Research proposal

Behavior and motivation around donations

1   PROBLEM

Before we start designing the application, we want to be able to give the customer substantiated modifications and alternatives to their existing concepts. To do this, we need to do additional research into the behavior around-and the motivations to donate towards a charity.

2   RESEARCH QUESTIONS

2.1   MAIN QUESTION

What factors influence someone's willingness to donate and the amount they donate towards a charity?

2.2   SUB QUESTIONS

- What factors influence and how do they influence someone's willingness to donate towards a charity?
- What factors influence and how do they influence the amount someone donates towards a charity?

3   APPROACH

3.1   LITERATURE STUDY

Since this is a very complex subject and we only have a small timeframe we will be doing a literature study using already existing research papers on the subject.