Donor Experience Sharing, Why, and Who They Are?

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Keywords	Abstract.
	Despite plenty of studies on consumers' word-of-mouth (WoM) behaviors as an essential tool in marketing communication strategy, there are limited non-profit marketing discussions. This research aims to build a theoretical model to understand donors' emotional responses to prosocial WoM behaviors. The results provide both theoretical and programmatic insights for non-profit marketing strategies. We adopted Partial Least Square SEM (PLS-SEM) as a tool to draw a picture of the randomized survey on 500 cash donors' WoM experiences and their relationships with some critical constructs in personality traits, motivations, and social capital. The results of the structural model analysis support our ten hypotheses. We found that Individual Social Responsibility (ISR) influences Hedonic Affection (HA) and Self-Actualization (SA) directly, while Altruistic Motivation (AM) both partially mediates them. On the other hand, Socal Capital (SC) and Influential Personality (IP) influence Self-Actualization (SA) directly with partial mediation effects by Self-Identity (SI).

1. Introduction

The non-profit markets have been growing significantly over the last decades across the world. Simultaneously, the competition gets intense in the cash donation. Fundraisers are trying to find more effective WoM effects to tackle the situation (see Sundermann, L. M. [60]). Word-of-Mouth (WoM) has been recognized as a powerful tool to enhance new product adoption (see Manuela et al. [42]), more so with the advent of online marketing. It will be a breakthrough if fundraisers better understand WoM from the donors' psychosocial perspective for marketing purposes. More importantly, a sustainable funding source, namely, a donors' royalty, is crucial for non-profit marketing. Care about donors' well-being, therefore, becomes a key to maintain donor relationships. As stated

earlier, this study is to explore how donors enjoy or perceive affections from doing prosocial WoM behavior. We expect the findings of the driving factors behind and how it creates benefits for them. And we wish it provides non-profit marketers valuable insights for marketing and donor relationship development strategies.

This study is organized into five sections hereafter. The first section is the literature review, constructs, and hypotheses. This section rationalizes our hypotheses for which this research aims to achieve based on previous related studies. The model contains seven constructs which were structured based on ten hypotheses supported by related research articles. The second section is the body of the research methodology and results. It covers the concept model designed based on the above hypotheses, constructs, measurements, data collection, reliability, validity testing, and structural equation modeling, which contains the measurement model (outer model) and structural model (inner model) through PLS-SEM analysis. The third section discusses the analytical outcome, compares it with the hypotheses, and discusses how they match our research objectives. Fourthly, we review and elaborate on the analysis results from both theoretical and managerial perspectives. Lastly, we provide the limitations of this study and suggestions and directions for future research.

2. Literature Reviews and Hypotheses

WoM has been recognized as a strategic marketing tool for new customer and donor acquisition, creating branding with customer value, and donor relationship development (see Berger et al. [7], Jung et al. [35], Hajli et al. [28]). Sundermann [60] proposed that positive WoM enhances donors' loyalty, trust, satisfaction, and self-identification. It drives human positive spiral emotional well-being (Fredrickson et al. [21]). We are further curious about how and what positive affections are generated thru the donors' WoM behavior. What constructs build the interrelationships among them? Researches have told us that positive affections generally help self-improvement (see Armenta et al. [2] and Carmona-Halty et al. [13]). Afterward, we will discuss the constructs that impact prosocial WoM behaviors' affections and set hypotheses based on prior research.

Individual Social Responsibility (ISR) personality trait, Altruistic Motivation (AM), Hedonic Affection (HA), and Self-Actualization (SA)

Individual Social Responsibility is a trigger for prosocial behavior followed by a portfolio of interdependent motivations and intrinsic altruism, as Bénabou et al. suggested [3]. ISR is a social entrepreneurship spirit for both non-profit and profit by Peris-Ortiz et al. [53]. It plays an essential role in any prosocial behavior, including donation experience sharing. In this study, we take ISR as a personality trait that naturally cares about other's needs.

On the other hand, hedonic affection is potentially influenced by ISR. Baumann et al. [4] suggested that hedonic affection enhances the sustainability of self-gratification by prosocial activities. Sharing prosocial behavior experiences, e.g., cash donation, even merely an ordinary social activity, may trigger profound human affection. Meyzari et al. [47] defined relationships among happiness, altruism, and social responsibility. A

study showed that prosocial behavior partially mediated the relationship between hedonic affection and subjective well-being (see Yang et al. [67]). It indicates that people with individual social responsibility attributes and prosocial behavior would enhance hedonic affection and well-being. We expect and assume positive interplays between ISR and HA.

Another positive affection generated by prosocial WoM is self-actualization (SA). Sze articulated 12 characteristics of a self-actualized person (see Sze [61]). It is associated with an individual's life fulfillment (see Krems et al. [37]). Maslow's [46] classical theory suggested that SA has been widely recognized as a critical motivation driver for human life development. In another paper, Maslow indicated that the fundamental human propositions for a self-actualized person suggested a high relationship between personality traits and SA (see Maslow [44]). He also argued that self-actualization is an inside-out nature of human beings (see Maslow [45]). It gives us a hint that it is related to people's personality traits and altruistic motivation. The above review summarized our first two hypotheses:

H1: *ISR positively predicts HA*

H2: *ISR positively predicts SA*

Furthermore, motivation plays an essential role in emotional response by prosocial behaviors, as Meyzari et al. [47] revealed. Ariely et al. [1] categorized prosocial behavior's motivation into intrinsic, extrinsic, and image motivation. Intrinsic motivation is representing personal preferences for other's good, namely, pure altruism. Grant [24] suggested that intrinsic motivation moderates prosocial behavior. Likewise, Jiang et al. [34] pointed out that charitable behavior would positively influence hedonic and eudaimonic well-being. It echos that hedonic affection benefits human well-being, as Henderson et al. have revealed [29]. Based on this previous research literature, we anticipate that people with ISR personality traits would lead to positive affections, including the self-actualization affection in the process of prosocial behavior. Likewise, altruistic motivation is associated with both social responsibility personality traits and hedonic affections. The interplays between personality traits and motivation have been discussed in plenty (see Zeigler-Hill et al. [69]). With these discussions, we summarize our following three hypotheses:

H3: *AM positively predicts HA*

H4: *AM positively predicts SA*

H5: *ISR positively predicts AM*

Social Capital (SC), Self-Identity Motivation (SI), Influential Personality (IP), and Self-Actualization Affection (SA)

Social capital theories have been developed and debated from different angles for decades, e.g., social, political, economic, and community development. It can be considered from individual or collective perspectives (see Paldam [52] and Fulkerson et al. [22]).

We consider it from an individual perspective and focus on social networks and individuals' social engagement capacity (see Yodo et al. [68]). In addition to plenty of discussions around them, recent research has found the association between social capital and self-actualization (see Samimi et al. [56]).

In another aspect, self-identity motivation plays a significant role associated with both social capital and self-actualization. Oyserman argues that identity-based motivation is constructed dynamically in context and predicts action-readiness, implying individual capacity by the level of identity congruency (see Oyserman [51]). Kenrick et al. [36] presented a new perspective on subjective well-being through self-actualization by life history and fundamental motives, such as seeking self-identity.

Furthermore, Beaumont's study shows that different self-identity styles positively correlate with self-actualization and self-transcendence (see Beaumont [5]). As an essential human psychological well-being, Krems et al. [37] found that seeking status is the most critical factor among functional outcomes, which stands in the central role of an individual's self-actualization fulfillment. They also found that self-actualization is taking a more critical role than another affection well-being, like hedonic. It suggested that self-identity motivation is possibly interplayed with self-actualization affection but not associated with hedonic affection. The above researches review forms our hypotheses among social capital, self-identity, and self-actualization constructs as stated below:

H6: *SC positively predicts SA*

H7: *SI positively predicts SA*

H8: *SC positively predicts SI*

Scholars have discussed the relationship between personality and motivation over decades. Mowen et al. [50] described the consumer behavior influenced by WoM on an integrated model of personality and motivation traits. In this study, we adopted the personality traits distinguished by people's attitude engaging prosocial behavior, just like what Hogan et al. [32] have proposed the concept of a leadership style. It is a cohort of people who influence others' decisions to pursue common goals by putting aside personal interests. Bono et al. [11] also discovered inspirational leadership's personality traits to motivate others. Singh et al. [59] suggested an interesting interplay between interpersonal traits, e.g., empathy proneness and prosocial behavior among salespeople. The study of Sherwood et al. [58] showed that an individual's identity development is associated with personality traits and leads to one's well-being (see Schwartz et al. [57]). Besides, we have already discussed the relationship between personality traits and self-actualization. We assumed that personality traits of influence, self-identity motivation, and self-actualization affection are associated with a high mediation effect. Here we set our last two hypotheses as:

H9: *IP positively predicts SA*

H10: *IP positively predicts SI*

A conceptual model, as shown below, illustrates all hypotheses as we have defined.
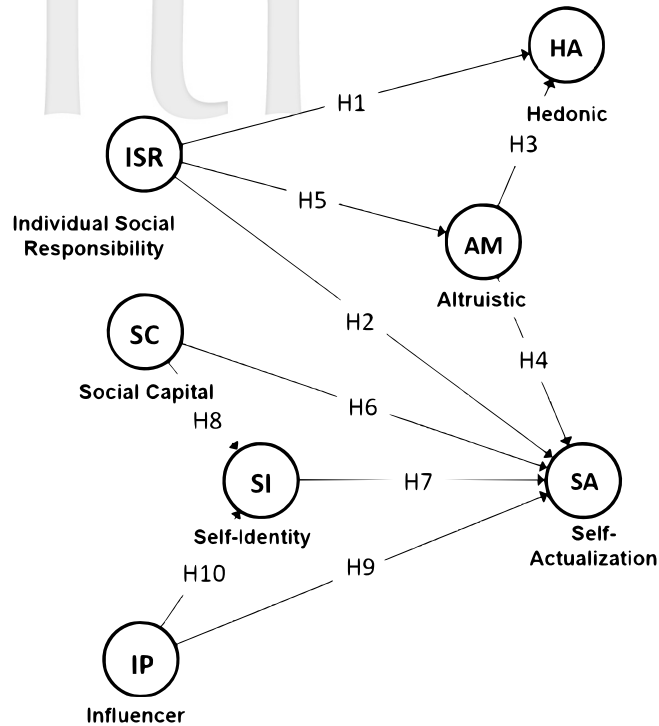
Figure 1: Word-of-Mouth Affection Hypothetical Framework.

3. Methodology

Constructs, Data, and Measures

This research analyzed randomly collected data across 22 major Taiwan cities with a sample of 500 observations. Questionnaires of primary constructs were developed based on the Censydiam Model (see Lia et al. [38], Gao et al. [23], and Vasseur et al. [64]). This model takes Adlerian Psychology Theory as a basis, an analytical, behavioral, and cognitive approach (see Mosak et al. [49]). The questionnaires were tailored through the qualitative interviewing process to adapt to charitable donors' WoM experience and tested reliability and constructs validity. All data collected for latent variables are 5-points Likert Scale. The seven constructs were categorized and measured by the Factor Analysis (IBM SPSS ver. 25) process on data collected.

Social Responsibility (ISR) profiles personality traits with the appreciated hearts to pay back to the society they live with, a sense of accountability, and compassionate care about people, even strangers, who are suffering around them. Influential Personality (IP) represents a proactive, strong intention to persuade, lead others with inspirational visions and propositions. The above two are primary exogenous variables in the model. Hedonic Affection (HA) sketches affective experiences with happiness, relaxation, warm-hearted with caring, peacefulness, and ascertained. Self-Actualization affection (SA) is composed of affections of being self-acknowledged, feeling honored, and proud. These two constructs are primary endogenous variables of the affection of WoM experience in this model.

Altruistic Motivation (AM) profiles donors' hopes to see others' involvement by advocating, loving to see others' benefit in emotional well-being, reminding people of social responsibility, wishing more people receiving help, the sense of morality, and social responsibility. Self-Identity (SI) portrays motivation concerning their image, self-acknowledgment, and their identity. These are two variables that we assume play as mediators in the model.

As a formative construct in this study, Social Capital (SC) reflects donors' social network, social relationships, and individual capacity. It is measured by individual's volunteering, donation style, WoM frequency, and personal annual income. SC is also one of the exogenous variables in the study.

Structural Equation Model

This research used the second-generation statistics tool PLS-SEM (SmartPLS v3.2.9) to develop a structural equation model (see Hair. et al. [26], [27], Wold et al. [66]). The reasons for adopting PLS-SEM are (1) it is suitable for exploratory research (see Hair et al. [26] and Ringle et al. [54]). (2) The model's constructs include more than one endogenous variable and the formative exogenous construct (see Ringle et al. [55], Hair et al. [25], and Marcoulides et al. [43]). (3) This is a pre-test of the theoretical model (Urbach et al. [63]). We chose Path Weighting-Scheme to estimate latent variables in the PLS algorithm, estimated with both regression and correlation, two tails, bias-corrected and accelerated bootstrap were selected (see Hair et al. [25]).

The structural model was built with six reflective constructs, including ISR, IP, SI, AM, HA, and SA. (see MacKenzie et al. [40] and Jarvis et al. [33]). The reliabilities of all constructs have initially been tested through SPSS but further tested and adjusted by PLS-SEM. A formative exogenous construct, Social Capital, was adopted to represent the potential efficacy of self-identity and self-actualization. Because the measures of the formative construct are not correlated, the internal consistency testing is not applicable (see Jarvis et al. [33], Bollen and Lennox [10]). As discussed in literature reviews, the social capital concept refers to relationships and social networks. Villalonga-Olives et al. [65] have categorized the concept into a framework with cognitive or structural, vertical, or horizontal social capital. In the context of this study, we measured WoM times, WoM types, e.g., sharing experience and recommending cash donation, volunteering, gift-in-kind donation experiences, and annual income (see Yodo and Yano [68]) as indicators of social capital.

4. Data Analysis and Result
Outer Model (Measurement Model)

We took Chin's advice [14] to test adequate reliability and validity of the items measured in the model and conduct the theoretical model's validity. Chin [16] pointed out that the PLS methodology tends to overestimate construct loadings, and in contrast, the structural path may be underestimated. Therefore, we accepted what Hair et al. [25] suggested that the indicator loadings should be > 0.7 at a 95% significant confidence level. However, for exploratory research, Urbach et al. [63] suggested that slightly lower loading is acceptable. According to Hair, Composite Reliability (CR) criteria should be > 0.7 and 0.6 for exploratory research. Urbach et al. [63] suggested CR to be better

> 0.8, and > 0.7 is acceptable for exploratory research. The Average Variance Extracted (AVE) as criteria for Convergent Validity (CV), as Hair et al. [26] suggested, should be > 0.5.

Table 1 shows that all indicator loadings are mostly > 0.7, and t-test results are at a 99% significant level. Table 2 shows that all reflective constructs' reliability and validity are satisfactory compared to the thresholds, e.g., Cronbach α are all > 0.7; CR> 0.8 and communality AVE are > 0.5. The Fornell-Larcker table shows that correlation coefficients across constructs are smaller than the AVE square roots, showing a good discriminant validity.

Table 1: Indicators loadings/weights and significance test.

	Indicators & Constructs	Original Sample (O)	Sample Mean (M)	Deviation (SD)	T Statistics (O/SD)	P Values
Formative	Ref-SC→Social Capital	0.524	0.521	0.121	4.323	0.000
Constructs	income→Social Capital	0.742	0.732	0.098	7.551	0.000
	af1←Self-Actualization	0.792	0.792	0.021	38.245	0.000
	af11←Hedonic	0.804	0.803	0.023	35.447	0.000
	af12← Hedonic	0.621	0.620	0.044	14.071	0.000
	af13← Hedonic	0.776	0.776	0.021	36.693	0.000
	af14← Hedonic	0.785	0.784	0.021	36.692	0.000
	af3←Self-Actualization	0.796	0.795	0.021	38.338	0.000
	af4← Self-Actualization	0.688	0.688	0.033	20.885	0.000
	af5← Hedonic	0.644	0.643	0.038	16.883	0.000
	af6← Hedonic	0.770	0.769	0.025	31.055	0.000
	af7← Self-Actualization	0.748	0.747	0.026	28.626	0.000
Reflective	mo1←Self-Identity	0.803	0.803	0.022	36.296	0.000
Constructs	mo10←Altruistic	0.804	0.804	0.020	40.819	0.000
	mo13← Altruistic	0.722	0.723	0.029	24.679	0.000
	mo3← Self-Identity	0.866	0.866	0.014	61.191	0.000
	mo4← Self-Identity	0.887	0.887	0.012	76.796	0.000
	mo5← Altruistic	0.741	0.741	0.027	27.470	0.000
	mo6← Altruistic	0.802	0.801	0.022	37.264	0.000
	mo7← Altruistic	0.749	0.748	0.027	27.411	0.000
	mo8← Altruistic	0.709	0.708	0.031	22.753	0.000
	mo9← Altruistic	0.740	0.739	0.028	26.323	0.000
	pr1←Influential	0.752	0.752	0.028	27.312	0.000
	pr10←ISR	0.744	0.743	0.026	28.693	0.000
	pr16← ISR	0.787	0.787	0.020	39.234	0.000
	pr19←ISR	0.711	0.711	0.027	26.385	0.000
	pr3←Influential	0.712	0.711	0.032	22.144	0.000
	pr4←Influential	0.841	0.841	0.015	55.377	0.000
	pr5←Influential	0.755	0.754	0.027	27.871	0.000
	pr7←ISR	0.740	0.739	0.024	31.468	0.000
	pr8←ISR	0.785	0.784	0.021	37.152	0.000

Remark: data for Social Capital as a formative construct are from the Outer Weight matrix.

Table 2: Reflective construct Reliability and Validity.

Reflective Constructs	Cronbach α	Rho A	CR	AVE	Fornell-Larcker Criterion					
					Altruistic	Hedonic	ISR	Influential	Self-Actualiz-ation	Self-Identity
Altruistic	0.872	0.874	0.902	0.567	**0.753**					
Hedonic	0.829	0.840	0.876	0.543	0.681	**0.737**				
ISR	0.810	0.812	0.868	0.569	0.605	0.627	**0.754**			
Influential	0.765	0.779	0.850	0.588	0.304	0.340	0.524	**0.767**		
Self-Actualization	0.751	0.758	0.843	0.573	0.401	0.464	0.421	0.438	**0.757**	
Self-Identity	0.812	0.817	0.889	0.727	0.159	0.096	0.209	0.410	0.489	**0.853**

Remark: CR represents Composite Reliability; AVE represents Average Variance Extracted.
Bold on diagonal AVE Square of roots, off-diagonal are correlations of constructs.

However, variance-based PLS tends to overestimate indicator loadings while under-estimating structural model relationships, leading to the Fornell-Larcker methodology's potential bias. Henseler et al. [30] suggested further using the Hetrotrait-Monotrait Ratio (HTMT) for discriminant validity analysis, i.e., testing the ratio of average correlation in a single construct versus the average correlation among all constructs, and proposed all ratios should be < 0.85 as a threshold. The HTMT table below showing a good discriminant validity.

Table 3: Hetrotrait-Monotrait Ratio (HTMT) for Discriminant Validity.

	Altruistic	Hedonic	ISR	Influential	Self-Actualization	
Hedonic	0.794	0.85				
ISR	0.716	0.763	0.85			
Influential	0.375	0.436	0.668	0.85		
Self-Actualization	0.485	0.579	0.530	0.572	0.85	
Self-Identity	0.226	0.135	0.258	0.512	0.632	0.85

Both Hair et al. [25], Urbach et al. [63], and Henseler et al. [30] have suggested that examining each constructs' loading should be bigger than cross-loadings to re-confirm the discriminant validity. The following table shows it is satisfactory.

Also, variance-based PLS could minimize correlations across constructs. It could underestimate the multi-linearity problem potentially. Therefore, Thrograttana et al. [62] proposed that traditional criteria used in SPSS/SEM, e.g., VIF < 10, are not proper in PLS; instead, $a < 3.3$ threshold is appropriate. In our test, the Inner VIF analysis results demonstrated VIF ranging from 1.000 to 1.989 across all reflective constructs, showing no multi-linearity problem.

Formative Construct Reliability and Validity

The reliability and validity assessment for formative construct, e.g., Social Capital in this study, requires a different approach other than the reflective construct. Firstly,

Table 4: Cross Loading Check for Discriminant Validity.

	Altruistic	Hedonic	Individual Social Responsibility	Influential	Self-Actualiza-tion	Self-Identity
af1	0.338	0.381	0.364	0.363	**0.792**	0.378
af3	0.409	0.452	0.385	0.346	**0.796**	0.339
af4	0.134	0.159	0.155	0.267	**0.688**	0.420
af7	0.302	0.381	0.344	0.343	**0.748**	0.358
af5	0.389	**0.644**	0.405	0.275	0.316	0.099
af6	0.493	**0.770**	0.482	0.231	0.358	0.026
af11	0.579	**0.804**	0.514	0.271	0.370	0.059
af12	0.429	**0.621**	0.386	0.250	0.351	0.159
af13	0.559	**0.776**	0.478	0.217	0.293	0.013
af14	0.533	**0.785**	0.494	0.273	0.371	0.092
mo1	0.048	0.021	0.135	0.289	0.397	**0.803**
mo3	0.164	0.099	0.229	0.405	0.407	**0.866**
mo4	0.185	0.117	0.166	0.349	0.446	**0.887**
mo5	**0.741**	0.439	0.451	0.265	0.344	0.289
mo6	**0.802**	0.481	0.472	0.238	0.310	0.112
mo7	**0.749**	0.448	0.489	0.272	0.344	0.168
mo8	**0.709**	0.514	0.360	0.147	0.177	-0.070
mo9	**0.740**	0.602	0.421	0.177	0.289	0.009
mo10	**0.804**	0.566	0.482	0.212	0.328	0.066
mo13	**0.722**	0.530	0.500	0.286	0.304	0.247
pr7	0.411	0.471	**0.740**	0.368	0.299	0.183
pr8	0.447	0.445	**0.785**	0.473	0.380	0.261
pr10	0.480	0.457	**0.744**	0.374	0.323	0.120
pr16	0.505	0.538	**0.787**	0.408	0.285	0.097
pr19	0.433	0.450	**0.711**	0.348	0.304	0.133
pr1	0.236	0.279	0.401	**0.752**	0.333	0.309
pr3	0.283	0.302	0.428	**0.712**	0.315	0.234
pr4	0.245	0.268	0.426	**0.841**	0.394	0.368
pr5	0.178	0.202	0.357	**0.755**	0.294	0.333

Chin [15] suggested the weight of indicators for formative construct should be > 0.2 and tested significantly by bootstrapping. Its VIF among indicators should be < 3.3 (see Hair et al. [25]). We also took the advice of Limayem et al. [39] to test the reliability and validity of the formative construct. In our study, the indicators loadings for Social Capital are 0.524 and 0.742, respectively, higher significantly than the minimum criteria of 0.2. (see table 4.1). Secondly, the correlation of Social Capital with all other constructs are ranging from 0.054 to 0.318, which are all < 0.7, showing good discriminant validity (see MacKenzie et al. [40]). Lastly, Inner and Outer VIF for this formative construct were both < 3.3.

Inner Model (Structural Model)
Model Fit Measures & Path Coefficient

According to Hair et al. [27] and Henseler et al. [30], the earlier goodness-of-fit index is not suitable for the model that contains formative constructs. They recommended adopting Standardized Root Mean Square Residual (SRMR) and RMS-Theta with SRMR< 0.08 and RMS-Theta < 0.12 as the threshold, respectively, for avoiding model miss-specification. In our model, SRMR is 0.064, and RMS-Theta is 0.119, suggesting our model meets the model fit requirements.

Table 5: Path Coefficient Significance.

Model Path	Original Sample (O)	Sample Mean (M)	Standard Error (SE)	T-Statistics ($|O/SE|$)	P Values	
Altruistic→Hedonic	0.476	0.477	0.061	7.860	0.000	***
Altruistic→Self-Actualization	0.223	0.222	0.062	3.604	0.000	***
ISR→Altruistic	0.605	0.608	0.036	16.909	0.000	***
ISR→Hedonic	0.339	0.340	0.055	6.165	0.000	***
ISR→Self-Actualization	0.127	0.127	0.064	1.996	0.046	*
Influential→Self-Actualization	0.136	0.137	0.049	2.769	0.006	**
Influential→Self-Identity	0.355	0.356	0.038	9.290	0.000	***
Self-Identity→Self-Actualization	0.348	0.348	0.045	7.805	0.000	***
Social Capital→Self-Actualization	0.078	0.080	0.037	2.101	0.036	*
Social Capital→Self-Identity	0.174	0.176	0.040	4.333	0.000	***

Remark: *** means P< 0.001, ** means P< 0.01, * means $P < 0.05$.

The above table displays the significance tests of path coefficients done by t-testing with standard errors from the 5000 sampling PLS bootstrapping process. The outcome of the PLS algorithm with the above testing showed that all hypotheses were significant. It supported hypotheses ISR→AM, AM→HA, SI→SA, ISR→HA, IP→SI, AM→SA, SC→SI, IP→SA, ISR→SA, and SC→SA in the order of path coefficients' value. Table 5 displays the detailed information.

Coefficient of Determination, Effect Size, and Prediction Relevance Index

The R^2 of each endogenous variable are: 0.537 as medium-high for HA, 0.366 as a medium for AM, 0.393 as a medium for SA, and weak 0.195 for SI (see Urbach et al. [63], Chin [15].) The effective size f^2 is to measure whether an exogenous variable has a substantial impact on an endogenous variable. The results of effect size show f^2 value: 0.578 for ISRAM, 0.310 for AM→HA as large effect; 0.158 for ISR→HA, 0.160 for SI→SA as both medium effect; and 0.141 for IP→SI, 0.05 for AM→SA, 0.034 for SC→SI are respectively small effect according to Urbach et al. [63] and Henseler et al. [31]. The prediction relevance index Q^2 results by executing SmartPLS blindfolding procedure is to provide evidence of observed values that are well reconstructed, and the model has predictive relevance if $Q^2 > 0$. In this study, the endogenous variables Q^2 are 0.202 for

AM, 0.287 for HA, 0.218 for SA, and 0.137 for SI, representing good predictive relevance (see Henseler et al. [31]).

Indirect Effects of Mediators

We anticipated that motivational factors, e.g., altruistic and self-identity, played mediation effects in the model. The results are presented in the below table:

Table 6: Indirect and Total Effect.

Constructs Paths	Original Sample (O)	Sample Mean (M)	Standard Error (SE)	T-value ($|O/SE|$)	P Values	Confidence Intervals 2.50%	97.50%
Indirect Effects							
ISR→AM→HA	0.288	0.289	0.042	6.841	0.000	0.207	0.371
ISR→AM→SA	0.135	0.134	0.038	3.535	0.000	0.057	0.206
IP→SI→SA	0.124	0.124	0.021	5.890	0.000	0.085	0.167
SC→SI→SA	0.061	0.061	0.016	3.672	0.000	0.031	0.095
Total Effects							
ISR→HA	0.627	0.630	0.033	18.897	0.000	0.566	0.694
ISR→SA	0.262	0.262	0.053	4.955	0.000	0.159	0.362
SC→SA	0.139	0.140	0.040	3.469	0.001	0.060	0.219
SC→SI	0.174	0.176	0.040	4.313	0.000	0.097	0.253

The results showed that all indirect effects and total effects values are significant. AM plays a relatively more substantial mediation role for ISR to HA than ISR to SA. The SI mediates IP to SA relatively more robust than its role for SC to SA. Besides, they were all significant, and we could tell the different levels of indirect effects to total effects for different constructs.

We have summarized all model algorithms calculations into Figure 2 to illustrate the overall result of the model: Cronbach α, AVE, CR, R^2, Q^2 for each endogenous variable; Cronbach α, AVE, CR for each exogenous variables; path coefficient with significance status, effect size f^2; total effects with significance status (if applicable) and indirect effects with significance status (if applicable) for each path.

5. Discussion, Implications, and Limitations

In the study, we built a donor WoM affection model with a good model fit. After qualifying the measurement model's reliability and validity, the structural model analysis delineated a whole picture of how the seven constructs are associated with significant effects based on the hypotheses. The WoM affection model's ten hypotheses were supported by analysis results with high significance for 8 of them and 2 with a lower significance level. The overall result provided us with confidence in the model's validity, e.g., reflecting the theory basis, as discussed in the literature reviews.

The four mediation effects are intriguing and important findings in this model. Firstly, AM partially mediates between ISR and HA, with an indirect effect of 0.288
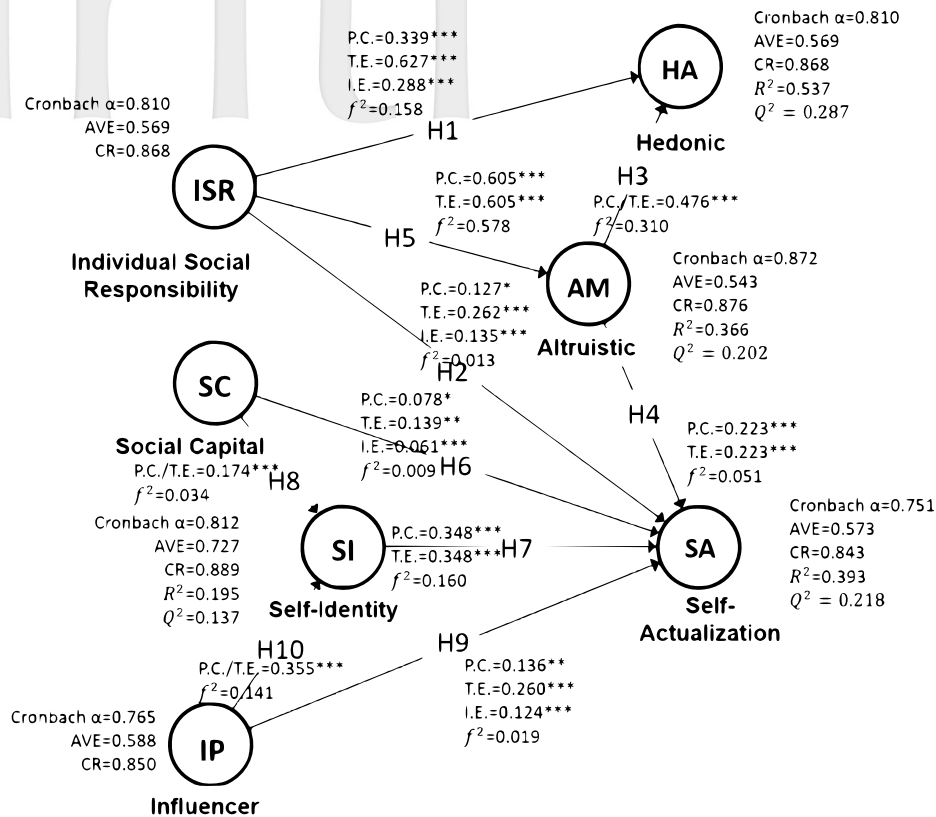
Figure 2: WoM Affection PLS-SEM Model Result.

(Remark: P.C. is Path Coefficient; AVE is Average Variance Extracted; CR is Composite Reliability; R^2 is Coefficient of Determination; Q^2 is Prediction Relevance Index; f^2 is Effect Size; T.E. is Total Effect; I.E. is Indirect Effect)

and a total effect of 0.627. AM also partially mediates between ISR and SA with an indirect effect of 0.135 and the total effect of 0.262. On the other hand, SI partially mediates between SC and SA with an indirect effect of 0.061 and the total effect of 0.139. SI also partially mediates between IP and SA with an indirect effect of 0.124 and the total effect of 0.260. That says, both AM and SI exhibit significant indirect effects on affections in prosocial WoM behaviors, e.g., HA and SA. The most significant effect size is ISR to AM and AM to HA, showing AM plays a substantial mediation role between ISR and HA. From an overall view of the model, we see ISR could predict both HA and SA and partially mediated by AM and SI, but IP only predicts SA with mediation effect by SI. SC slightly influences SA but seems more influential on SA through SI.

The overall result reflects how affection and behavior are interrelated (see Forgas et al. [20]). It also resonates that motivations, prosocial behaviors, and affective reactions are highly associated with individual emotional well-being (see Dickert et al. [19], Berkowitz et al. [8], Manucia et al. [41], Henderson et al. [29], and Moore at al. [48]). We found that HA is directly influenced and indirectly influenced through their AM by

donor's ISR (see Baumann et al. [4], Meyzari et al. [47], and Benabou et al. [5]). Although the path coefficient is low, ISR traits still influence SA affection significantly (see Zeigler-Hill et al. [69]).

We found the first implication of this study is that people with individual social responsibility traits manifest hedonic affection more substantially than others. It provides deeper insights into who are those people involved in WoM prosocial behavior are nurtured with the emotional well-being enhancement. The second implication is that altruistic motivation plays a significant role in the path of the above associations. This finding tells us deeply how it happens in terms of the specific traits of personality and motivation interwoven to generate crucial emotional well-being in the social-psychological context.

Furthermore, we found that SC and IP traits are associated with SA affection (see Samimi et al. [56]) and mediated partially by SI motivation (see Schwartz et al. [57]). This research provides evidence of the relationships among IP traits, SC, and SA affections that matched prior studies on social connection and interpersonal communications, social ties, emotion regulations (see Berger et al. [6]). It affirms the association between SI, e.g., status-seeking motivation (see Kenrick et al. [36]) and individual capacity, profiled as social capital in this study (see Brown et al. [12]). These findings provide us with the third implication that influential-traits people receive self-actualization affection, different from hedonic affections through prosocial WoM. Also, self-identity motivation mediates the above relationship. The finding implies that the more ego-centered people will perceive self-centered emotional well-being directly, e.g., self-actualization, while more indirectly achieved through self-identity motivation.

The introduction of a social capital construct as an exogenous variable created a novel perspective for prosocial WoM affection modeling. We found that social capital has an impact on self-actualization affection but more significantly impact through self-identity motivation. The finding leads to the fourth implication of prosocial behaviors, including social networks, social relationships, and individual capacity, that could substantially impact people's psychological well-being through prosocial WoM. Putting together all these implications discussed above, we have seen profoundly a bigger picture of who they are and how they perceive the benefits of psychological well-being through prosocial WoM among donors.

We summarize the managerial implications as references for NPO's donor development, retention, fundraising, or marketing strategies based on all these theoretical implications. Firstly, the outcome identified and distinguished two kinds of donors with different personality traits. Thus, it offers NPO knowledge better to understand existing and potential donors' characteristics, enhancing overall donor development strategy. Secondly, the study exhibits how the donors would benefit from WoM practice for their emotional well-being. Thus, the outcome provides insights for effective strategies of donor relationship and engagement. Thirdly, the model shows that social capital plays a significant role in predicting self-actualization affection. NPO could analyze the donors' prosocial behaviors, which have been used as the factors to form the social capital construct in this study, to set practical and meaningful strategies to facilitate donors' activities, including volunteering.

Finally, we acknowledge some limitations of this research. Firstly, the data we collected are from major cities in Taiwan. There may be some meaningful differences among different countries by culture. Therefore, the implications of the model created in this study could have other valuable results from comparing across cultures, which can be explored in the future. Secondly, this research focuses on people who have experience with cash donations. It indeed provides us with profound insights. However, there will be valuable findings to compare it with people who have no such experiences.

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