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From Non-profit to Profit.

Drivers of Customer Intention to Support Social Enterprises

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Capstone Project

Social Psychology

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25th June 2021

Acknowledgement

I express my gratitude to my supervisor, Dr. Ayça Berfu Ünal, for all her patient guidance throughout the process of the capstone project, and her enthusiastic interest in the topic.

I would also like to thank the UCF community and my loved ones, who supported me with positive energy and advice during the time.

Abstract

For-profit social enterprises are entering the global market more and more in recent years. This study aimed to examine the drivers of consumers' intention to support for-profit social enterprises in comparison to the traditional non-profit social enterprises. Notably, we first verified that consumer's evaluations for non-profit enterprises are more favourable than for for-profit enterprises, suggesting that there is an overall negative assumption of combining for-profit structure with social missions. In light of our theoretical model, we provide empirical evidence that beliefs (perceived, trust, impact and anticipated warm glow) can predict attitudes, and subsequently, attitudes are the strongest predictors for intention to support a social enterprise. Furthermore, we found that perceived trust and anticipated warm-glow were also direct predictors of intention to support. Contrary to previous research in the field, no results were found for a relationship between values and perceived characteristics, besides a significant association between altruistic values and perceived impact for the non-profit enterprise. The findings indicate that further research is needed to comprehend the drivers of consumer intention to support.

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Introduction

In recent years, non-profit organizations have encountered two interrelated issues, namely a lack of funding and obstacles to grow and scale up their impact (Reficco et al., 2021). Even though traditional donation-based non-profit organizations have the potential to have a positive influence on society and vulnerable communities, the high dependency on public generosity has been diminishing their effectiveness (Lee et al., 2017). As a result, organizations have been transforming into social enterprises with a for-profit business structure, forming a new segment in the market, with a social mission as the core objective. But how does the consumer perceive this transition?

To begin with, the lack of comprehension of the concept and the diversity of definitions within and between fields has elevated issues affecting its promotion and growth (Boschee, 1998; Dees & Anderson, 2003). Based on the wide variety of definitions, this paper defines social enterprises as both; non-profit organizations and for-profit businesses with a social objective as the primary goal. In addition, social enterprises are characterized to put most of the money raised towards the social objective.

The fundraiser and activist Dan Pallotta (2012) expresses in his Ted Talk "The way we think about charity is dead wrong" that such transitions from non-profit to for-profit business models are likely to fail due to public misconceptions about how charities should work. He claims that one root cause of misconceptions lies in the established belief system surrounding profit-making, fostering adverse reactions towards making money in the social sector. In his opinion, people are using an ambiguous moral standard on charity, where they do not want to invest in a sustainable organization that works for a good cause and makes a profit to sustain. It suggests that generating revenue and helping might not be going hand-in-hand in the consumer's

mind. However, social enterprises using a multidimensional outlook, to achieve social and economic outcomes, can be powerful means to tackle societal challenges and reach the most disadvantaged in society (Osberg & Martin, 2015). As such, it is crucial to change people's attitudes towards for-profit social enterprises to facilitate a market that allows for a smoother transition from non-profit to for-profit organizations that are likely to be more sustainable and impactful in the long run (Yunus, 2007).

Building on recent research, ventures with a prominent social mission and for-profit structure are to some extent perceived greedier by the public. In contrast, the absence of a social mission or a for-profit structure can imply greater competency (Lee et al., 2017). Accordingly, there seems to be lower customer support for for-profit social enterprises compared to both: commercial businesses and charity organizations. These findings link to the discussion on anti-profit beliefs, which seem to promote a negative perception towards the compatibility of profit-seeking and social impact. Charitable giving has been usually associated with altruism, while consumerism is often regarded as solely egotistically or hedonically driven (Bhattacharjee et al., 2017). Characterized by the perceptions that profit-seeking is necessarily in conflict with beneficial results for consumers and society, people tend to judge for-profit-oriented social enterprises as somewhat more selfishly motivated than impact-driven. In other words, any evidence of attained personal gain of the for-profit enterprise is regarded as juxtaposing altruistic values (Newman & Cain, 2014).

At the same time, a recent study stresses that consumers think positively about purchasing products from companies that demonstrate social responsibility (Rapert et al., 2021). In line with that, 86% of global consumers believe that businesses should tackle social issues and

steer social change rather than waiting for the government or non-profit organizations to step in (Edelman Trust Barometer, 2021).

Even though the studies mentioned above contributed to some understanding of public perception towards for-profit-oriented enterprises, research on factors predicting support for for-profit social enterprises remains scarce. Prosocial behavior theory and value theory can assist in filling the gap between economic models of behavior, widening the scope that people only act rationally to maximize their utility (Bekkers, 2004; Schwartz, 1992). Surprisingly, while there has been a vast amount of research about the relationship between values and pro-environmental and pro-social behavior (Chen, 2020; Engqvist Jonsson & Nilsson, 2014; Gatersleben et al., 2014; Groot & Thøgersen, 2018), limited studies have investigated the relationship between consumer values and their willingness to support for-profit oriented social enterprises that want to create sustained social impact. In addition, it has not been examined what the process is behind how values influence intentions to support for-profit in comparison to non-profit social enterprises.

Therefore, we propose that values influence beliefs i.e. the characteristics of a social enterprise (from now on referred to as perceived characteristics; i.e. perceived trust, perceived impact, anticipated warm-glow), attitudes towards the enterprise, and its intention to support it. The study takes two real cases as conditions, namely 'Share' (for-profit social enterprise) and 'ShareTheMeal' (non-profit social enterprise), to shed light on the questions of: **What drives customer intention to support a for-profit or non-profit social enterprise?**

Below we will discuss key theoretical concepts to answer our research question and develop a conceptual model. As supporting a for-profit or non-profit organization is a type of

behavior that can be called prosocial, we will first discuss what prosocial behavior is, followed by discussing its predictors.

Theoretical Framework

After exploring the trend of non-profit organizations transitioning towards for-profit social enterprises and some of the societal problems arising from this process, a deeper psychological and economic understanding of prosocial consumer behavior must be gained to explore the underlying drivers of intention. Accordingly, the literature review will build on prosocial behavior in consumerism and the theory of planned behavior.

Prosocial Behaviour in Consumers

Generally, the term prosocial includes various interpersonal behaviors within a specific socio-cultural system that have the ultimate goal to benefit others (Habashi et al., 2016). Building on the definition of Small and Cryder (2016), prosocial behavior is conceptualized as any type of behavior that leads to some self-sacrifice to achieve some benefit for other individuals or society at large. This broad definition includes a variety of consumer actions such as, but not limited to, charitable giving, altruistic consumer behavior, ethical purchasing, and cause-related engagement (White et al., 2019).

Dutta-Bergman and Hur (2006) stress that the sense of social responsibility is one vital driver for-prosocial behavior such as donation and charitable giving. Consumers might act based on a desire to minimize or eliminate adverse effects while maximizing social impact (Mohr et al., 2005). For instance, millennials are suggested to be the most ethical consumer generation and favor brands that stand for a social or environmental cause. Their evaluation critically assesses whether a company is authentically striving for a social cause or if this goal arises from selfish motives. Commonly millennials distrust philanthropic efforts as they believe companies should

primarily take responsibility for their daily operations and activities (Chatzopoulou & Kiewiet, 2021). Besides age as one factor, prosocial behavior is directly or indirectly mediated by emotions and empathy, sympathetic closeness to the cause as well as sociodemographic determinants such as gender, political orientation, and religion (Bagozzi & Moore, 1994; Bayram, 2016; Moosmayer & Fuljahn, 2010; Saroglou et al., 2005; Small & Simonsohn, 2008). Religiosity for example, significantly predicted kindness and altruistic prosocial behavior (Hardy & Carlo, 2005).

The mentioned studies challenge the traditional economic view that consumers primarily act in self-interest and solely for their own benefit. It shows that consumers have become increasingly aware of the environmental and social consequences of their purchases (Rapert et al., 2021). Following this, it is crucial to understand the root drivers of their behavior to promote prosocial actions in the market further.

Recent research explores the elements encouraging or discouraging consumers from acting prosocial towards anonymous or abstract groups (Passarelli & Buchanan, 2020). Generally, non-profit organizations are the point of intersection between the beneficiaries and the benefactor, but also for-profit social enterprises step into that role more often. The motivation to support social enterprises can have multiple reasons, such as self-interest, ensuring a positive self-view, hedonic benefits, or empathy and sympathy (Schwartz, 2010). Consumers, who are motivated to help others to maximize their self-benefits, might be appealed by monetary incentives or reciprocities. Additionally, they might be driven by the feeling of serving a social cause when buying products and services from social businesses. However, for other consumers, with different motivations, such monetary incentives can have adverse effects on prosocial behavior and the intrinsic motivation to act altruistically (Ariely et al., 2009). Therefore, it is

vital to understand the underlying motivations (i.e. values) that drive people to support social enterprises and how these are associated with perceptions and attitudes leading to purchasing from a social business. Indeed, to trigger prosocial behavior, consumers need a strong intention to act (Small & Cryder, 2016), which is a key variable in the Theory of Planned Behaviour that we will discuss next (Ajzen, 1991).

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB, Ajzen, 1985) offers a conceptual framework to understand human behavior and its drivers better. The theory offers the opportunity to predict prosocial behavior by linking beliefs, attitudes, intentions, and behavior with each other (Ajzen & Fishbein, 1977). Notably, the theory suggests that intention is the immediate predictor of behavior, as individuals are more likely to take action if they consciously intend to engage in it. Intentions are prior conscious decisions that are assumed to capture the motivational factors prompting commitment or behavior. Further, intentions are assumed to indicate how much a person is willing to try and how much effort they are showing in order to perform the behavior. More generally, the concept of intentions is predominantly used to explain goal-directed behavior and, in the following, is described as the mental state that guides and organizes behavior (Scheer, 2004). Intentions are formed in complex mental processes of multiple independent but interacting variables (Lee et al., 2020). The stronger the intention to perform a behavior, the higher the likelihood of an actual engagement, hence in the case of this paper, a higher intention to support a social enterprise. As a general rule, when behaviors do not include deliberate problems of control, they can be predicted from intentions with considerable accuracy, especially when involving multiple available choices (Ajzen, 1985).

In the conceptualization of the TPB model, there are three determinants of intention, namely, attitudes, subjective norms, and perceived behavior control (Ajzen, 2019). The first component, attitude, refers to whether a person evaluates the action as favorable or unfavorable. In the case of this paper, attitudes are defined by the strength of positive or negative feelings towards purchasing or donating to social enterprises. Ajzen (1985) stressed that positive attitudes activate supportive responses while negative attitudes predispose adverse responses. Specifically, an individual's attitude towards a behavior is regarded as a function of the expectation that the behavior will result in the desired consequence interlinked with the value connected to the consequence (Ajzen, 1985). The second component, subjective norm, relates to the belief an individual holds regarding the significance of the behavior for others and whether the behavior aligns with society's expectation. The third component was added later on and refers to whether a person believes in their capabilities to perform the behavior and their experience with the behavior - perceived behavioral control (Ajzen, 1991).

Studies that employed TPB to predict prosocial behavior and intentions showed that attitudes play a key role in this process. For instance, Duarte and Silva (2018) found that a positive attitude is a crucial predictor for the intention to purchase. For example, attitudes which are influenced by determinants such as knowledge, value, concern, affect environmental and ethical consumption (Pino et al., 2012; Vermeir & Verbeke, 2008). In addition, for non-profit organizations, a positive attitude predicts the intention to support (Chen et al., 2019). The recent study by Lee et al. (2020) highlights that the strongest relationship to purchase or support for-profit social enterprises was also found between consumer's attitudes and intention. Due to the scope and aim of the paper, we will mainly focus on attitudes as direct predictors of intentions to support social enterprises while also accounting for individual background factors

such as personal values. The following section will discuss the antecedents of favorable or unfavorable attitudes towards social enterprises, namely perceived characteristics of enterprises and values.

Perceived Characteristics

As previously highlighted, salient beliefs are examined to be the predominant predictors of a person's attitudes, intentions, and actions (Ajzen, 1985). The ABC model of attitudes suggests that attitudes evolve from three main components, namely cognitive (knowledge and beliefs), affective (feelings and emotions), and behavioral factors (Baron & Byrne, 1987). Commonly, social psychologists approach attitude formation from a cognitive or information-processing perspective, as people tend to have many beliefs about any given behavior or object (Ajzen, 2011). The underlying approach has been described by Fishbein and Ajzen (1975) as the expectancy-value model of attitudes. Based on this theory, attitudes are formed based on individual expectations or beliefs concerning the object/product under consideration. Specifically, the evaluations of a person about an object are grounded in their beliefs, hence a subjective probability that the object holds certain attributes (Fishbein & Ajzen, 1975). The term object and attribute relate to any distinguishable aspect such as, characteristics, other objects, and expected outcome. According to Fishbein and Ajzen, attitudes are dependent on the strength of association of each belief and its expected outcome. The expected outcome is then subjectively valued as rather something positive or negative, creating simultaneously the attitude towards the object. Subsequently, we tend to favor actions that we assume to lead to desirable outcomes, and we develop negative attitudes towards actions that we believe in causing unwanted consequences. In other words, the strength of a belief directly affects the intensity of

the attitude. In our case, social enterprises are representing the object under consideration. We reason that attitude towards social enterprises will be related to the following characteristics: perceived trust in the enterprise, perceived impact, and perceived anticipated warm-glow associated with supporting the enterprise. The aspects will be discussed in the literature below and are then conceptualised in a model.

Perceived Trust

The first selected characteristic for the model is the perceived trust in the social enterprises. One of the most used definitions of commitment and trust is the one of Morgan and Hunt (1994), who defined trust as confidence in the reliability and integrity of the counterpart. Reliability and integrity are grounded in consistency, competency, honesty, fairness, responsibility, helpfulness, and benevolence. Trust in the context of consumers are beliefs that reflect whether a company will act on behalf of its customers and meet its pledges (Chaudhuri & Holbrook, 2001). For about 67% of the consumers, a company's reputation plays a vital role in their decision-making process, and when not considered trustworthy, they will stop supporting an enterprise (Edelman Trust Barometer, 2021). In addition, research shows that two-thirds of consumers trust other consumers' evaluations (Nielsen, 2015). According to Kang and Hustvedt (2013), trust significantly influences the relationship between an enterprise and a consumer, which, in turn, affects outcomes such as the intention to act.

Moreover, trust positively impacts the loyalty and continued support of a customer. An enterprise, which aims to be socially responsible, by, for instance, directly giving back to society, is proven to transform consumers' trust and attitudes directly while indirectly influencing their intention to purchase at the given organization (Kang & Hustvedt, 2013). Therefore, being perceived as trustworthy by the consumers is vital for an enterprise to sustain in the long run,

especially when newly emerging in the market (Nuttavuthisit & Thøgersen, 2017). Especially in the case of charitable giving, people must consider an organization authentically striving for social objectives rather than using it for possible economic or tax benefits (Vlachos et al., 2008). Overall, trust is strongly associated with positive purchase intentions (Erdem et al., 2004). Specifically, next to emotional responses, trust has been suggested as the most significant determinant for the loyalty of a customer to a business (Chaudhuri & Holbrook, 2001). Importantly, Alcañiz et al. (2010) showed that the consumer perception of an organization to do good for society often depends on their beliefs on the trustworthiness of the enterprise. Moreover, it was found that the choice of donating to international charities is strongly related to institutional trust (Casale & Baumann, 2015), and subjective dispositions such as trust predict the frequency of donations among causes rather than the amount given (Neumayr & Handy, 2019). These findings indicate that perceived trust is a crucial aspect to consider in studying attitudes towards social enterprises.

Perceived Social Impact

The second characteristic refers to the expected outcome of the perceived impact of supporting a social enterprise. We suggest that a person's evaluation of social impact results in either a favorable or unfavorable attitude towards the social enterprise. As previously discussed, people's reflection on the possible outcomes of their actions influences their attitudes (Fishbein & Ajzen, 1975). Little research has been conducted understanding consumers' perceived impact and its relation to attitudes towards for-profit or non-profit organizations. Nevertheless, some highlight that organizations are perceived as doing more harm when characterized as "for-profit" rather than "non-profit", as people suspect and hold negative beliefs of the contributions of the for-profit structured organizations to social progress (Bhattacharjee et al., 2017). In three

experiments, Vohs et al. (2010) highlighted that consumers see non-profits as more warm-hearted but at the same time less competent, which is indicative of lower impact. Accordingly, due to the perceived lack of competence, consumers have lower intentions to purchase a product of a non-profit enterprise.

The underlying assumption is that people often carry anti-profit beliefs, characterized by the perception that profit-seeking generally contradicts positive social outcomes for consumers and society. In addition, people believe that selfish intentions correspond with negative impacts for society, even when proven differently (Bhattacharjee et al., 2017; Inbar et al., 2012). The negative consequences of profit are more immediate, visible, and intuitive to people in contrast to the more distal beneficial outcomes of those organizations making a profit for a social cause (Baumeister et al., 2001). Judging outcomes (of supporting social enterprises) are often adverse due to the general bias that negative entities or experiences have more weight than positive ones (Kahneman & Tversky, 1979; Rozin & Royzman, 2001). When the consumer believes an organization uses its social cause to enhance their profits, they perceive the enterprise as opportunistic and self-interested rather than altruistically motivated (Lin-Healy & Small, 2013). Consumers look for signals to distinguish selfish acts from selfless acts, excluding prosocial acts that benefit the actor (Lin-Healy & Small, 2012).

Consequently, people want their prosocial behavior to be authentic rather than materially motivated to avoid negative evaluations of their actions (Ariely et al., 2009). People might perceive material incentives as overall antisocial (Vohs et al., 2008; Zhou et al., 2009). As social goals and profit structure stand in contrast to each other, the prescription of profit-seeking results in the attitude that supporting those enterprises is harmful to society. To conclude, consumers assume for-profit-oriented social enterprises generally make profits at the expense of social

impact. Often this phenomenon is related to a lack of awareness and knowledge on the profit structure of the social enterprise (Lee et al., 2017). It can result in negative outcomes for for-profit social enterprises to achieve their goals (Vohs et al., 2010).

Anticipated Effect of Warm-glow

The third characteristic in our suggested model refers to the anticipated "warm-glow" effect resulting from supporting a social enterprise. It has been argued that people are triggered by the positive or negative affective states they are experiencing. For example, donating money for a good cause can promote desired positive states such as personal happiness (Dunn et al., 2008). Interestingly, only the anticipation of the positive feelings one could experience by doing good could already influence prosocial intentions and behaviors. For instance, the study of Koschate-Fischer et al. (2012) revealed that people who anticipate a strong warm-glow effect showed higher intentions to support a social enterprise product than individuals who do not foresee the same effect. This finding indicates that the expectation of a personal emotional reward (warm-glow) could facilitate prosocial intentions to support social enterprises. However, it is not yet clear whether the effect goes through any other variables. Based on our conceptual model, we argue that anticipated warm-glow will be associated with a more favorable attitude towards the social enterprise.

One could argue that if a person is doing good in expectation of emotional rewards for the self, such as warm-glow, then his/her motivation to help is egotistically driven rather than driven by pure altruism. Indeed, in the general model of giving, Andreoni (1990) argues that impure altruism is selfishly motivated and triggered by personal rewards such as feelings of "warm-glow", prestige and respect from others. In contrast, pure altruism bears the motivation to help without expecting any personal benefits or rewards in return. These findings indicate that

altruistic or egoistic motivations behind prosocial behavior could be related to anticipated warm-glow. The association between anticipated effect and values brings us to the most distal predictor in our conceptual model: namely values.

Values

As the last and most distant predictor of intention to support social enterprises, our model posits values to play a significant role in the causal chain. When, why, and how people intend to do good for another person? This has been a critical research question of social psychology over decades (Batson, 2011). Of particular interest remains the motivation behind those actions. Previous research shows that values as "guiding principles in life" (Schwartz, 1992; Schwartz and Bilsky, 1987) are among those factors that cross-culturally play a crucial role in understanding individual differences in willingness to support prosocial causes (Steg & de Groot, 2009).

Furthermore, research also showed that values do not directly influence intentions and behavior but rather indirectly by coloring our perceptions, beliefs, and attitudes (Stern et al. 1999; Groot & Steg, 2008; Sneddon et al., 2020; Verplanken & Holland, 2002). As such, some intermediate variables are at play, explaining how values affect intentions and behavior. Stern et al. (1999) suggested that a person initially checks their values and general beliefs before making a decision. In line with the theory of planned behavior, personal values are regarded as distal background factors expected to influence beliefs and attitudes as intermediate variables to predict intentions and behaviors (Ajzen, 2019).

Research stresses that aligning social objectives with customers' values can increase support, as moral reasoning is particularly vocal when the cause is related to individual interests

(Thøgersen, 1999). Especially for donations, moral reasoning is an important predictor of consumer intention (Romani & Grappi, 2014).

People who strongly endorse altruistic values have a desire to improve the well-being of others, while people who strongly endorse egoistic values have the aim gains for the self (Steg et al., 2009). As such, altruistic values are positively related to prosocial actions such as donating money for a good cause (Steele et al., 2008). People with strong altruistic values seem to have an intrinsic motivation to help others without necessarily expecting anything in return. Indeed, prosocial behavior has often been linked to the concept of altruism, described by Batson (2011) as "a motivational state with the ultimate goal of increasing another's welfare" (p. 12). The opposite of this concept is egoism, which is related to prioritizing one's own interests with no intention to others' needs (Saito, 2015).

Interestingly prosocial behavior has been recognized to be also egotistically driven if the person aims for concrete rewards, social approval, or avoidance of punishment. Hence, people who strongly endorse egoistic values might consider helping when there is a benefit to the self in a symbolic way like gaining recognition/status or in a monetary way like receiving a material good in return. These findings indicate that for-profit social enterprises, working with the principle of reciprocity (where the consumer receives a token/product in exchange for helping), might be more appealing to people who strongly endorse egoistic values than altruistic values. In line with that, people who strongly endorse altruistic values might find non-profit organizations more tempting. Their behavior would be motivated by pure altruism where no benefit for the self is expected.

Current Study

In the current study, we aim at investigating the process behind supporting for-profit and non-profit social enterprises. Notably, based on our conceptual model (Figure 1), we seek to test the direct and indirect relationships between values, beliefs, and attitudes for non-profit and for-profit social enterprises. Moreover, we would like to inspect how these factors influence intention to support these social enterprises. In addition, we aim at comparing people's beliefs and attitudes towards for-profit and non-profit social enterprises to test whether we could replicate previous findings stressing favorable beliefs and attitudes towards non-profit organizations.

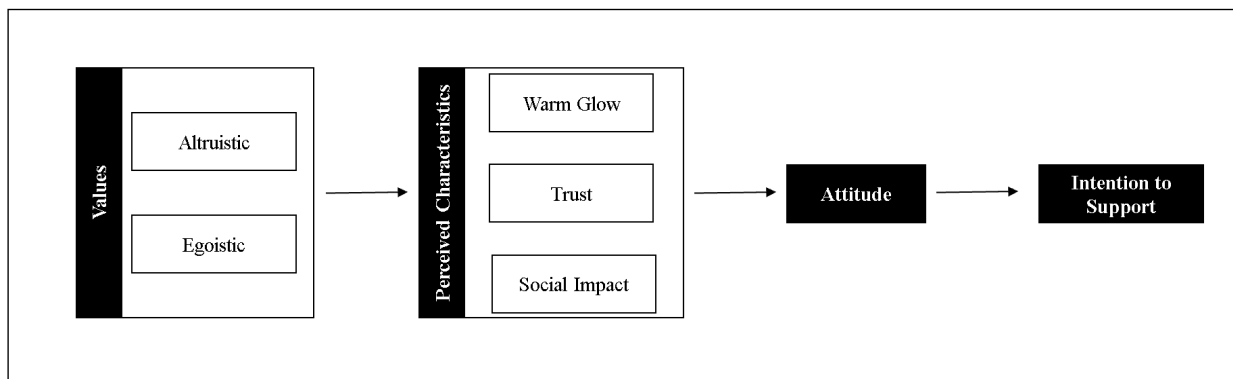


Figure 1. *Conceptual Model - Drivers of Intention to Support Social Enterprises*

First, in line with the literature of Bhattacharjee et al.,(2017) and Lee et al. (2017), we expect that non-profit social enterprises will be evaluated more favorably than for-profit social enterprises (H1). In other words, we expect more favorable beliefs and a more favorable attitude towards a non-profit social enterprise as compared to a for-profit social enterprise. We also expect that these evaluations would translate into a stronger intention to support non-profit enterprises. Second, we reason that a significant relationship exists between consumers' values

and their beliefs of non-profit or for-profit-oriented social enterprises (H2). Notably, altruistic values will be associated with more favorable evaluations towards social enterprises, particularly when the social enterprise is non-profit rather than for-profit (H2a). Egoistic values will be associated with more favorable evaluations towards social enterprises, particularly when the social enterprise is for-profit rather than non-profit (H2b). Third, we expect a significant relationship between the perceived characteristics (impact, trust, and anticipated effect) and the attitude towards the type of social enterprise (H3). As such, we expect that the higher the perceived impact of the enterprise, perceived trust in the enterprise, and the anticipated warm-glow effect of supporting the enterprise, the more positive the attitude is towards the social enterprise. Fourth, we hypothesize that attitude will be positively associated with the intention to support a social enterprise (H4).

Method

Participants and Procedure

The data collection was carried out through an online Qualtrics survey and distributed through the snowball technique to participants all across the world. Notably, the survey was posted in multiple university group chats, on various social media platforms, and sent out via email to individuals. To guarantee a varied sample, we asked participants to share the survey with their friends and family, especially contacts abroad. Before entering the survey, people were asked whether they would be willing to participate in a study on the public perception of social enterprises and the enterprises' perceived impact. It was indicated that the survey requires about 15 min to be completed, either on the laptop or mobile phone. When people accessed the study, they first needed to give their informed consent to the participation and confirm that they are 18

years or older. The data collection took three weeks. From 300 people starting the survey, 174 people completed their entries. In the end, the sample population consisted of 42% of males, 53% women, 1% non-binary identification, and 4% who preferred not to say. Moreover, the sample included 22 different residencies, with the majority living in Germany (80 responses), followed by the Netherlands (38 responses) and Indonesia (8 responses). Additional responses were gathered from 18 countries within and outside of the European Union¹.

The mean age of participants was 32.68 years ($SD = 15.91$), with a median age of 24 years (age ranged from 18 to 68). More than half of the participants studied at a university during the time of participation. While 34% were full-time employed, 7% were part-time employed, and 5% already in retirement. Of the people not studying, 37% obtained their master's degree, and 29% obtained their bachelor's degrees. Furthermore, the other participants hold either some high-school degree (2%), completed high school (9%), went to trade or vocational school (2%), obtained a post-secondary certificate (10%), or attained a professional or doctorate (11%).

Participants first filled in the value scale. Then, they were exposed to one of the two descriptions of a social enterprise, either "Share" - as a for-profit-oriented social enterprise or "ShareTheMeal"- as a traditional non-profit enterprise. Subsequently, they were asked to fill in scales of the perceived trust, perceived impact, and anticipated warm-glow. Consequently, they filled in the scales of attitude towards the enterprise and intention to support the enterprise. After evaluating one of the enterprises, the participant had to repeat the procedure for the second one. The two descriptions of enterprises were counterbalanced so that each participant was exposed to a different order of description. Additionally, we asked them how they would spend a 10 euro bill if they were to donate it to the previously described for-profit or non-profit organizations. In

¹ *Spain, USA, Mexico, Italy, Brazil, Colombia, Portugal, Switzerland, Canada, Pakistan, France, Sweden, Czech Republic, Malaysia, Ecuador, Australia, United Kingdom and Jordan.

order to have a behavioral indication, we also asked participants whether they would like to receive more information about one of the two enterprises.. Finally, participants filled in the socio-demographics and were thanked for their participation.

Selection of the two Enterprises

In the process of the survey preparation, two real cases: 'Share' (www.share.eu) and 'ShareTheMeal' (www.sharethemeal.org) were used as the basis for the descriptions of the for-profit enterprise and non-profit enterprise. The two were selected based on their consistent aims and features, reducing food and water insecurities. Furthermore, both enterprises were (co-) founded by the same entrepreneur. Particularly intriguing for this study was that both enterprises are striving for the same outcome of generating social impact and decreasing food insecurity while using contrasting approaches to reach their goals. 'ShareTheMeal' classifies as a traditional non-profit organization, relying on donations to sustain and grow (see Appendix 1). On the other hand, 'Share' uses a for-profit structure to generate revenue and achieve its mission (see Appendix 1). The descriptions were kept very short (around 180 words), highlighting the mission, the created value, growth strategy, and underlying economic model. To prompt participants with the for-profit or non-profit structure, specific keywords were highlighted in the description. For instance, words such as "charity", "donation", and "non-profit" in the description of 'ShareTheMeal'. In turn, words such as "business", "generating revenue", and "social and economic value" in the description of 'Share'. In addition, in the description of the for-profit social enterprise, it was mentioned that the business uses a "1+1 principle", meaning the consumer purchases a product, and as a reaction to buying this product, a similar product, providing a meal, is donated to a person in need.

Measures

Values

We applied a short value questionnaire developed by (Groot & Steg, 2008). The scale comprised 16 items illustrating egoistic, altruistic, hedonic, and biospheric values. Participants indicated the importance of each value to them as "a guiding principle in their life" by using a scale ranging from -1 (opposed to my values), 0 (not important), to 7 (of supreme importance). The participants were prompted to select only a maximum of two supreme values to facilitate variance in responses. For ease of interpretation, the items were recorded from 1 to 9. Egoistic values were measured with five items: social power, wealth, authority, influence, and ambition ($\alpha = .73$; $M = 5.00$ $SD = 1.32$). Altruistic values were measured with four items: equality, a world at peace, social justice, and helpful ($\alpha = .65$; $M = 7.37$, $SD = 1.01$). Further, hedonic values were measured with three items: pleasure, enjoying life, and self-indulgence ($\alpha = .82$; $M = 6.92$, $SD = 1.27$). Lastly, four biospheric values were included: respecting the earth, unity with nature, protecting the environment, and preventing pollution ($\alpha = .85$; $M = 6.63$, $SD = 1.40$). Due to the scope of the paper, only altruistic and egoistic responses will be discussed in the results.

Perceived Characteristics

The three perceived characteristics, trust, social impact, and anticipated warm-glow, are measured by a total of 16 items. They are adapted from previous studies using similar concepts, namely perceived usefulness (Warkentin et al, 2007). The items were tailored to the context of the current study. All three characteristics and their items were randomized in order. Participants responded by using a 7-point Likert scale, which was coded as the following, 1 = "strongly disagree"; 2 = "disagree"; 3 = "more or less disagree"; 4 = "undecided"; 5 = "more or less

agree"; 6 = "agree"; 7 = "strongly agree". After filling out the scale, we merged the items of each characteristic together to calculate an overall mean for the for-profit enterprise and non-profit enterprise variables. A higher mean indicated a more favorable evaluation of the characteristics by the participant.

Perceived Trust

We measured perceived trust with five items that were adjusted to the corresponding enterprise: (1) "I believe that 'Share' / 'ShareTheMeal' is fully committed to realize its social mission."; (2) "I am confident that 'Share' / 'ShareTheMeal' is NOT using its social mission to manipulate consumers and take advantage."; (3) "I trust that 'Share' / 'ShareTheMeal' is using my support for the right purpose of helping others."; (4) "I believe 'Share' / 'ShareTheMeal' is a professional organization." and (5) "I trust private businesses" in the case of 'Share' which in turn was changed to (5) "I trust non-profit organizations in the case of 'ShareTheMeal'".

As previously described, two mean scores were separately calculated for each enterprise. For the for-profit enterprise ($M = 4.62$, $SD = 0.95$; $\alpha = .79$) and non-profit social enterprise ($M = 5.15$, $SD = 0.90$; $\alpha = .0.83$).

Perceived Social Impact

For perceived impact we generated four items: (1) "I believe in 'Share'/'ShareTheMeal' capabilities to generate social impact.; (2) "'Share'/'ShareTheMeal' contributes to long-term sustainable development."; (3) "I am confident that the for-profit orientation is the best choice for creating social impact." vs. "I am confident that the non-profit orientation is the best choice for creating social impact." and (4) "I believe the invested money will reach the beneficiaries." The

mean score of for-profit was 4.56 (SD = 1.02; $\alpha = .77$) and of non-profit was 4.93 (SD = 0.90; $\alpha = 0.72$).

Anticipated Warm-glow

Lastly, the anticipated effect of warm-glow was measured through four items, specifically: (1) "Supporting 'Share'/'ShareTheMeal' will give me a pleasant feeling."; "Supporting 'Share'/'ShareTheMeal' will make me feel satisfied as I am giving back to society."; "Through supporting 'Share'/'ShareTheMeal', I am positively contributing to others' wellbeing." and "Supporting 'Share'/'ShareTheMeal' will promote my personal happiness." Following, the mean for for-profit (M = 4.57, SD = 1.02; $\alpha = .87$) and non-profit (M = 4.93, SD = .90 $\alpha = .85$) were calculated.

Attitude

Attitude towards the specific enterprise was measured using three items: (1) "I think supporting 'Share'/'ShareTheMeal' is good."; (2) "I like the idea of 'Share'/'ShareTheMeal' .", and (3) "I think supporting 'Share'/'ShareTheMeal' leads to positive consequences". The Cronbach alpha of for-profit was $\alpha = .89$ (M = 5.23, SD = 1.11) and non-profit was 0.85 (M = 5.63, SD = .84). A higher mean suggests a more favorable attitude towards the enterprise.

Dependent Measures - Intention to Support

In this study, the dependent variable was the intention to support a certain social enterprise. We first measured one's intention to support a social enterprise with three items reflecting one's willingness to donate or recommend the organization to others: (1) "I am willing to support 'Share'/'ShareTheMeal' .", (2) "I would recommend the organization further to friends

and family." and (3) "I am willing to spend money on the enterprise.". The intention to support the for-profit-oriented enterprise 'Share' resulted in a mean of 4.58 (SD= 1.24; $\alpha = .90$), while a mean of 4.72 (SD= 1.16; $\alpha = .89$) was calculated for the non-profit oriented enterprise 'ShareTheMeal'. In addition to the intention to support, we also confronted participants with a hypothetical scenario where we asked them to imagine they have 10 euros. We wanted them to divide the amount between the for-profit and non-profit social enterprise. Participants could respond by the use of a slider. The mean for the non-profit was 6.44 (SD= 2.57) compared to the for-profit mean of 3.56 (SD= 2.57). Finally, participants could decide to get further information for 'ShareTheMeal' or 'Share'. The results give insights into the actual interest of the participants for non-profit social enterprises or for-profit.

The majority, with 44%, decided on the non-profit organization, while 27% were interested in getting further information for the for-profit enterprise. About 29% decided against receiving further information.

Data Analyses

The data analyses were carried out through multiple regression models to test the relationships in the proposed conceptual framework and understand whether personal values would trigger the intention to support a specific type of social enterprise. In the series of analyses, we initially tested if the variable that preceded the dependent variable in the chain directly correlated with the dependent variable (i.e., step1). In the subsequent step, we assessed whether integration of all the other variables further down the model in the analyses would improve the explained variance in the dependent variable (i.e., step 2). Following this approach allowed us to untwine whether variables lower down the model continued to directly affect the

dependent variable even after controlling for the effects of the intermediate variables (see De Groot et al. 2007). All scale reliability coefficients for each used variable can also be looked up in the Appendix 2; Table1.

Results

Descriptive Analysis

Initially, the correlations between all variables were checked for both non-profit and for-profit social enterprises to speculate on the possible associations and the strength of relationships between variables and in between enterprises (see Table 2). Almost every variable correlated in the expected direction of the proposed model. Findings indicated strong positive correlations between perceived characteristics, attitudes as well as intentions. However, no significant correlations have been found for both altruistic and egoistic values with all other variables. Overall the correlations for the for-profit enterprise were higher compared to the non-profit enterprise.

Table 2. Spearman Correlations Between Variables.

| Variables | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|-----------------|-------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----|
| 1. all_alt | 1 | | | | | | | | | | | |
| 2. all_ego | -.035 | 1 | | | | | | | | | | |
| 3. p_intention | .139 | -.114 | 1 | | | | | | | | | |
| 4. np_intention | .134 | -.058 | .561*** | 1 | | | | | | | | |
| 5. p_attitude | .082 | -.034 | .732*** | .387*** | 1 | | | | | | | |
| 6. np_attitude | .053 | -.038 | .464*** | .603*** | .502*** | 1 | | | | | | |
| 7. p_trust | .067 | .056 | .682*** | .405*** | .708*** | .414*** | 1 | | | | | |
| 8. np_trust | .079 | -.015 | .398*** | .615*** | .367*** | .555*** | .494*** | 1 | | | | |
| 9. p_impact | .077 | .118 | .692*** | .366*** | .724*** | .413*** | .797*** | .358*** | 1 | | | |
| 10. np_impact | .119 | .071 | .366*** | .571*** | .383*** | .615*** | .407*** | .653*** | .429*** | 1 | | |
| 11. p_glow | .093 | .040 | .710*** | .452*** | .730*** | .492*** | .673*** | .362*** | .724*** | .364*** | 1 | |
| 12. np_glow | .092 | -.037 | .477*** | .580*** | .421*** | .679*** | .426*** | .581*** | .479*** | .636*** | .615*** | 1 |

Note. all_alt indicates the overall altruistic values; all_ego indicates the overall egoistic values. Generally, the p_ associates with the for-profit enterprise while np_ with non-profit enterprise. Intention indicates the intention to support either of the two enterprises. Significance levels: *p < .05; **p < .01, ***p < .001

Paired-sample t-test

To test the first hypothesis on whether non-profit enterprises have been perceived more favorably than for-profit social enterprises, we carried out paired-sample t-tests, comparing means for all variables of 'ShareTheMeal' with 'Share' (Table 3). Any positive difference would reflect a more favorable evaluation of the non-profit over the for-profit structure. The evaluation of all three perceived characteristics resulted in statistically significant differences between the means. The non-profit enterprise is perceived and evaluated more favorably as opposed to the for-profit enterprise. Specifically, perceived trust was significantly higher for non-profit than for-profit (mean difference of .53; 95% CI, .39 to .66), $t(173)= 7.58, p <.0005$. Similarly, perceived impact was higher for non-profit than for-profit (mean difference .36 (95% CI, .21 to .52), $t(173)= 4.59, p <.0005$) and anticipated warm-glow was also higher for non-profit than for-profit enterprises (mean difference of .31; 95% CI, .17 to .45), $t(173)= 4.43, p <.0005$. Additionally, the means of attitudes toward non-profit and for-profit organizations resulted in a statistically significant difference of .40 ((95% CI, .25 to .55), $t(173)= 5.25, p <.0005$), indicating a more favorable attitude towards the non-profit organization.

Surprisingly, the means of intention did not significantly differ, as the confidence interval crossed the zero ((95% CI, -.03 to .31), $t(173)= 1.64, p >.0005$). However, when asked to distribute money to one of the two enterprises, findings revealed a significant difference of 2.89 euros ((95% CI, 2.12 to 3.65), $t(173)= 7.41, p <.0005$), in favor of the non-profit enterprise. These results are in line with the responses to the question of willingness to receive further information about either one of the enterprises.

Table 3. Paired sampled T-test

| Variable | Mean Difference | Std. Err. | Std. Dev. | 95% Conf. Interval of Differences | | t | df | Sig (2-tailed) |
|---------------------------------|-----------------|-----------|-----------|---|--------|------|-----|----------------|
| | | | | lower | higher | | | |
| money_nonprofit-money_forprofit | 2.885 | .389 | 5.136 | 2.136 | 3.654 | 7.41 | 173 | .000 |
| np_intention - p_intention | .140 | .085 | 1.124 | -.028 | .308 | 1.64 | 173 | .103 |
| np_attitude - p_attitude | .397 | .076 | .996 | .248 | .546 | 5.25 | 173 | .000 |
| np_glow - p_glow | .311 | .070 | .927 | .173 | .451 | 4.43 | 173 | .000 |
| np_impact - p_impact | .361 | .079 | 1.035 | .206 | .516 | 4.59 | 173 | .000 |
| np_trust - p_trust | .526 | .069 | .916 | .389 | .664 | 7.58 | 173 | .000 |

Note. Generally, the p_ in front of the variable associates with the for-profit enterprise, while np_ with the non-profit enterprise. Intention indicates the intention to support either of the two social enterprises. Besides, the variables money_nonprofit and money_forprofit, which relate to the division of people allocating 10 euros in between the two enterprises, all variables have been measured on a scale from 1-7.

Inferential Statistical Analyses

In the following, our conceptual model and its pathway to intention to support were tested by carrying out two multiple regression analyses, one for each social enterprise.

Non-profit 'ShareTheMeal'

We first tested the hypothesized relationships in our model for the non-profit condition by running a multiple regression analysis (Table 4). The first regression analysis was conducted with intention to support as the dependent variable and attitude as the independent variable in the first step. The remaining variables were entered into the analysis in the second step. In the first step, attitude explained 46% of the variance in intention to support a non-profit enterprise. As anticipated, more favorable attitudes were strongly positively related to the intention to support ($\beta = .94$ $p < 0.001$). The explained variance increased to 57% in the second step, with attitude remaining the strongest predictor of intention ($\beta = .41$ $p < 0.001$). Furthermore, perceived trust and anticipated warm-glow significantly predicted intention to support ($\beta = .34$ $p < 0.01$, $\beta = .251$ $p < 0.01$, respectively). The perceived impact did not contribute to the model significantly. The

personal value of altruism was directly related to intention to support ($\beta = .13$ $p < 0.05$) while egoistic values did not affect the relationship.

Consequently, we further investigated the relationships in the model by taking attitude as the dependent variable in the regression analysis and the three perceived characteristics as independent predictors in step 1. In this initial step, perceived trust, perceived impact, and anticipated warm-glow, taken together, explained 60% of the variance in attitude. The three perceived characteristics appeared to strongly predict attitudes towards the social enterprise. The perceived characteristics were considered as predictors of a more favorable attitude towards the non-profit social enterprise: anticipated warm-glow ($\beta = .33$ $p < 0.001$) was the strongest predictor followed by perceived trust ($\beta = .24$ $p < 0.001$), and perceived impact ($\beta = .23$ $p < 0.001$). When values were included in the model in step 2, this resulted in a small increased variance of 61%. At this step, neither of the values were significant predictors of attitude towards non-profit enterprises. Nonetheless, all three perceived characteristics remained to predict attitudes with perceived trust ($\beta = .23$ $p < 0.001$), perceived impact ($\beta = .25$ $p < 0.001$), np_glow ($\beta = .32$ $p < 0.001$).

Finally, in a third regression analysis perceived trust, perceived impact, and anticipated warm-glow were used as the dependent variables separately, and the values were used as the predictors. Overall, no relationship between values and perceived characteristics was identified except for altruism and perceived impact, which explained only 14% variance in the model. As a result, higher altruistic values in a participant were positively associated with a higher perceived impact of the non-profit enterprise ($\beta = .14$ $p < 0.05$).

Table 4. Regressions for Non-Profit Enterprise

| Variables | β | Conf. Interval | t | Adj. r^2 | F | df | p |
|-------------------------|---------|-----------------|-------|------------|--------|---------|-------|
| DV: np_intention | | | | | | | |
| Step 1: | | | | .460 | 148.16 | (1,172) | 0.000 |
| np_attitude | .936*** | (.784 to 1.08) | 12.17 | | | | |
| Step 2: | | | | .569 | 39.06 | (6,167) | 0.000 |
| np_attitude | .409*** | (.188 to .629) | 3.66 | | | | |
| np_trust | .343** | (.150 to .536) | 3.51 | | | | |
| np_impact | .078 | (-.122 to .278) | 0.77 | | | | |
| np_glow | .251** | (.078 to .424) | 2.87 | | | | |
| all_ego | -.049 | (-.136 to .039) | -1.09 | | | | |
| all_alt | .132* | (.018 to .246) | 2.28 | | | | |
| DV: np_attitude | | | | | | | |
| Step 1: | | | | .604 | 88.89 | (3,170) | 0.000 |
| np_trust | .240*** | (.111 to .370) | 3.67 | | | | |
| np_impact | .229** | (.097 to .362) | 3.42 | | | | |
| np_glow | .327*** | (.217 to .436) | 5.87 | | | | |
| Step 2: | | | | .610 | 55.12 | (5,168) | 0.000 |
| np_trust | .232*** | (.104 to .361) | 3.57 | | | | |
| np_impact | .249*** | (.117 to .361) | 3.71 | | | | |
| np_glow | .316*** | (.207 to .426) | 5.70 | | | | |
| all_ego | -.047 | (-.107 to .013) | -1.54 | | | | |
| all_alt | -.059 | (-.137 to .019) | -1.49 | | | | |
| DV: np_glow | | | | | | | |
| Step1: | | | | .012 | 2.03 | (2,171) | 0.135 |
| all_ego | -.097 | (-.209 to .015) | -1.71 | | | | |
| all_alt | .081 | (-.065 to .227) | 1.10 | | | | |
| DV: np_impact | | | | | | | |
| Step1: | | | | .014 | 2.20 | (2,171) | 0.114 |
| all_ego | -.032 | (-.133 to .070) | -0.62 | | | | |
| all_alt | .135* | (.002 to .266) | 2.02 | | | | |
| DV: np_trust | | | | | | | |
| Step1: | | | | .014 | 2.26 | (2,171) | 0.108 |
| all_ego | -.082 | (-.183 to .019) | -1.60 | | | | |
| all_alt | .095 | (-.036 to .227) | 1.43 | | | | |

Note. all_alt indicates the overall altruistic values; all_ego indicates the overall egoistic values. Generally, the np_ associates with the non-profit enterprise. Intention indicates the intention to support the enterprise through donation. **Significance levels:** *p < .05; **p < .01, ***p < .001

'Share'

In a second round of the regression analysis, we tested the causal chain in our model for the condition for-profit enterprise (Table 5). Equivalent to the above, the first regression aimed to predict intention to support a for-profit enterprise as the dependent variable and attitude as the predictor. Attitude explained 56% of the variance in intention to support at this initial step. Stronger attitudes were significantly associated with stronger intention to support ($\beta = .84$ $p < 0.001$). Entering the remaining variables in step 2 increased the variance to 67%. In this step, attitude stayed the strongest predictor of intention ($\beta = .32$ $p < 0.001$). In addition, perceived trust and anticipated warm-glow also appeared as predictors: perceived trust ($\beta = .22$ $p < 0.05$) and anticipated warm-glow ($\beta = .03$ $p < 0.001$, respectively). The perceived impact of the social enterprise did not contribute significantly to the model. At the same time, the egoistic value was negatively associated with intention ($\beta = -.15$ $p < 0.01$), altruistic values did not affect the outcome.

Next, we carried out a regression analysis with attitude as the dependent variable and the three perceived characteristics, namely trust, impact, and glow, as the predictors. Taken together, perceived characteristics were associated with a variance of 64% with attitude. From the three perceived trust remained the strongest predictor ($\beta = .40$ $p < 0.001$) followed by anticipated warm-glow ($\beta = .37$ $p < 0.001$). In this step, the perceived impact did prove significantly to predict attitude ($\beta = .19$ $p < 0.001$). In a second step, values were added in the analysis together with perceived characteristics. At this step, all variables explained a variance of 67% in attitude. As expected, perceived trust was associated with more favorable attitudes towards the enterprise ($\beta = .37$ $p < 0.001$), equally were perceived impact ($\beta = .23$ $p < 0.05$) and anticipated warm-glow ($\beta = .36$ $p < 0.001$) remained significantly. Egoistic values were again negatively associated with

a stronger intention to support ($\beta = -.11$ $p < 0.01$). At the same time, altruistic values did not provide a significant statistical explanation.

Lastly, the three perceived characteristics were used as dependent variables and values as predictors to test the model's most distal pathway. Results highlight that both egoistic and altruistic values were not associated with three variables: trust, impact, and glow.

Table 5. Regressions for For-Profit Enterprise

| Variables | β | Conf. Interval | t | Adjusted r^2 | F | df | p |
|------------------------|---------|------------------|-------|----------------|--------|----------|-------|
| DV: p_intention | | | | | | | |
| Step 1: | | | | .564 | 222.39 | (1, 172) | 0.000 |
| p_attitude | .839*** | (.728 to .950) | 14.91 | | | | |
| Step 2: | | | | .671 | 59.77 | (6,167) | 0.000 |
| p_attitude | .317*** | (.151 to .483) | 2.02 | | | | |
| p_trust | .217* | (.005 to .429) | 3.77 | | | | |
| p_impact | .183 | (-.019 to .384) | 1.79 | | | | |
| p_glow | .032*** | (.165 to .480) | 4.05 | | | | |
| all_ego | -.148** | (-.231 to -.065) | -3.51 | | | | |
| all_alt | .087 | (-.018 to .193) | 1.64 | | | | |
| DV: p_attitude | | | | | | | |
| Step 1: | | | | .640 | 103.54 | (3,170) | 0.000 |
| p_trust | .395*** | (.206 to .584) | 4.12 | | | | |
| p_impact | .191* | (.008 to .375) | 2.06 | | | | |
| p_glow | .374*** | (.238 to .510) | 5.43 | | | | |
| Step 2: | | | | .655 | 66.55 | (5,168) | |
| p_trust | .373*** | (.187 to .559) | 5.30 | | | | |
| p_impact | .225* | (.044 to .407) | 2.45 | | | | |
| p_glow | .359*** | (.225 to .492) | 3.97 | | | | |
| all_ego | -.112** | (-.186 to .037) | -2.97 | | | | |
| all_alt | .031 | (-.066 to .127) | 0.63 | | | | |
| DV: p_glow | | | | | | | |
| Step1: | | | | -.006 | .47 | (2,171) | 0.623 |
| all_ego | -.022 | (-.147 to .102) | -0.35 | | | | |
| all_alt | .075 | (-.087 to .238) | 0.92 | | | | |
| DV: p_impact | | | | | | | |
| Step1: | | | | -.002 | .85 | (2, 171) | 0.429 |
| all_ego | .042 | (-.073 to .157) | 0.72 | | | | |
| all_alt | .081 | (-.069 to .231) | 1.07 | | | | |
| DV: p_trust | | | | | | | |
| Step1: | | | | -.008 | .34 | (2, 171) | 0.711 |
| all_ego | -.01 | (-.118 to .097) | -0.18 | | | | |
| all_alt | .057 | (-.083 to .197) | 0.81 | | | | |

Note. all_alt indicates the overall altruistic values; all_ego indicates the overall egoistic values. Generally, the p_ associates with the for-profit enterprise. Intention indicates the intention to support the social enterprise through purchasing. **Significance levels:** *p < .05; **p < .01, ***p < .001

Discussion

Non-profit social enterprises are continuously transitioning towards for-profit social enterprises. It is vital to understand the drivers of consumers' support. In the current paper, we examined the causal chain of intention to support a social enterprise to clarify the factors, being attitude, perceived characteristics, and altruistic and egoistic values, as predictors for intention. The table below (Table 6) shortly recaps whether the hypotheses were verified or rejected based on the results obtained in the statistical analyses. Subsequently, the discussion dives into explanations for the obtained study results.

| Table 6. Summary of Hypothesis | | |
|--|---|---|
| Hypothesis | Results | Exceptions / Exploration |
| H1: There are significantly more favorable beliefs and attitudes of the non-profit enterprise compared to for-profit enterprises. | The paired t-tests indicated more favorable beliefs (perceived trust, perceived impact, anticipated warm-glow) and attitudes for the non-profit than the for-profit enterprise. | The results for intention resulted in no significant difference between the two results. However, the questions on self-reported behavior supported a more favorable tendency towards non-profit. |
| H2: There is a significant relationship between the consumers' values and their perception of non-profit or for-profit-oriented social enterprises. | Overall, values did not prove significant relationships with perceived characteristics. | For both non-profit and for-profit social enterprises, the perceived characteristics significantly predicted the attitude towards the enterprise. |
| H3: There is a significant relationship between the perceived characteristics (impact, trust, and anticipated warm-glow) and the attitude towards the type of social enterprise. | For both non-profit and for-profit social enterprises the perceived characteristics significantly predicted the attitude towards the enterprise. | |
| H4: The more positive the attitude towards the social enterprise, the higher the intention to support a social enterprise. | For both non-profit and for-profit social enterprises the regression stressed that a more favorable attitude results in higher intention to support a social enterprise. | |

Hypothesis 1.

Our first hypothesis aimed to validate previous findings, stressing that people hold more favorable beliefs and attitudes towards non-profit organizations compared to for-profit social enterprises. Accordingly, we expected these factors to translate into stronger intentions to support non-profit organizations. Our findings align with previous results, highlight more positive attitudes and perceived characteristics towards non-profit organizations (Bhattacharjee et al., 2017; Lee et al., 2017). Further, our findings suggest that perceived trust, perceived impact, and anticipated warm-glow are evaluated higher for the non-profit social enterprise. This is supported by Zasuwa (2016), who indicates that hypocritical or unethical perceptions drive adverse effects for for-profit enterprises.

Surprisingly, there was no significant difference between the intention to support one of the two social enterprises. However, when confronted with the scenario of dividing 10 euros between the two enterprises, people allocated about $\frac{2}{3}$ (6,44 euros) of the money to the non-profit organization and only $\frac{1}{3}$ (3,56 euros) to the for-profit social enterprise. Moreover, when asking for willingness to receive more information, 44% decided on the non-profit organization, while only 27% selected the for-profit social enterprise. While we could not find a difference in intention, there is a difference in self-reported behavior when exposed to both enterprises simultaneously. The results depict a strong favorable tendency towards the non-profit enterprise. One could argue that self-reported behavior is an even better predictor of behavior than reported intention. Bhattacharjee et al. (2017) found that self-reported behavior of consumers was related to a more favorable evaluation of non-profit and more authentically reflected the willingness of consumers to purchase. This is in line with the findings of Lee et al.

(2017) that there seems to be overall lower customer support for for-profit social enterprises compared to non-profit organizations.

Participants in the study were able to leave some last remarks after filling in all the questions. Some of the answers outline the results of previous studies and point into the direction of perceived incompatibility of social and economic mission in public. For instance, comments such as: "I don't trust non-profit organizations as the welfare of the organization always comes first. [...]" or "[...] NGO's still have a self-interest, since they create employment", highlight negative attitudes of people towards donations being invested in non-profit organizational structure. Moreover, the comment: "For-profit organizations dealing in welfare are bogus" or in regards of the for-profit organization: "I would be more likely to do my research or to be distrusting at first, since its more common for companies, mainly big ones, to say they're giving back when they're actually not", illustrate the negative perception towards for-profit structured social enterprises.

The comments also highlighted a potential limitation of the research, which might also explain the lack of intention. Some people stressed that the provided information, transparency, and sources on the two enterprises were insufficient to reach a definite conclusion on the intention to support.

For the purpose of our study, we intentionally only provided limited information about the enterprises to avoid alternative influences, i.e., advertisement strategy and visual stimulation. Still, based on remarks from participants, we think future research might benefit from directly providing a link to real case examples as it comes closer to the natural setting of decision making. Furthermore, including various enterprise structures, namely traditional business or for-profit business with corporate social responsibility, might broaden the understanding of

drivers for consumer support and help to make a more comprehensive comparison between organizations. Moreover, future research should dive deeper into the consumer comprehension of the concept of social enterprises. As there is still no unified definition, people show different understandings of a social enterprise. In our study, we assumed a basic knowledge of the concept through the description of our cases. Yet, more research in this area needs to be conducted to ensure a sufficient and correct understanding of the concept from a consumer's perspective.

Hypothesis 2.

The second hypothesis reasoned that there is a significant relationship between consumers' values and their beliefs of non-profit or for-profit social enterprises. Zasuwa (2016) stressed that human values are congruent with consumers' responses to perceived motivations and other attributions of the considered enterprise. More specifically, he found that altruistic values can moderate the relationship between attributes of an enterprise and the individual response towards it. In our case, this hypothesis did not hold. Notably, we suggested that altruistic values will be associated with more favorable evaluations towards social enterprises, particularly when the social enterprise is non-profit centered rather than for-profit. Our findings indicate that altruistic values as a predictor for the perceived characteristics only proved significant for the perceived impact of non-profit enterprises. This could be because an individual holding more altruistic values might be more likely to focus on the prosocial consequences of their actions (Steg et al., 2014). Additionally, we suggested that egoistic values will be associated with more favorable evaluations towards social enterprises, particularly when the social enterprise has a for-profit structure. We reasoned that egoistic people might be triggered by the material incentive and emotional reward for the self through supporting the for-profit enterprise. Based on Andreoni (1990), we expected a positive relationship between

warm-glow and egoistic values. Remarkably not a single significant relation was found between values and perceived characteristics in the for-profit enterprise.

These results contradict previous research, highlighting the significance of values as predictors for motivational beliefs (Stern et al., 1995; Tanriseven & Dilmac, 2013). Moreover, it stands in contrast to Steenhaut & van Kenhove (2006) research, stressing significant relationships between human values, ethical beliefs, and consumer practices. An alternative explanation of the results might be in line with a wide range of empirical evidence stressing that taking general dispositions, i.e., values independently from other factors, tend to be insufficient determinants for behavior (Oreg & Katz-Gerro, 2006; Steg et al., 2014). These studies stress that individual factors, such as values or personality traits, cannot be regarded as single predictors for beliefs. These are also influenced by other background factors, such as more context-specific factors (Ajzen, 1991). Al-Khatib et al. (1997) suggest that the level of idealism might be a more proximate predictor for ethical concerns and beliefs.

Moreover, the contradicting results could be associated with the formulation and selection of perceived characteristics. For instance, a warm-glow is an anticipated effect based on expected emotions rather than cognitive evaluation. Moreover, the study did not include previous behavior or situational cues, which might be a better predictor of beliefs than values are (Ajzen, 2019; Steg et al., 2014). Consequently, future research should investigate how motivational beliefs surrounding social enterprises are formed to better predict consumer's support. Next to that, future studies should explore other attributional beliefs that might be triggered by values.

Hypothesis 3.

Following our suggested conceptual model, we expected a significant relationship between the perceived characteristics (perceived impact, perceived trust, and anticipated

warm-glow) and the attitude towards the type of social enterprise. Our results validated the hypothesis for both social enterprises. In particular, the strongest predictor of attitude for the non-profit enterprise has been the anticipated warm-glow, followed by the perceived trust. These results advocate that people's attitudes towards the non-profit enterprise are strongly associated with (expected) positive emotions. Research on the attitude-behavior relationship has also highlighted that stronger correlations are found in affective components rather than cognitive ones (van den Berg et al., 2006). For instance, the study of Farley and Stasson (2003) found that participants with affective focus showed more willingness to donate blood than participants with a cognitive focus.

In the case of the for-profit enterprise, the two characteristics were reversed in terms of strength of prediction. Hence perceived trust was the strongest predictor, followed by the anticipated warm-glow. This relationship might propose that people form their attitude towards for-profit enterprises on the trustworthiness they perceive, which might be linked to the public distrust in the for-profit sector claiming social missions. It would be interesting for future research to test whether this result is linked to an increased usage of corporate social responsibility as an advertisement strategy of traditional for-profit businesses and further, whether "greenwashing" contributes to the phenomenon. In this context, future research could also examine whether formal classifications would change these associations. For instance, reduced negative attitudes towards for-profit structures in social business could be achieved via a certification. The certification might identify social enterprises with a core social mission as a separate group from traditional companies with corporate social responsibility.

Interestingly, for both non-profit and for-profit social enterprises, the perceived impact seemed the weakest predictor of attitude. The reason for this might be that the beneficial

outcomes of those enterprises are more distal to the consumers and, therefore, harder to evaluate, as the beneficiaries are an anonymous group and abstract group (Passarelli & Buchanan, 2020). Besides, as the consumer stands in direct contact with the organization, the effects of trust might be more immediate, visible, and intuitive to people (Baumeister et al., 2001).

Even though egoistic values did not prove significant for the perceived characteristics, they significantly predicted for-profit attitudes. Unexpectedly, the association between attitude and egoistic values was negative, indicating that the higher the egotistic value, the lower the attitude toward the for-profit organization. The negative relationship stands in contrast to our proposed direction. An explanation for this phenomenon might be that egoistic people want to avoid negative evaluation of their actions by others, and therefore want to be perceived as selfless rather than acting in self-interest (Lin- Healy & Small, 2012; Ariel et al. 2009). As for-profit organizations offer a material incentive, individuals might perceive their actions as less prosocial and consecutively develop more negative attitudes towards them (Zasuwa, 2016). The negative perception towards the for-profit social enterprise can be loosely linked to one of the comments made at the end of the survey by one participant stressing that: " [...] I would PURPOSELY donate [to non-profit organizations], while with for-profits like the one in this example I would PASSIVELY do so". No significant prediction of values was found for the non-profit enterprise.

Hypothesis 4.

Finally, the fourth hypothesis proposed that attitudes will be positively associated with the intention to support a social enterprise. For both, the attitudes have been the strongest predictor for intention to support, and therefore our hypothesis was confirmed. Nevertheless, there were also some other direct predictors of intention. As for the non-profit, direct

relationships were found with perceived trust, followed by a warm-glow. Moreover, in the regression with all predicting variables also altruistic values proved to be significant predictors of intention. It is possible that altruistic values proved significant because the individual can perceive charitable giving as achieving welfare for others without receiving a return themselves.

Similarly, for for-profit enterprises, it appeared that perceived trust, warm-glow, and egoistic values are direct predictors. The for-profit intention to support was negatively predicted by egoistic values, indicating that egoistic values are counterproductive to for-profit enterprise support. As discussed above, the negative relationship might appear due to the adverse effects of a material incentive and the for-profit structure of the enterprise, reducing the feeling of doing something good.

Interestingly, the perceived impact did not significantly affect both enterprises, which might be related to the earlier mentioned fact that assessing the impact might be difficult due to the distance between customer and beneficiary. It is vital to highlight that attitude remained the strongest predictor for intention even after adding the more distant variables. These findings support the TPB model (Ajzen, 1991), which posits a strong relationship between attitudes and intention.

As our findings could only partially answer what drives customer intention to support for-profit and non-profit social enterprises, further research needs to explore alternative factors, such as social norms, potentially impacting the found relations. As of now, consumer research seems to primarily focus on either charitable giving or traditional economic businesses (Small and Verrochi 2009; Smith et al. 2013; Winterich, Mittal, and Ross 2009), which stresses the gap in research on for-profit social enterprises. Our findings highlight that there needs to be more research on social enterprises. To better understand and comprehend the concept of social

enterprises and consumers' behavior towards them, not only in psychology but also in other social sciences fields, such as economics and politics, research needs to be conducted.

Practical Implications

The above-discussed theoretical assumptions bring us to the practical implications of our study. Both non-profit and for-profit enterprises have been highlighted to be a crucial part of a sustainable solution to tackle large-scale societal problems. Nonetheless, they can only achieve social impact if recognized and supported by consumers. Our research highlights that beliefs surrounding social enterprises using a profit structure are not as positive as those using a non-profit structure. These somewhat negative beliefs are not predicted by the personal values of the consumers. Therefore, for-profit social enterprises should investigate further who their target group is, and how to stimulate positive perceptions and attitudes towards their missions.

Furthermore, for-profit enterprises should focus on increasing trust and stimulating the feeling of warm-glow as they are directly related to favorable attitudes and intentions to support. We suggest increasing trust through transparency and easily accessible information regarding the use of the generated revenue. Increasing transparency was further stressed by some of the participants in our study. Instead of highlighting their product and its benefits, they should vocalize the created impact to foster increased anticipated effects of warm-glow. The feeling of warm-glow can also be triggered by creating closer relations between the customer and the social cause, increasing empathy for the beneficiary. Interestingly, our research suggests that the perceived impact only has minor effects on the attitude towards the enterprise and does not prove significant for the intention to purchase. Therefore, we suggest that priority should be given to the two other characteristics.

Limitations and Future Research

Overall it is important to highlight that no causality for intention or behavior can be inferred from the conducted research. As the findings only partially validated the hypothesis, there are still considerable gaps that need to be explored by subsequent research. Due to the scope of the paper, we have examined only one part of the TPB. Therefore, it is vital to acknowledge that other essential variables could be missing in the analysis. For instance, variables such as subjective norm, past behavior, and perceived behavioral control have not been considered in our study.

It should be noted that with our conceptual model we could test the process behind intention to support non-profit and for-profit social enterprises, separately. Our analyses do not allow for making any direct comparisons regarding the process behind support for these two enterprises. In addition, the comparison to traditional business is lacking, which potentially could give rise to a better understanding of for-profit social enterprises in the overall market. The study included a wide range of culturally diverse participants from all across the world. Therefore results might vary when applied to different contexts and age groups. Further, due to the snowball technique, the selection of the participants was based on previous acquaintances, which could have resulted in a selection bias.

Moreover, the two enterprises have been real-life cases, some, mainly German participants, might have heard in advance of their concepts and therefore could have developed their opinion based on other information than provided.

In addition, the two case examples have been both related to humanitarian causes and the social issues of food insecurity. As we only took this one theme, no generalizations can be made for all social enterprises. Therefore further research would be needed with different themes to

gain a broader understanding of the relations. As one participant stressed: "My concern with both organizations is the fact that from what I have understood, it is solely about giving food. While this is not a bad thing, it is not sustainable. I would need to know more about the projects and if there are any long-term solutions in the program."

In the future, the role of biospheric and hedonic values could also be investigated, as these were left out in the analysis due to the scope of the paper. In addition, as some research on prosocial behavior suggests, it would be interesting to investigate whether Maslow's hierarchy of needs would be a better motivational predictor than values are.

Conclusions

To conclude, we see a trend of emerging for-profit social enterprises and a transformation of non-profit enterprises towards for-profit enterprises. Non-profits encounter a lack of funding and obstacles to grow and scale up their impact. The consumer's perception plays a crucial role in giving donations or buying products from for-profit social enterprises, but little is known about the intention behind that purchase. Consequently, we developed the following research question: What drives customer intention to support a for-profit or non-profit social enterprise?

Based on the extensive literature review, we developed a conceptual framework to evaluate and predict the intention to support the two types of social enterprises. The relationship between the different variables was tested in an online survey using the real-life examples 'Share' (for-profit social enterprise) and 'ShareTheMeal' (non-profit social enterprise). To answer the research questions, our results demonstrated the public tendency to evaluate non-profit social enterprises more favorably than for-profit social enterprises.

We provide empirical evidence that beliefs can predict attitudes, and subsequently, attitudes are the strongest predictors for intention to support a social enterprise. These findings

are in line with the model of TPB. Furthermore, we found that perceived trust and anticipated warm-glow were also proximate predictors of intention. Contrary to previous research in the field, no results were found for the relationship between values and perceived characteristics, besides a significant association between altruistic values and perceived impact for the non-profit enterprise.

Additionally, the findings suggest that egoistic values negatively predict the intention to support for-profit social enterprises. In contrast, altruistic values seem to influence the intention to support non-profit enterprises positively. Notably, the findings suggest that consumers' intention to support depends primarily on the attitude towards the enterprise and further is directly predicted by beliefs on trust, anticipated warm-glow, and values. Our findings urge for more interdisciplinary research on social enterprises and the underlying drivers of consumer support.

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Appendix

Appendix 1: Description of Social Enterprises

Non-profit organizational description:

"ShareTheMeal"

ShareTheMeal is a public **non-profit organization** founded for the purpose of enabling access to food and water around the world.

ShareTheMeal is creating **social** value through **collecting donations** by individuals via diverse channels. To grow and sustain their **charity**, they depend on public and private voluntary generosity.

ShareTheMeal uses different donation formats. One can choose between different sizes of monetary contributions and specific projects as well as different regions in the world to donate. Some options start from small one-time donations of one meal to regular monthly contribution packages. Depending on the amount donated, the donor gets the opportunity to get in touch with a beneficiary or receive a proof, such as a certificate of donation.

For-profit social enterprise description:

"Share"

Share is a private **for-profit organization** founded for the purpose of enabling access to food and water around the world.

Share is creating **social** and **economic** value, by selling diverse products to its customers. To grow and sustain their **business**, they depend on combining social missions with **generating revenue**.

Share is using the 1+1 principle, meaning by buying one product of their brand (such as water or bread) an equivalent product gets handed out to someone in need. Share is trying to not only satisfy the needs of their customers but also the needs of another person, suffering. Through a QR code on the back of each product, the consumer is able to track to which project his/her contribution is going.

Appendix 2: Scale Reliability -Table 1.

| Table 1. SCALE Reliability Coefficient | | |
|---|--------------|-----------------------|
| Variable | Items | Cronbach-ALPHA |
| VALUES | | |
| all_alt | 4 | 0.648 |
| all_bio | 4 | 0.850 |
| all_ego | 5 | 0.730 |
| all_hed | 3 | 0.817 |
| SHARE | | |
| p_trust | 5 | 0.792 |
| p_impact | 4 | 0.771 |
| p_glow | 4 | 0.870 |
| p_attitude | 3 | 0.892 |
| p_intention | 3 | 0.900 |
| SHARE THE MEAL | | |
| np_trust | 5 | 0.832 |
| np_impact | 4 | 0.718 |
| np_glow | 4 | 0.845 |
| np_attitude | 3 | 0.850 |
| np_intention | 3 | 0.888 |

Note. all_alt indicates the overall altruistic values; all_bio to the biosphere values, all_ego the egoistic values; all_hed the hedonic values. Generally, the p_ associates with the for-profit enterprise 'Share', while the np_ relates to the nonprofit enterprise 'Share The Meal'. Intention indicates the intention to support the social enterprise either through donation or purchase.