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The effect of verbal anchoring in logos of non-profit organizations on recognition of the logo, intention to donate, attitude to brand and logo and perceived fit of core values between Dutch and Hungarian potential donors

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Abstract

The objective of this study was to research the effect of different levels of verbal anchoring in logos on tolerance of ambiguity, logo recognition, attitude towards the logo – and organisation, perceived fit of core values and intention to donate. This was tested on both Dutch and Hungarian people to find out whether there are differences between these cultures. Two organisations were used during this study, that are both presently active in both countries: WWF and UNICEF. The participants were tested on whether they recognized the logo, their attitude towards the logo and the organisation, the fit of the core values of the organisations, their intention to donate and the tolerance of ambiguity. The following research question was formulated to investigate the above mentioned factors on a non-profit organizations' logo: *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence consumer response of potential donors between Hungarian and Dutch citizens?”*. This study implemented a between-subjects design experiment in which participants (N = 137) were exposed to a questionnaire, in which they had to evaluate the two logos that contained one of the three levels of verbal anchoring: no verbal anchoring, moderate verbal anchoring and complete verbal anchoring. The data was processed and analysed via SPSS. The results of this study showed no evidence for cultural differences of tolerance of ambiguity between Dutch and Hungarian participants. Verbal anchoring showed a significant effect on the participants' attitude towards the logo. Thereby, Hungarian participants experienced a better fit of the organisations' core values, compared to the Dutch participants. Verbal anchoring showed no effect on the participant's intention to donate, and no significant effect was found of nationality on verbal anchoring on attitude towards the logo.

Keywords: logos, verbal anchoring, non-profit organisations, tolerance of ambiguity, recognition, attitude towards the logo and organisation, perceived fit of core values, intention to donate

Introduction

Non-profit organisations and charities experience an increasing need to compete among themselves for donors (Stafford & Tripp & Bienstock, 2004). According to Stafford, Tripp and Bienstock (2004), this challenge has emerged due to a raise in the number of non-profit organisations and a decrease in government funding during the last decade. Consequently, non-profit organisations are becoming more dependent on individual donations that directly contribute to their existence and operations. Different strategies with regard to efficient marketing and advertising programs had to be established in order to remain significant (Stafford & Tripp & Bienstock, 2004). Scheff and Kotler (1996) point out that non-profit organisations lack marketing expertise and knowledge, which ultimately leads to an audience reduction.

Dolnicar and Lazarevski (2009) argue that a possible reason for non-profit organisations being unsuccessful and reluctant to adopt marketing strategies and instruments could be that they perceive marketing as a practice which aims to manipulate people. Therefore, marketing strategies and instruments are not perceived compatible with their honorable work, as well as the belief that money meant for donation is not directly invested in their cause (Dolnicar & Lazarevski, 2009).

The reluctance of non-profit organisations towards marketing and branding strategies could limit branding benefits that are particularly favourable for non-profit organisations. One of the reasons why non-profit organisations could benefit from branding and marketing practices would be that non-profit organisations frequently provide services that are characterised by discretion and quality, which are difficult to verify for the public (Ritchie, Swami & Weinberg, 1999). Furthermore, branding could provide certainty to the public about a non-profit organisations' trustworthiness (Ritchie, Swami & Weinberg, 1999).

According to Gainer and Padanyi (2002), non-profit organisations who do thrive in market orientation display more successful customer satisfaction rates, that predict growth in resources. Thus, successful implementation of marketing and advertising programs could contribute to a non-profit organisations' financial goals achievement. The logo of the organization is widely considered as a marketing tool that organisations use to promote their brand (Henderson & Cote, 1998).

Logos

A well-designed logo could contribute to a solution for non-profit organisations' communication problems with regard to marketing and branding strategies. A brand logo serve three different functions (Das and Van Hooft, 2015). First, brand logos could serve as identification symbols (Van Grinsven & Das, 2014). According to Henderson and Cote (1998), organisations who have smaller advertising budgets might prefer a logo that induce higher levels of recognition. Furthermore, an abstract logo could evoke a lower level of recognition compared to logos that are meaningful (Henderson & Cote, 1998). Non-profit organisations might be careful with investing money into marketing practices, therefore, it could be advantageous for non-profit organisations to make use of a logo that evokes higher levels of recognition (Henderson & Cote, 1998).

Second, as Das and van Hooft (2015) present in their article, brand logos could serve as visual and verbal stimuli, which could generate positive brand associations and can lead to positive brand attitudes (Das & Van Hooft, 2015). According to Bresciani and Del Ponte (2017), even before any brand activity takes place, logos could evoke positive affective customer reactions. Thereby, brand logos could strengthen customers' commitment through their aesthetic appeal (Park, Eisingerich, Pol & Park, 2013).

Third, the brand logo could serve as a symbolic function in which the iconic and verbal components represent the company's core values (Olins, 1990; Schultz & Hatch, 1997; Van Riel & Balmer, 1997; Urde, 2003 as cited in Das & Van Hooft, 2015, p. 2). The image of the logo alone is generally not successful in communicating a company's core values, as most customers first associate a logo with products or services, instead of the organisations' values (Van Hooft et al., 2007). This might suggest that the image of a logo alone can negatively impact the extent to which potential donors are able to understand the company's core values, while the implementation of verbal stimuli can help to increase logo comprehension (Barthes, 1977).

Verbal anchoring and Slogans

Verbal anchoring is a linguistic message that can 'anchor' an image to a concept, phrase or value (Barthes, 1977). As mentioned before, Barthes (1977) studied the effects of verbal stimuli in images, in which he states that verbal stimuli can help increase comprehension. The implementation of the use

of verbal stimuli in brand communication has also been researched by Philips (2000), who studied the effects of the number of verbal anchoring in advertisements. Philips' (2000) findings show that a higher level of verbal anchoring lead to a higher level of comprehension, which ultimately lead to a more positive attitude towards advertisements. However, Philips' (2000) findings also show that ads who present unneeded completeness levels of verbal anchoring can negatively influence the attitude, as it withdraws the amusement of decoding a metaphorical image.

Fajardo et al. (2016) studied the purchase intention of customers by focussing on the influence of personal preferences and risk. The results of this study showed aversion towards risk, showing that customers prefer to feel well-informed before making a decision (Fajardo et al., 2016). The presence of verbal anchoring has the ability to disengage risk and increase positive attitudes towards an advertisement or brand (Philips, 2000).

The impact of verbal anchoring on the logo of non-profit organisations and customers' intention to donate underlines the importance of understanding what influences the individual response to logo design features with or without verbal anchoring. This makes research into the effectiveness of different levels of verbal anchoring in combination with logos particularly interesting for organisations who are reliant on clear communication of their core values and their association with them.

Cultural dimension of tolerance of ambiguity

The preference or need for verbal stimuli might possibly be attributed to one's culture. Hofstede (2011) classified uncertainty avoidance as the amount of tolerance different cultures have towards unpredictability, which leads to people avoiding ambiguous situations as they feel threatened by it (Hofstede & Bond, 1984, p. 419). Thereby, Hofstede (2011) also mentioned that uncertainty avoidance is related to what degree a society can deal with tolerance for ambiguity, and that both dimensions are highly correlated (Furnham & Ribchester, 1995, p. 194).

In the context of verbal anchoring on logos, this dimension is relevant to investigate for several reasons. Furnham and Marks (2013) address that those who score low on tolerance of ambiguity easily perceive a situation as threatening, due to the lack of information that is given, which according to Kashif et al. (2015) can affect people's donation behaviour. This study will therefore incorporated

culture as a potential factor in determining someone's preference of completeness in verbal anchoring in non-profit organisations' logos.

To be able to successfully do so, this study will test the effects of verbal anchoring on subjects from different cultures, who score differently on Hofstede's dimension on uncertainty avoidance. Two countries of interest are chosen in this study: (1) Hungary and (2) The Netherlands. Thereby, Hungary scores higher on uncertainty avoidance (82/100) compared to The Netherlands (53/100), according to the culture dimension scales (Compare countries, 2021).

Intention to donate

Charitable organisations are increasingly dependent on individual donations; as a matter of fact, individual donations directly contribute to reaching their charity objectives (Stafford & Tripp & Bienstock, 2004). Nevertheless, the responsibility to donate is decreasing, mainly among younger people (Smith & McSweeney, 2007; Knowles, Hyde & White, 2012). There are several factors that could threaten the survival and growth of charitable organisations, such as tough competition, demanding customers and lack of public trust (Pandayi & Gainer, 2004 as cited in Kashif et al., 2015, p. 91). Therefore, it would be beneficial to create a better understanding of which factors trigger charitable giving, as it contributes to the development of appropriate marketing tools and strategies (Kashif et al., 2015) and eventually to grow and sustain competitive advantage (Dolnicar & Lazarevski, 2009 as cited in Kashif et al., 2015, p. 91).

Smith and Sweeney (2007) and Knowles et al. (2012) found in their study that attitudes have an influence on the intention to donate. Additionally, their study acknowledge the relevance of norms in predicting intention to donate, as charities might benefit from emphasizing the moral aspect in their marketing. Knowles et al.'s (2012) study also showed that the belief in the values of the charity belongs to the top reasons for donating. This emphasizes the importance of customers having knowledge and awareness of core values of (non) profit organisations, which the present study will investigate.

The cultures chosen for this study are Hungary and The Netherlands. Hofstede (2011) dimension show a difference in score of uncertainty avoidance between Hungary (82/100) and The Netherlands (53/100). Furthermore, several non-profit organisations operate in both European countries.

The aim of this research is to discover the effect of different levels of verbal anchoring on logos, and whether the context of the cultures influence this. Therefore, the following research question has been formulated:

To what extent does the level of verbal anchoring in logos of non-profit organisations influence consumer response of potential donors between Hungarian and Dutch citizens?

The research question will be investigated through the following four sub-questions:

1. To what extent does Tolerance of Ambiguity differ between Dutch and Hungarian participants?
2. To what extent does the level of verbal anchoring in logos of non-profit organisations influence logo recognition and how does this differ between Hungarian and Dutch participants?
3. To what extent does the level of verbal anchoring in logos of non-profit organisations affect the attitude towards logo and attitude towards the organization and how does this differ between Hungarian and Dutch participants?
4. To what extent does the level of verbal anchoring in logos of non-profit organisations affect intention to donate and how does this differ between Hungarian and Dutch participants?

This study can result in further insights into the effects of verbal anchoring on logos of non-profit organisations and the influence of different cultures. Internationally operating multinational organisations might benefit from the insights that are retrieved from this study, as it intends to create more understanding on how words and visuals could be used beneficially for marketing practices. Thereby, understanding the differences in cultures may be helpful to accustom these practices into different markets, to make them more effective and appealing for local communities. Since the world is considered as a 'global melting pot', it would be wise to carefully consider suitable marketing practices that indirectly stimulate organisational growth and success. This study aims to contribute to understanding this process.

Method

Materials

The experiment needed participants to evaluate logos from two non-profit organisations by the means of a questionnaire. The logos were from WWF or UNICEF. Thereby, the logos were taken from the websites of the above mentioned non-profit organisations (WWF, 2021; UNICEF, 2021). The selection criteria for choosing logos in this study was that both logos had to be present in both countries.

The independent variables of this study were the degree of verbal anchoring of the logos and the nationality of the participants. There are three conditions of verbal anchoring – no verbal anchoring, moderate verbal anchoring and complete verbal anchoring. Firstly, ‘no verbal anchoring’ presented just the logo of the non-profit organization. Secondly, ‘moderate verbal anchoring’ presented both the organisations’ logo and its name. Thirdly, ‘complete verbal anchoring’ presented the logo itself, organisations’ name and slogan. Furthermore, the slogan was presented in the participants’ native language, in order to exclude the probability that participants may misinterpret slogans that are not written in their own native language.

As mentioned before, the logos were retrieved from the non-profit organisations’ website, and both logos originated from the Dutch or Hungarian website. The Dutch WWF logo contained the slogan ‘‘be one with nature’’ and the Dutch UNICEF logo contained the slogan ‘‘voor ieder kind’’. The Hungarian WWF logo contained the slogan ‘‘együtt lehetséges’’ and the Hungarian UNICEF logo contained the slogan ‘‘minden gyerekért’’. The materials are illustrated in table one and two.

Table 1. Dutch and Hungarian logos for WWF with no verbal anchoring, moderate verbal anchoring and complete verbal anchoring

WWF	Dutch	Hungarian
No verbal anchoring		
Moderate verbal anchoring		
Complete verbal anchoring		

Table 2. Dutch and Hungarian logos for UNICEF with no verbal anchoring, moderate verbal anchoring and complete verbal anchoring

UNICEF	Dutch	Hungarian
No verbal anchoring		
Moderate verbal anchoring		
Complete verbal anchoring		

Subjects

The total number of respondents who started the questionnaire was 148, including both Dutch and Hungarian participants. The total number of respondents that finished the questionnaire was 137. Thus, the total number of participants that did not complete the entire questionnaire was eight. Therefore, their results were not analyzed during this study. The respondents had to have a Dutch or Hungarian mother tongue. Out of 137 participants, 63 participants were Dutch (46%) and 74 participants were Hungarian (54%). A total of 55 male participants were counted (40.1%) and 80 participants were female (58.4%). The other 2 participants preferred not to tell their gender (1.5%). The mean age was 26.38 ($SD = 10.61$). A total number of 92 participants had a tertiary education level (67.6%), and a total number of 43 participants had a secondary education level (31.6%). And one person preferred not to tell their education level (0.7%). For donation behaviour, 81 participants (59.1%) declared to have donated money to charitable organisations in the past two years, and a total number of 56 participants (40.9%) declared that they did not donate money to charitable organisations in the past two years.

The participants' age ($F(2, 134) = .37, p = .689$), education ($\chi^2(4) = 2.31, p = .679$), gender ($\chi^2(4) = 4.05, p = .399$) and past donation behaviour ($\chi^2(2) = .58, p = .750$) were distributed equally among the three conditions of verbal anchoring.

The age of participants was not equally distributed among the two nationalities ($t(122.64) = 3.29, p = .001$). The Hungarian participants were significantly older ($M = 28.95, SD = 12.19$) compared to Dutch participants ($M = 23.37, SD = 7.38$). The educational level was not distributed equally among the participants either ($\chi^2(2) = 9.41, p = .009$). More Hungarian participants acquired a secondary education (42.5%) than Dutch participants (19.0%). There were more Dutch participants who acquired a tertiary education (79.4%) compared to the Hungarian participants (57.5%). Both gender ($\chi^2(2) = 1.74, p = .419$) and past donation behaviour ($\chi^2(1) = .07, p = .793$) were distributed equally among Dutch and Hungarian participants in this study.

Design

A 2x3 between-subjects design was chosen with three levels of verbal anchoring and two different nationalities/cultures, resulting in a total of six conditions (one per level of verbal anchoring per culture). The factors include tolerance of ambiguity or nationality, and there were two levels: high vs. low tolerance of ambiguity or Dutch vs. Hungarian. The degree of verbal anchoring with regard to the logos was the other factor, which consists of three levels: no verbal anchoring, moderate verbal anchoring and complete verbal anchoring. Thereby, the questionnaire was the same for all participants, however, each participant was able to see only one degree of verbal anchoring.

Instruments

This study included five dependent variables on which participants have been tested, namely the respondents' attitude towards the logo, their attitude towards the brand, perceived fit of core values, the intention to donate and logo recognition. All the variables were measured through an online questionnaire that was produced and presented via Qualtrics.

First, attitude towards the logo was measured with five seven-point semantic differential scales (based on Philips, 2000; MacKenzie & Lutz, 1989 as cited in Das & Van Hooft, 2015). The items include 'good/bad'; 'pleasant/unpleasant'; 'favourable/unfavourable'; 'like/dislike'; 'enjoyable/not enjoyable'. The participant had to choose the adjective that fits their opinion best, out of opposing adjectives. The reliability of 'attitude towards the logo' comprising of five items was good: $\alpha = .83$ for both organisations.

Second, the attitude towards the organization was measured with four seven-point semantic differential scales (based on Jun et al. 2008). The items included 'unfavourable-favourable'; 'bad-good'; 'unlikable-likeable'; and 'negative-positive'. The participant had to choose the adjective that fits their opinion about the organization best out of four opposing scale adjectives. The reliability of 'attitude towards the organization' comprising of four items was good: $\alpha = .88$ for both organisations.

Third, the degree of successful communication of core values of the organization was measured with a seven-point Likert scale (based on Das & Van Hooft, 2015). For each logo, participants were asked to what extent they thought that the core values of the companies fitted with the logo (Das & Van

Hooft, 2015). The following core values belong to UNICEF: caring, respectful, integrity, trust and responsible. The following core values belong to WWF: brave, passionate, guided by science, inspired by nature, teamwork and integrity. For each core value, participants had to answer whether they agree that the logo fits the core values of the organization with a seven-point Likert scale (based on Das & Van Hooft). The reliability of ‘communication of core values’ was good: $\alpha = .77$ for both organisations.

Fourth, the intention to donate money was measured with five seven-point Likert scales (based on Smith and McSweeney, 2007). The participants had to answer whether they intend to donate money to a charity organisation in general, and whether they intend to donate money to UNICEF or WWF based on a seven-point Likert scale. The reliability of ‘intention to donate’ was good: $\alpha = .74$ for both organisations.

Fifth, tolerance of ambiguity was measured by a thirteen scale (based on McLain, 2009). The participant had to answer thirteen questions by a seven-point Likert scale. The reliability of ‘tolerance of ambiguity’ was good: $\alpha = .82$ for both organisations.

Lastly, logo recognition was tested by a yes or no question, in which they had to answer whether they recognized the logo that they were being presented.

Procedure

The experiment was performed online, as the questionnaire has been created through Qualtrics. Qualtrics is selected due to the possibility that participants were evenly distributed over three levels of verbal anchoring. Participants received the questionnaire translated into their mother tongue. Thereby, the questionnaire was translated by native speakers of both languages, Dutch and Hungarian.

All participants first had to view the logos of the two non-profit organisations. After that, each participant had only seen one version of verbal anchoring. Subsequently, each participant was asked to fill in the questionnaire in Qualtrics. This is a standard procedure, which implies that each participant will go through the same procedure. Also, the participants will not receive a reward for participating.

The questionnaire was shared throughout the researchers' personal networks (e.g. social media), for both nationalities (Dutch and Hungarian). The study aimed for a snowball effect by asking participants to share the questionnaire among their personal network.

The aim of the research was not communicated explicitly in order to exclude the possibility of affecting the results. Nevertheless, all participants received information about the study at the start of the questionnaire for ethical reasons. The average time taken to fill in the questionnaire was 10 minutes and 24 seconds.

Statistical Treatment

This research will include several SPSS tests to see which factors are significantly influencing the dependent variables. First, there will be demographical questions on which the data will be tested. The participants will be tested through both a Chi-square test and a one-way ANOVA to find out whether the participants are evenly distributed among nationalities and levels of verbal anchoring. A Cronbach Alpha will be used to measure the consistency of the scale.

A two-way ANOVA will be performed to see the effects of verbal anchoring, culture and nationality on the response. Also, the attitude towards the logo between the two nationalities, the level of verbal anchoring and intention to donate was also measured through a two-way ANOVA. Finally, an independent sample t-test will be used to test whether The Netherlands and Hungary differ on their tolerance of ambiguity.

Appendix A. presents the Analytical Model of this study.

Results

Tolerance of ambiguity

An independent samples t-test was performed and showed no significant difference between Dutch and Hungarian participants with regards to their tolerance of ambiguity ($t(132.43) = 0.67, p = .502$). The results showed that Dutch participants ($M = 4.27, SD = 0.70$) did not differ from Hungarian participants ($M = 4.36, SD = .96$) with regards to their tolerance of ambiguity. Due to this result, this present study cannot use 'culture'. Therefore, the independent context variable 'nationality' will be used instead.

Logo recognition

A Chi-square test for WWF on recognition of the logo and the verbal anchoring condition showed no significant relation ($\chi^2(2) = 3.1, p = .213$). Another Chi-square test for WWF on recognition and nationality of the participant showed a significant relation ($\chi^2(1) = 5.34, p = 0.21$). Dutch participants recognized the WWF logo (100%) more often than Hungarian participants (91.9%). Thereby, for the WWF logo, several Hungarian participants did not recognize it (8.1%). All Dutch participants did recognize the WWF logo (0.0%).

A Chi-square test for UNICEF on recognition of the logo and the verbal anchoring condition showed a significant relation ($\chi^2(2) = 14.59, p = .001$). Another Chi-square test for UNICEF on recognition and nationality of the participants showed a significant relation ($\chi^2(1) = 6.28, p = .012$). Dutch participants recognized the UNICEF logo (100%) more often than Hungarian participants (90.5%). Thereby, for the UNICEF logo, several Hungarian participants did not recognize it (9.5%). All Dutch participants did recognize the UNICEF logo (0.0%). Table 1 illustrates counts and percentages for logo recognition. Table one and two illustrate the results of these analyses.

Table 1. Counts and percentages for logo recognition per verbal anchoring condition and nationality for WWF

WWF Logo				
Verbal anchoring condition	Recognized		Not recognized	
	Count	Percentage	Count	Percentage
No verbal anchoring	42a	91.3%	4a	8.7%
Incomplete verbal anchoring	50a	98.0%	1a	2.0%
Complete verbal anchoring	39a	97.5%	1a	2.5%
Total	131	95.6%	6	13.2%
<i>Nationality participant</i>				
Dutch	63a	100%	0a	0.0%
Hungarian	68b	91.9%	6b	8.1%
Total	131	95.6%	6	4.4%

Table 2. Counts and percentages for logo recognition per verbal anchoring condition and nationality for UNICEF.

UNICEF Logo				
Verbal anchoring condition	Recognized Count	Percentage	Not recognized Count	Percentage
No verbal anchoring	39a	84.4%	7a	15.2%
Incomplete verbal anchoring	51b	100%	0b	0.0%
Complete verbal anchoring	40b	100%	0b	0.0%
Total	130	94.9%	7	5.1%
<i>Nationality participant</i>				
Dutch	63a	100%	0a	0.0%
Hungarian	67b	90.5%	7b	9.5%
Total	130	94.9%	7	5.1%

Attitude towards the logo

A two-way analysis of variance with verbal anchoring condition and nationality as factors showed a significant main effect of verbal anchoring condition on attitude towards the logo ($F(2, 131) = 4.65, p = .011$). The condition of incomplete verbal anchoring ($M = 5.66, SD = .82$) showed higher attitude towards the organisations' logo compared to the condition of complete verbal anchoring ($p = .008$), Bonferroni correction; $M = 5.14, SD = .76$).

There was no significant difference between no verbal anchoring and the incomplete condition ($p = 1.0$, Bonferroni correction) and also no significant difference between no verbal anchoring and

complete verbal anchoring ($p = .057$, Bonferroni correction). Nationality showed no significant main effect on attitude toward the logo ($F(1, 131) = .006, p = .938$). The interaction effect between the verbal anchoring condition and nationality on attitude towards the logo was not statistically significant ($F(2, 131) = .86, p = .427$). Table three illustrates these results.

Table 3. Means, standard deviations and n for Attitude towards the logo of Dutch and Hungarian donors (1 = low, 7 = high).

	Dutch		Hungarian		Total	
	$M(SD)$	n	$M(SD)$	n	$M(SD)$	n
No verbal anchoring	5.61 (.66)	22	5.50 (1.0)	24	5.56 (.82)	46
Incomplete verbal anchoring	5.53 (.67)	23	5.77 (.93)	28	5.66 (.82)	51
Complete verbal Anchoring	5.23 (.72)	18	5.06 (.80)	22	5.14 (.76)	40
Total	5.47 (.69)	63	5.47 (.95)	74	5.47 (.84)	137

Attitude towards the organization

A two-way analysis of variance with verbal anchoring condition and nationality as factors showed no significant main effect of the verbal anchoring condition ($F(2, 131) = .21, p = .811$). Thereby, nationality showed no significant main effect ($F(1, 131) = .07, p = .798$) on attitude towards the organization. The interaction effect between the verbal anchoring condition and nationality was also not statistically significant ($F(2, 131) = .1, p = .907$). Table four presents these results.

Table 4. Means, standard deviations and *n* for Attitude towards the organization of Dutch and Hungarian donors.

	Dutch		Hungarian		Total	
	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>
No verbal anchoring	5.95 (.84)	22	5.90 (.87)	24	5.93 (.85)	46
Incomplete verbal anchoring	6.02 (.85)	23	6.07 (1.18)	28	6.05 (1.03)	51
Complete verbal Anchoring	5.89 (.97)	18	6.01 (.78)	22	5.96 (.86)	40
Total	5.96 (.87)	63	6.00 (.97)	74	5.98 (.92)	137

Perceived fit of core values

A two-way analysis of variance with verbal anchoring condition and nationality as factors showed no significant main effect of verbal anchoring condition on the perceived fit of core values ($F(2, 131) = 2.07, p = .130$). Nationality showed a significant main effect on perceived fit of core values ($F(1, 131) = 5.47, p = .021$). Hungarian participants stated a higher fit of core values ($M = 5.33, SD = .98$) compared to the Dutch participants ($M = 4.98, SD = .70$). The interaction effect between the verbal anchoring condition and nationality on perceived fit of core values was not statistically significant ($F(2, 131) = .35, p = .703$). The results are illustrated in table five.

Table 5 . Means, standard deviations and *n* for perceived fit of core values of Dutch and Hungarian donors

	Dutch		Hungarian		Total	
	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>
No verbal anchoring	5.01 (.64)	22	5.36 (.92)	24	5.19 (.81)	46
Incomplete verbal anchoring	5.05 (.70)	23	5.55 (1.06)	28	5.33 (.94)	51
Complete verbal Anchoring	4.84 (.78)	18	5.03 (.89)	22	4.95 (.84)	40
Total	4.98 (.70)	63	5.33 (.98)	74	5.17 (.88)	137

Intention to donate

A two-way analysis of variance with verbal anchoring condition and nationality as factors showed no significant main effect of the level of verbal anchoring condition on intention to donate ($F(2, 131) = .31, p = .733$). Nationality showed no significant main effect on intention to donate ($F(1, 131) = 2.20, p = .140$). The interaction effect between verbal anchoring condition and nationality on intention to donate also showed no significant effect ($F(2, 131) = .172, p = .183$). Table six illustrates these results.

Table 6 . Means, standard deviations and *n* for intention to donate of Dutch and Hungarian donors

	Dutch		Hungarian		Total	
	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>	<i>M (SD)</i>	<i>n</i>
No verbal anchoring	3.83 (1.42)	22	4.57 (1.56)	24	4.22 (1.52)	46
Incomplete verbal anchoring	3.76 (1.47)	23	4.54 (1.62)	28	4.19 (1.59)	51
Complete verbal Anchoring	4.11 (1.46)	18	3.78 (1.73)	22	3.93 (1.60)	40
Total	3.88 (1.44)	63	4.32 (1.65)	74	4.12 (1.57)	137

Conclusion

The purpose of this study was to study the effect of verbal anchoring in non-profit organisations' logos on logo recognition, attitude towards the logo and organisation, perceived fit of core values and intention to donate. Thereby, this study investigated tolerance of ambiguity between Dutch and Hungarian participants. To do so, the following main research question was formulated: *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence consumer response of potential donors between Hungarian and Dutch citizens?”* The aim of this study was to provide new insights, which was done by testing logos from non-profit organisations. Several research questions were formulated in order to answer the main research question, which are based on previous studies and literature.

The first sub-question of this study was: *“To what extent does Tolerance of Ambiguity differ between Dutch and Hungarian participants?”*. The results of this study showed no significant differences between the Dutch and Hungarian participant groups with regards to tolerance of ambiguity. The cultural element appeared not to be a part of the experiment, which was therefore replaced by the factor ‘nationality’.

The second sub-question of this study was: *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence logo recognition and how does this differ between Hungarian and Dutch participants?”*. The findings of the second research questions concerned logo recognition by the Dutch and Hungarian participants. A familiarity test showed that Dutch participants recognized both the WWF logo and the UNICEF logo more often than the Hungarian participants. Moreover, the findings also showed that all participants, both from Hungary and The Netherlands, did recognize the non-profit logos displayed in the moderate – and complete verbal anchoring condition. Nonetheless, the findings also showed that several participants did not recognize the logo that was placed in the no verbal anchoring condition.

As for the third sub-question: *“To what extent does the level of verbal anchoring in logos of non-profit organisations affect the attitude towards logo and attitude towards the organization and how*

does this differ between Hungarian and Dutch participants?’, no significant effect was found of nationality on the attitude towards the logo. However, the effect of verbal anchoring on attitude towards the logo was significant. The findings of this study showed that the attitude towards the logo with complete verbal anchoring was significantly lower than the incomplete verbal anchoring condition. Secondly, no significant effect was found of nationality or verbal anchoring on attitude towards the organization.

The fourth sub-question was: *‘To what extent does the level verbal anchoring influence the perceived fit of core values of the non-profit organisation and how does this differ between Dutch and Hungarian participants?’*. The findings showed that Hungarian participants experience a better fit of the non-profit organisations’ logos and their core values compared to the Dutch participants.

The fifth sub-question was: *‘To what extent does the level of verbal anchoring in logos of non-profit organisations affect intention to donate and how does this differ between Hungarian and Dutch participants?’*. This study found no significant differences for the intention to donate between Hungarian and Dutch participants.

The discussion section will elaborate on the results based on existing theories and studies.

Discussion

Tolerance of Ambiguity

This study found no significant statistical evidence for a difference between the Dutch and Hungarian participant groups with regards to tolerance of ambiguity. This is in contrast with Hofstede's (2011) previous studies, who found that Hungarian participants scored higher on tolerance of ambiguity compared to Dutch participants. Thus, the findings of this study with regard to tolerance of ambiguity differ from the findings made by Hofstede (2011). A possible explanation for this difference might be that the results found by Hofstede (2011) are out-dated; the study could be too old for modern value, given the fact that global environments are rapidly changing due to internationalisation (Jones, 2007). The cultural dimension of uncertainty avoidance could therefore have changed over time and do not suffice with current standards.

Logo recognition

The findings of the second research questions concerned logo recognition by the Dutch and Hungarian participants. A familiarity test showed that Dutch participants recognized both the WWF logo and the UNICEF logo more often than the Hungarian participants. Moreover, the findings also showed that all participants, both from Hungary and The Netherlands, did recognize the non-profit logos displayed in the moderate – and complete verbal anchoring condition. Nonetheless, the findings also showed that several participants did not recognize the logo that was placed in the no verbal anchoring condition. These results correspond with statements from the study by Henderson & Cote (1998), who stated that abstract logos evoke a lower recognition compared to logos that display more meaning. Thus, logos that display more verbal stimuli create more meaning than logos that do not display verbal stimuli at all.

Attitude towards the logo and Attitude towards the organization

The findings of the third research question concerned the attitude towards the logo – and towards the organization. According to Bresciani and Del Ponte (2017), an appealing logo can provide positive customer reactions towards the brand, even before any brand activity has taken place. This study did not

find a significant effect of nationality on the attitude towards the logo and on attitude towards the organization. Also, this study did not find a significant effect of nationality or verbal anchoring on attitude towards the organization. The results contradict with the study from Machado, Vacas-de-Carvalho, Costa & Lencastre (2012) as they stated that people tend to have a preference for logos that are figurative.

However, this study did find a significant effect of verbal anchoring on attitude towards the logo. Thereby, the attitude towards the logo with complete verbal anchoring resulted to be significantly lower than the incomplete verbal anchoring logo. This result indicates that the participants of this study preferred the non-profit logos with the brand name over the logo with both the slogan and brand name. These findings contradict the assumptions of Hagtveltdt (2011), as he stated that incompleteness has an unfavorable effect on attitude towards the organisation. A possible explanation of this could be that the logo of the organisation is not identified as the organisation, which could result in evaluation differences. On the contrary, Philips (2000) argue that ads who present unneeded completeness levels of verbal anchoring can negatively influence the attitude, as it withdraws the amusement of decoding a metaphorical image. Thus, this finding could substantiate why the attitude towards the logo with complete verbal anchoring is significantly lower than the incomplete verbal anchoring logo, as people might appreciate the process of untangling the meaning behind an image, in this case the company logo.

Perceived core value fit

The results of this study indicate that Hungarian participants experience a better fit of the non-profit logo and their core values compared to the Dutch participants. These findings comply with Barthes (1977) who stated that verbal stimuli could help to increase logo comprehension on images. However, there was no significant effect of verbal anchoring on the perceived fit of core values, which also contradict with Barthes (1977), who argues that the image of the logo alone can negatively impact the extent to which potential donors are able to understand the company's core values. The results of this study did not confirm this, as there was no significant effect of verbal anchoring on the perceived fit of core values.

Intention to donate

The findings of this experiment showed that there was no significant effect between verbal anchoring, nationality and intention to donate. The findings of this research question contradict with Knowles et al. (2012), who showed that the belief in the values of the charity belong to the top reasons for donating. Based on previous expectations, one would expect Hungarian respondents to react more favourably to higher levels of verbal anchoring, as they score higher on uncertainty avoidance. Yet, this was not the case. The results of this study showed no differences on this matter.

Limitations

This study has encountered several limitations that could unintentionally have influenced the results. First of all, the number of participants that were gathered did not suffice the regular standards of our study. It was expected to gather at least 30 participants per country and per condition for this experiment. The minimum number of participants would increase the statistical power of our study. Unfortunately, gathering the expected number of participants was not achieved. A strong factor that influenced this process negatively, was due to the COVID-19 pandemic.

Another limitation of this study was that some Hungarian participants did not recognize the logo of the non-profit organization, despite the fact that it was ensure that both non-profit organisations are present in both countries. A possible explanation for this could be that the non-profit organisations in The Netherlands are more prominently active or present compared to the non-profit organisations in Hungary, which makes them less familiar to them.

Lastly, another limitation of this study was the distribution of the participants from both nationalities, in terms of their age and educational level. The tests showed that Dutch participants were relatively younger than the Hungarian participants. Thereby, more Hungarian participants acquired a secondary educational level, whereas more Dutch participants acquired a tertiary educational level. Consequently, the above mentioned unequal distributions could have influenced participant evaluations.

In addition, it would be valuable and interesting to re-investigate this research topic among a wider population, as it could result in different outcomes and findings. If similar results would continue to appear, it might be relevant to re-evaluate the cultures, as the assessment of uncertainty avoidance

styles in both the Dutch (low uncertainty avoidance) and Hungarian (high uncertainty avoidance) are outdated.

Practical implementation

Non-profit organisations often possess limited financial resources to invest in branding activities, such as logo marketing. They prefer to invest their money directly in their cause, as they do not perceive marketing strategies and instruments compatible with their honorable work. Findings of this study indicate that verbal anchoring in logos increase logo recognition among both Hungarian and Dutch participants. Therefore, logo marketing could be used as a low investment branding tool, which requires no frequent upkeep.

This study showed that there is no difference between Hungarian and Dutch participant to donate money, based on the different levels of verbal anchoring. Therefore, non-profit organizations do not need to actively take uncertainty avoidance into account while re-designing a logo that is more complete for a Hungarian target group, as they appear to not differentiate from e.g. Dutch target groups in terms of uncertainty avoidance. This could save them time and money.

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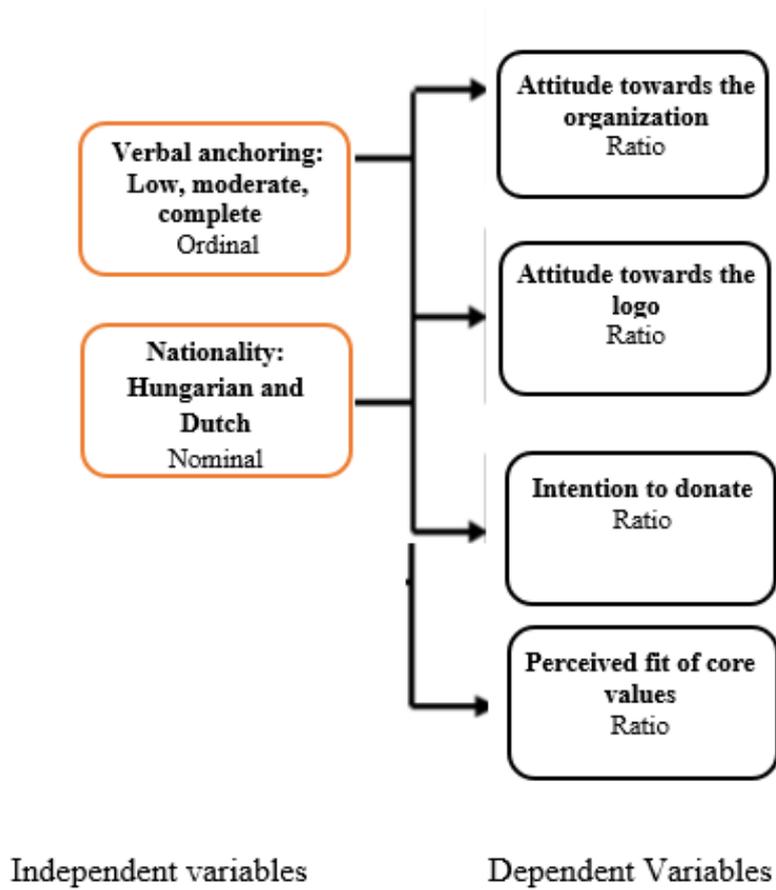
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Appendices

Appendix A. Analytical model of both dependable and independable variables



Appendix B.

This appendix includes one version of the questionnaire that was set-out during the experiment. This version was made for Dutch participants, thereby this version presented the logo with no verbal anchoring. The other two versions of the questionnaire consisted of logos that displayed incomplete or complete verbal anchoring. The questionnaires are all identical, except for their level of verbal anchoring.

Geachte heer/mevrouw,

Hartelijk bedankt voor uw deelname aan deze vragenlijst. Wij zijn Dayani Timmerhuis, Patrick Posch, Gina Kouter, Chaira Fukkink & Elsze van den Wittenboer en wij doen onderzoek naar logo's van non-profit organisaties. Dit onderzoek wordt in 2021 uitgevoerd de Faculty of Arts, afdeling Language & Communication aan de Radboud Universiteit in Nijmegen, Nederland. Het voltooien van deze enquête duurt ongeveer 10-15 minuten.

Uw deelname aan dit onderzoek is vrijwillig. U kunt uw deelname aan dit onderzoek weigeren zonder enige gevolgen. Bovendien kunt u tijdens de enquête uw deelname op elk moment stoppen. Al uw ingevulde antwoorden zullen dan worden verwijderd. Door de enquête volledig in te vullen en in te leveren, geeft u aan akkoord te gaan met uw deelname aan dit onderzoek.

Uw antwoorden op de vragen zijn vertrouwelijk en volstrekt anoniem. De data zal veilig bewaard worden en is alleen beschikbaar voor de onderzoekers die dit onderzoek uitvoeren. Er zullen geen verslagen worden gemaakt die u kunnen linken aan dit onderzoek.

Instructie

Op de volgende pagina's van deze enquête worden twee logo's gepresenteerd van verschillende non-profit organisaties met bijbehorende vragen. De laatste pagina's bevatten enkele algemene vragen. Het is de bedoeling dat u op elke vraag maar één antwoord geeft. In deze enquête zijn er geen juiste of onjuiste antwoorden.

Contact

Indien u vragen heeft over dit onderzoek, aarzel dan niet om contact met ons op te nemen via: Dr. Andreu van Hooft (a.vanhooft@let.ru.nl) of naar Elsze van den Wittenboer (e.vandenwittenboer@student.ru.nl).

Toestemming

Ik begrijp dat mijn gegevens anoniem zijn, veilig worden bewaard en alleen gebruikt worden voor de doelen van dit onderzoek. De uitslag van deze enquête zal alleen beschikbaar zijn voor de onderzoekers.

Ik ga akkoord met de genoemde voorwaarden hierboven

Ja

Nee





Be one with nature

Herkent u dit logo?

Ja

Nee



Herkent u dit logo?

Ja

Nee





Ik vind dit logo...

Zeer slecht (1)	<input type="radio"/>	Zeer goed (7)						
Zeer onprettig (1)	<input type="radio"/>	Zeer prettig (7)						
Zeer ongunstig (1)	<input type="radio"/>	Zeer gunstig (7)						
Helemaal niet leuk (1)	<input type="radio"/>	Heel erg leuk (7)						
Zeer onaangenaam (1)	<input type="radio"/>	Zeer aangenaam (7)						



Ik vind dit logo...

Zeer slecht (1)	<input type="radio"/>	Zeer goed (7)						
Zeer onprettig (1)	<input type="radio"/>	Zeer prettig (7)						
Zeer ongunstig (1)	<input type="radio"/>	Zeer gunstig (7)						
Helemaal niet leuk (1)	<input type="radio"/>	Heel erg leuk (7)						
Zeer onaangenaam (1)	<input type="radio"/>	Zeer aangenaam (7)						





Be one with nature

Ik vind deze organisatie...

Zeer ongunstig (1)	<input type="radio"/>	Zeer gunstig (7)						
Zeer slecht (1)	<input type="radio"/>	Zeer goed (7)						
Zeer onaangenaam (1)	<input type="radio"/>	Zeer aangenaam (7)						
Zeer negatief (1)	<input type="radio"/>	Zeer positief (7)						



Ik vind deze organisatie...

Zeer ongunstig (1)	<input type="radio"/>	Zeer gunstig (7)						
Zeer slecht (1)	<input type="radio"/>	Zeer goed (7)						
Zeer onaangenaam (1)	<input type="radio"/>	Zeer aangenaam (7)						
Zeer negatief (1)	<input type="radio"/>	Zeer positief (7)						





Be one with nature

In hoeverre vindt u dat dit logo past bij de volgende waarden?

	Helemaal niet mee eens (1)	2	3	4	5	6	Helemaal mee eens (7)
Dapper	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gepassioneerd	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Geleid door wetenschap, geïnspireerd door de natuur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samenwerken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



In hoeverre vindt u dat dit logo past bij de volgende waarden?

	Helemaal niet mee eens (1)	2	3	4	5	6	Helemaal mee eens (7)
Zorgzaam	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respectvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vertrouwen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aansprakelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Be one with nature

Intentie om te doneren

	Helemaal niet mee eens (1)	2	3	4	5	6	Helemaal mee eens (7)
Ik ga geld doneren aan het WWF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ga geld doneren aan een goed doel of maatschappelijk betrokken organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Intentie om te doneren

	Helemaal niet mee eens (1)	2	3	4	5	6	Helemaal mee eens (7)
Ik ga geld doneren aan UNICEF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ga geld doneren aan een goed doel of maatschappelijk betrokken organisatie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Dubbelzinnigheidstolerantie

Definitie dubbelzinnigheid (of ambiguïteit): *de afwezigheid van informatie die nodig is om een situatie te begrijpen of een mogelijk toekomstig scenario te bepalen.*

	Helemaal niet mee eens (1)	2	3	4	5	6	Helemaal mee eens (7)
Ik tolereer dubbelzinnige situaties niet goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik zou het oplossen van een probleem ontwijken als deze vanuit verschillende perspectieven bekeken moet worden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeer situaties die dubbelzinnig zijn te ontwijken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind bekende situaties fijner dan nieuwe situaties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problemen die niet vanuit één kant bekeken kunnen worden zijn een beetje beangstigend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ontwijk situaties die te ingewikkeld zijn voor mij om gemakkelijk te begrijpen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik tolereer dubbelzinnige situaties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het leuk om problemen op te lossen die zo complex zijn dat het vaag wordt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik probeer problemen te ontwijken waar geen duidelijke beste oplossing voor is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind nieuwe situaties leuker dan bekende situaties	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind dubbelzinnige situaties niet fijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind het moeilijk om een keuze te maken als de uitkomst niet duidelijk is	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik vind een situatie waar een beetje dubbelzinnigheid is fijn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



In de afgelopen twee jaar heb ik geld gedoneerd aan goede doelen of maatschappelijk betrokken organisaties

Ja

Nee

Wat is uw leeftijd?

Wat is uw hoogst genoten opleiding?

WO

HBO

MBO

VWO

HAVO

VMBO

Anders

Wat is uw geslacht?

Man

Vrouw

Zeg ik liever niet

Anders

Wat is uw nationaliteit?



Bedankt voor uw tijd om aan deze enquête deel te nemen.
Uw antwoord is geregistreerd.

Appendix C. Ethical checklist

Checklist EACH

(version 1.6, november 2020)

You fill in the questions by clicking on the square next to the chosen answer

After clicking, a cross will appear in this square

1. Is a health care institution involved in the research?

Explanation: A health care institution is involved if one of the following (A/B/C) is the case:

A. One or more employees of a health care institution is/are involved in the research as principle or in the carrying out or execution of the research.

B. The research takes place within the walls of the health care institution and should, following the nature of the research, generally not be carried out outside the institution.

C. Patients / clients of the health care institution participate in the research (in the form of treatment).

No → continue with questionnaire

Yes → Did a Dutch Medical Institutional Review Board (MIRB) decide that the Wet Medisch Onderzoek (Medical Research Involving Human Subjects Act) is not applicable?

Yes → continue with questionnaire

No → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

2. Do grant providers wish the protocol to be assessed by a recognised MIRB?

No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

1. Does the research include [medical-scientific research](#) that might carry risks for the participant?

No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

Standard research method

4. Does this research fall under one of the stated [standard research methods](#) of the Faculty of Arts or the Faculty of Philosophy, Theology and Religious Studies?

Yes → 1. standard evaluation and attitude research → continue with questionnaire

No → assessment necessary, end of checklist

Participants

5. Is the participant population a healthy one?

Yes → continue with questionnaire

No → assessment necessary, end of checklist → [go to assessment procedure](#)

6. Will the research be conducted amongst minors (<16 years of age) or amongst (legally) incapable persons?

Yes → assessment necessary, end of checklist → [go to assessment procedure](#)

No → continue with questionnaire

Method

7. Is a method used that makes it possible to produce a coincidental finding that the participant should be informed of?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

8. Will participants undergo treatment or are they asked to perform certain behaviours that can lead to discomfort?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

9. Are the estimated risks connected to the research minimal?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

10. Are the participants offered a different compensation than the usual one?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

11. Should [deception](#) take place, does the procedure meet the standard requirements?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

12. Are the standard regulations regarding [anonymity and privacy](#) met?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

Conducting the research

13. Will the research be carried out at an external location (such as a school, hospital)?

No → continue with questionnaire

Yes → Do you have/will you receive written permission from this institution?

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

14. Is there a contact person to whom participants can turn to with questions regarding the research and are they informed of this?

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

15. Is it clear for participants where they can file complaints with regard to participating in the research and how these complaints will be dealt with?

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

16. Are the participants free to participate in the research, and to stop at any given point, whenever and for whatever reason they should wish to do so?

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

17. Before participating, are participants informed by means of an information document about the aim, nature and risks and objections of the study? (zie [explanation on informed consent](#) and [sample documents](#)).

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → continue with questionnaire

18. Do participants and/or their representatives sign a consent form? (zie [explanation on informed consent](#) and [sample documents](#)).

No → assessment necessary, end of checklist → [go to assessment procedure](#)

Yes → checklist finished

If you want to record the results of this checklist, please save the completed file.

If you need approval from the EACH due to the requirement of a publisher or research grant provider, you will have to follow the formal assessment procedure of the EACH.

Appendix D. Statement of own work

CIW English

Statement of Own Work

Student name: Chaira Fukkink
Student number: s1060307
Course code and name: LET-CIWB351-IBC-2020/2021 Bachelor Thesis
Lecturer: A.P.J.V. Van Hooft
Number course group : English IBC Pre-Master program

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DECLARATION:

I certify that this assignment/report is my own work, based on my personal study and/or research and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication

Signed: 

Place and date: Nijmegen, 07-06-2021