

THE INFLUENCE OF MOTIVATORS ON BLOOD DONORS' ATTITUDES

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ABSTRACT

Modern business conditions and expressed hyper competition impose a new strategic approach that focuses on beneficiaries/ donors and development of long-term good business relationships. The quality of customer relationships is important for institutional survival, growth and prosperity of the organization, both in profit as well as the non-profit sector. The activities of non-profit organizations express the need for intensification of strategic marketing approach directed towards achieving better relations with donors, although, in practice two approaches are used, transactional approach and approach of establishing long-term relationships with donors. Traditional or transactional approach is based on attracting a large number of new beneficiaries. Unlike transactional approach, approach of establishing long-term relationships is based on a detailed analysis of the behavior of donors, a key indicator of quality of implementation of the strategy is the time value of each individual beneficiary. Transfusion centers are focused on a strategy of attracting new blood donors and retention of existing ones therefore the satisfaction and motivation of loyal blood donors is an important component in achieving strategic objectives. The focus of this paper is directed towards the analysis of the interrelationship between motivators and loyalty of blood donors, which make up a specific segment of donors. Key questions from which the problem of this research originated is: how strong is the influence of motivators on the attitudes of disloyal blood donors? The main instrument for the implementation of this study was a questionnaire composed of closed questions with multiple choice answers in which used Likert scale with five degrees of intensity. Data were collected by the method of personal examination of the organized actions of collecting blood and blood components and in the Croatian Institute for Transfusion Medicine in Zagreb. The research sample was intentional commemorative. A total of 2,000 questionnaires were collected.

Keywords: *blood donors, non-profit organizations, marketing strategy, motivators*

1. INTRODUCTORY CONSIDERATIONS

„Non-profit organizations' goal is not creating profit but achieving some public interest by helping the society to become community of responsible individuals oriented towards personal/family advancement, and also advancement of the community they belong to.“ (Pavičić, 2003:15) While doing that, individuals can act independently or connect with people

with similar opinions and form some kind of association, join existing or cooperate with other institutions, parties, foundations as long as what they are doing is acceptable in the community. Associated socially responsible individuals exist since the community itself, they can solve many important questions and in a legal way through working in voluntary humanitarian, political associations, syndicates and so on (Meler, 2003). In that way they affect everything that is outside direct influence of the country and market gain (Alfirević et al., 2013). Therefore the non-profit organizations are connected with the concept of social responsibility as care for functioning and prosperity of the community (Helmig, Thaler, 2010). But no matter what kind of the community is in question, what matters is the feeling of belonging to the community because without it the community would not have the need for development or preservation, nor to protect and help its individual members. Therefore one could speak about prosperity of the society as a whole it is necessary to, based on social values, form high-quality mutual relationship of individual subjects, organization and individuals with the whole social community. Just because the conscientiousness about the role of whole social community of individual and the organization is important, and the same goes the other way around (Pavičić, 2003).

The most important role of the non-profit organizations is public advocacy, by which is reckoned creating public support for individuals, groups projects, ideas etc. because generally non-profit organization helps those who cannot fight for their interests and aims on their own (Judd, 2001). Public advocacy, care for society, lobbying, mutual help and cooperation between members of associations, friends, neighbors and many other activities of non-profit organization are the result of „identifying individual and non-profit organizations/their members with the problems and situations in which are their users, associates, neighbors, countrymen, and the whole society, too“ (Alfirević et al., 2013:19).

Modern business conditions and clear hyper competition impose a new strategic approach which in its focus of act brings buyer/user/donor and the development of long-term good business relations. Organizations that achieve competitive advantage have realized the importance of knowing their users and cooperation with them and perceiving them as the biggest value of the firm and as a key link for future survival, growth and development (Kara, Spillman, DeSheilds, 2004). Therefore it is necessary to create a relationship (Kotler, Andreassen, 1996) in which both parties achieve additional value from which one can conclude that users have strong influence on creating rules on the market. In turbulent market surroundings, the quality of relationship with users becomes inevitable component in developing of organizations' business (Knowles, Gomes, 2009). The strength of this problem is particularly expressed with non-profit organizations which are faced with the problem of users' loyalty (Najev Čačija, 2013), and also by nonexistence of deeply viable need of users to use the service again, despite the situational influence or marketing experts' trouble to influence that kind of behavior (Oliver, 1999: 34). In this case the users are the donors, natural persons or legal entities which give humanitarian gifts in money or some other value, and the donors are the people who give organs, tissue or bone marrow.

2. PROBLEMS OF THE RESEARCH

The role of non-profit organizations – solving social problems and participation in changes in society have also conditioned use of corresponding marketing (Pavičić, 2003:29). Although some employees/volunteers of non-profit organizations find marketing inappropriate for applying in their organizations, the fact is that the problem is only terminological. All organizations consciously or unconsciously use at least some of the marketing activities; whether it is advertising, fundraising, lobbying or something else. But the definition of

marketing may not fit the vision of non-profit organization because of its market orientation. So a question of difference between profit and non-profit organization is imposed, and the biggest difference is in their fundamental aims. Profit organization is oriented on making profit, and non-profit organization on making some benefit for the society. Even though some activities can be applied in almost the same way, major part of general marketing characteristics and laws need to be adapted to the specific needs of non-profit organizations (Pavičić, 2003). Maintaining relationship with the donors creates additional value for the user equally as for the organization. Thereby it is necessary to state that strengthening of relationships with donors implicates keeping them, additional propaganda by the donors, identifying with the organization and being proud of it (Kumar, 2008). Therefore in operation of the non-profit organizations the need for more intense strategic marketing approach directed towards achieving higher quality of relationships with donors is clear (Mikić, Orsag, Pološki Vokić, Švaljek, 2011: 542).

Focus of this paper is directed on analysis of the effect of motivators on the behavior of blood donors. According to the Law about blood and blood supplements¹ »blood donor« is a person who donates blood or blood ingredient (part of the blood collected from the donor i.e. erythrocyte, leukocyte, platelet, plasma. Definition of voluntary blood donor is written by International Society of Blood Transfusion (ISBT), International Federation of Red Cross (IFRC), World Health Organization (WHO) and the Council of Europe, and it says: „Voluntary blood donor is a person who gives blood, blood plasma and other blood ingredients voluntarily, anonymously, without any kind of payment, purely as an act of solidarity.“² By the definition it is highlighted that the key motive for blood donation is extremely humanitarian, wish to do a good deed and to help a sick person, even though there are many additional motivators that affect the behavior of donors. Therefore it is necessary to state that in the Republic of Croatia voluntary blood donors have the right to paid leave of absence from work (1 day off) from the title of Voluntary blood donation which can be actualized during calendar year according to work obligations according to the Work Law³. But, according to some collective contracts, voluntary blood donors have the right to two paid days of leave of absence for every blood donation for up to ten days in a calendar year.⁴

With the stated motivator it is important to highlight two other key motivators. Donors are relieved from paying the premium for additional health assurance that is carried out by Croatian Health Insurance Fund (CHIF) for which the funds are insured in the State budget⁵. By the stated motivators voluntary blood donors buying insurance from CHIF are motivated – men that donated blood more than 35 times and women that donated blood more than 25 times. Second important motivator states that voluntary blood donors in the City of Zagreb have the right to free year pass ticket for public transport that transport sin the area of the public transport of the City of Zagreb – for men that have donated blood 30 and more times and women that donated blood 20 and more times – if they can exercise their right and if they do not get that

¹ Law about blood and blood supplements, NN 79/06, 124/11

² Acquisition of blood is done by authorized health institution. In the Republic of Croatia Croatian Institute for Transfusion Medicine and Croatian Red Cross organize and carry out actions of blood donating according to principles of voluntarism, anonymity, solidarity and no charge; and take special care of voluntary blood donors. (<http://www.hck.hr/>, <http://www.hztm.hr/> downloaded 20.8.2016.)

³ Work Law, act. 57. Paragraph. 5 (NN 137/04)

This right may be denied in practice, but at the moment there is no legal documentation or paper which could be cited.

⁴ Collective contract for health and health insurance agency act. 43. Paragraph 1. Subparagraph 9. (NN 09/05)

⁵ Law of voluntary health insurance act 14 a. paragraph 1. ad 3 (NN 85/06, NN 150/08)

right on another basis⁶. Transfusion centers are focused on the strategy of attracting new blood donors and keeping the existing ones and therefore satisfaction and motivation of the loyal blood donors is very important part of accomplishing strategic goals. The declared motivator is altruism with a few additional motivators. The key question from which the problem of this research is imposed is how strong effect do the motivators have on attitudes of blood donors??

3. AIMS OF THE RESEARCH AND THE HYPOTHESIS

The research is aimed on the attitudes and behaviors of the blood donors and the effect motivators have between them. The key problem on which the research is focused is sublimed in the question: do the motivators have enough power to encourage donors on donations? Therefore it is necessary to clarify the role and meaning of motivators while forming attitudes and behaviors of blood donors and how much would suspension of motivators affect changing attitudes and behaviors of blood donors in post-transitional period? So the primary goal of this paper is to determine effect of motivators on the behavior of blood donors. From the stated the following hypothesis was formed

H: Motivators have strong influence on encouraging blood donors on donations

It is assumed that there is a strong, positive correlating connection between motivators and motivation with voluntary blood donors to give blood which is particularly highlighted with non-loyal blood donors, donors who approach motivated by transactional approach. The goal is to analyze which of the motivators and how strongly affected the action and to see how strongly motivators affect attracting blood donors. The data was collected using questionnaire.

4. RESEARCH METHODOLOGY

The research was focused on finding an answer to question how strong is the influence of motivators on changing attitudes and behaviors of blood donors themselves, and by that on loyalty of blood donors. The analysis was done over results of primary research. The research offered clear view of attitudes of blood donors about motivators, and the effect of motivators on the behavior of blood donors and frequency of donations. The research was compiled of acquiring primary data using a structured questionnaire (Vranešević, 2014) on the sample (n=2000) of donors. Data acquisition was done in organized blood donating actions by which the research was aimed on the planned appropriate sample of donors who actively donate blood at the stated actions. During the research Likert scale in range from 1 to 5 was used (Grbac, Meler, 2010: 280), during which would blood donor state total agreement or disagreement with the given statement. Within research latent variables with measurable indicators were used. The stated indicators were influenced by many inside factors like motivation, attitudes, personality, education, perception and some outside factors such as status in society, culture, family influence, referential group influence etc. (Grbac, Meler, 2010:279) and it is important to put them in the analysis, too. In the processing of primary data using questionnaire, descriptive statistical analysis was used. Using descriptive analysis profile of the donors was created, and also the strength of correlation between blood donors and motivators by doing which hypothesis H would be accepted or rejected.

⁶ Decision of Zagreb City hall about social care from 28.09.06., and the Decision about changes of the decision about social care from 31.3.2009., act.5.

5. CHARACTERISTICS OF THE RESEARCH SAMPLE AND THE RESEARCH RESULTS

Primary intention of the done research was to gain insight in attitudes of voluntary blood donors and blood supplements. There were totally 2000 questionnaires. The data was acquired using method of personal questioning in organized actions of blood donating. The research lasted three months in order to avoid repetition of questioning the same donors who have already filled in the questionnaire (men can donate blood every three months, four times a year max.). The sample of research was intentional appropriate, and the structure of the sample is shown in the tables below. By filtrating the database are parsed age groups according to sex, but also according to number of blood donations which was the key segment for determining loyalty of donors. Subsequently, women after 25 donations and men after 35 donations according to database are sorted into groups of loyal blood donors.

Table 1. Structure of the sample according to the sex of the examinees

Sex	Frequency	Percentage	Cumulative percentage
Men	1565	0,7825	78%
Women	435	0,2175	100%
Total	2000		

Picture 1. Structure of the sample according to the sex of the examinees

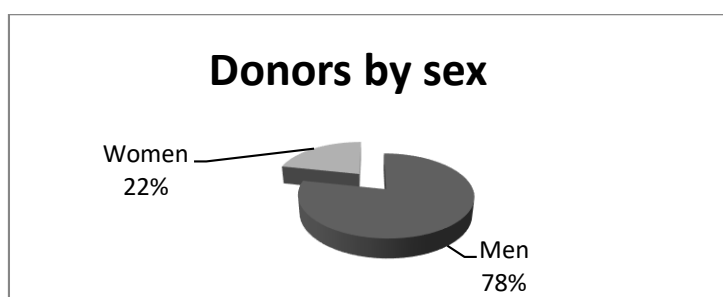
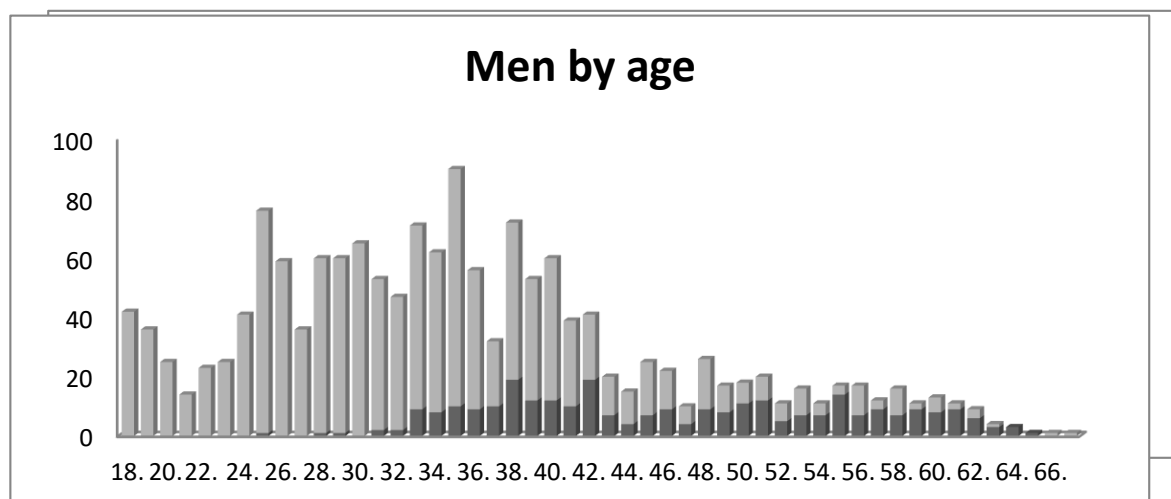


Table 2. Structure of the sample according to their sex, age and the amount of donations (loyalty) of the examinees

Age	Frequency	Women loyal	Women non-loyal	Women	Men loyal	Men loyal	Men non-loyal
18-20	161		58	58		103	103
21-25	256		77	77	1	178	179
26-30	380	1	99	100	2	278	280
31-35	406	4	79	83	31	292	323
36-40	311	7	31	38	62	211	273
41-45	174	8	26	34	47	93	140
46-50	108	2	13	15	41	52	93
51-55	91	3	13	16	45	30	75
56-60	81	11	1	12	40	29	69
61-	32	2		2	22	8	30
Total	2000	38	397	435	291	1274	1565

Indicators obtained in the stated table are shown graphically below with because of more clarity.

Picture 2. Structure of blood donors according to their age and amount of donations



Picture 3. Structure of blood donors according to their age and amount of donations

It is interesting to state that 91% of non-loyal male donors is younger than 45, but comparatively with the stated data it is necessary to notice that 83% male donors is younger than 45 from which one can conclude that the basis of donors with men is within younger population and within non-loyal donors. In female population the problematics is highlighted more significantly. 90% of non-loyal donors are younger than 42, and even 50% of them are younger than 30. Over 90% of female donors are not loyal to the organization. According to stated review one can notice that the biggest number of donors is between 25 and 35 years of age and that the fluctuation within those ages is the clearest. During that one should state that those are mostly non-loyal donors. It is also interesting to notice after 42 years of age the number of donors suddenly falls even though in that period most donors manage to achieve number of donations according to which they become loyal donors – donors start receiving awards for multiple donations. The stated indicators show the need for additional analysis of the influence of motivators on blood donations. Hypothesis assumption is that there is a strong positive correlative connection between motivators and incipience of blood donations which is especially highlighted with non-loyal blood donors – donors that approach blood donating motivated by transactional approach by which the influence of motivators on motivation of blood donors to donate blood would be proven. Therefore a set of questions in the frame of questionnaire which was done with voluntary donors with the aim of discovering which motivators influenced blood donors to start with their first blood donation. The indicators are shown in the table below.

Table 3. Motives for the first donation

Motive for the first donation	frequency	percentage
Altruism	1272	64%
2 days of vacation	906	45%
Urging of close family member or a friend	182	9%
Military service	284	14%
Family member sickness	39	2%
Media invitation	194	10%
Health testing	332	17%
Other	51	3%

It is interesting to notice that 64% of the donors mentioned that altruism was the beginning motive for blood donation, which confirms assumption that the primary motive of blood donors is the realization that by that they are doing good and helping others. Still, even 45% of donors stated that their motive for first donation were two days of vacation, and 14% more stated that donating blood during military service while again their motive were days off. Following stated indicators, it is necessary to state that donors under other reasons mentioned motives such as “Physical Education completion signature, not going to school, avoiding exams, getting lunch and beer and similar to that”. From the previously stated it can be noticed that motivators have significant role for motivation of donors during their first donation. Stated connotations indicate strong influence of motivators on motivation for blood donating.

Therefore based on previously stated analyses one can conclude that influence of motivators for persuading donors to donate is extremely strong. Big significance of motivators for motivation of donors is expressed during first donation. Therefore the hypothesis of this research can be accepted.

6. CONCLUSION

The research for needs of this paper was based on the following question: can it be stated that the influence of motivators on behavior of donors is strong. The aim of the hypothesis H was to determine if there is a strong positive connection between motivators and motivation of voluntary blood donors to donate blood. According to stated results it can be noticed that blood donors significantly react to motivators, for which the hypothesis H can be confirmed. Therefore stated results of the research lead to new cognitions for understanding strategic behavior of non-profit organizations during establishing long term relationships with their donors, meaning that it can be concluded that transactional approach encouraged by motivator's influences motivation of blood donors for donations.

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