents' willingness to donate again and their attitude towards volunteering (p-value=0.000).
- There is a small correlation (Pearson correlation coefficient=0.278) between respondents' willingness to volunteer again and their attitude towards helping others (p-value=0.009).
- There is a moderate positive correlation (Pearson correlation coefficient=0.407) between respondents' willingness to volunteer again and their attitude towards volunteering (p-value=0.000).

Thus, there is a correlation between individuals who are willing to support (through donations or volunteering) a charitable organisation again and their attitudes toward helping others and toward volunteering.

5.6.5 Null hypothesis 5

Null hypothesis 5 measures whether there is a correlation between willingness to recommend supporting charitable organisations and the four attitude factors. A Pearson's product moment correlation test was used.

The following findings were made:

- There is a small positive correlation (Pearson correlation coefficient=0.259) between respondents' willingness to recommend donating and their attitude towards helping others (p-value=0.000).
- There is a small positive correlation (Pearson correlation coefficient=0.224) between respondents' willingness to recommend donating and their attitude towards charitable organisations (p-value=0.001).
- There is a small positive correlation (Pearson correlation coefficient=0.253) between respondents' willingness to recommend donating and their attitude towards volunteering (p-value=0.000).
- There is a moderate positive correlation (Pearson correlation coefficient=0.469) between respondents' willingness to recommend volunteering and their attitude towards helping others (p-value=0.000).
- There is a large positive correlation (Pearson correlation coefficient=0.526) between respondents' willingness to recommend volunteering and their attitude towards volunteering (p-value=0.001).

Correlations exist between willingness to recommend donating and attitude towards helping others, charitable organisations and volunteering. Correlations also exist between willingness to recommend volunteering and attitude towards helping others and volunteering. Therefore, individuals who have a more positive attitude towards supporting non-profit organisations are more willing to recommend supporting charitable organisations.

6. MANAGERIAL IMPLICATIONS AND RECOMMENDATIONS

More Generation Y consumers make donations to charitable organisations in comparison to volunteering. In addition, respondents are more willing to donate goods rather than money, probably due to students' relatively low monthly incomes. This study only focused on the students within the Generation Y group, and that scholars and young working adults, who are also part of Generation Y, have been excluded. Compared to the working Generation Y group, it is assumed that students have more discretionary time available, which could be beneficial to volunteering. Given lower income levels and more discretionary time, it is surprising that students are more willing to donate rather than volunteer. Reasons for this could be further investigated.

Generation Y consumers tend to have a strong focus on their communities and in both cases, whether donating or volunteering, the emphasis fell on giving back to the community and helping people in need. This could possibly serve as a theme that charitable organisations could use when marketing to this generation. Tax benefits came out at the bottom of the list, indicating a possible lack of knowledge, or the fact that the respondents are still students and therefore not paying tax as of yet. This might be a benefit that non-profit organisations can bring under the attention of Generation Y consumers at a later stage. The fact that donors and volunteers are willing to support again and recommend, indicates a sense of loyalty. Charitable organisations should capitalise on this by asking supporters to donate more regularly or recommending their cause to family and friends.

In accordance with the theory, female Generation Y students are more likely to support charitable organisations than male Generation Y students. They also portray a more positive attitude towards charitable organisations and volunteering. This presents charitable organisations with the opportunity to focus more on female students and possibly attracting them to get more involved with volunteering. Supporters of charitable organisations also have a more favourable attitude towards supporting charitable organisations than non-supporters and charitable organisations face two challenges in this regard: firstly, maintaining the positive attitude of supporters; and secondly, changing the attitude of non-supporters with the intention to change their behaviour.

7. LIMITATIONS AND FUTURE RESEARCH

A limitation of this research study is that the target population only included students, who are a small portion of the total Generation Y consumer group. Furthermore, students are also a more affluent and privileged group than some of their peers, placing them in a more favourable position when supporting charitable organisations. The age cohort, Generation Y, also includes individuals who are still at school, and individuals who have started working. It is recommended that the research study be duplicated to other universities, as well as to Generation Y consumers that are still at school or already working. A similar study can be conducted under older generational groups, such as the Baby Boomers and Generation X consumers, thereby enabling charitable organisations to compare different groups with one another.

8. CONCLUDING REMARKS

Charitable organisations are very aware of the challenges they face: an increase in the number of charities all competing for similar resources, a lack of funding, a lack of human resources and a changing donor-market. The focus should shift to a younger generation. With a better understanding of this group, charitable organisations are able to address them more appropriately and hopefully generate future support from them. After all, Generation Y represents the donors and volunteers of tomorrow.

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