

How VR can Boost Inspiration and Increase Donations

Mariana Berga Rodrigues

Iscte-Instituto Universitário de Lisboa and Business Research Unit (BRU-IUL)

Flávia Lopes

ISCTE - Instituto Universitário de Lisboa

Sandra Loureiro

ISCTE-IUL

Cite as:

Berga Rodrigues Mariana, Lopes Flávia, Loureiro Sandra (2022), How VR can Boost Inspiration and Increase Donations. *Proceedings of the European Marketing Academy*, 51st, (106627)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



How VR can Boost Inspiration and Increase Donations

Abstract

One of the major challenges that non-profit organizations face is inspiring people to be concerned about issues that seem geographically and emotionally distant. The aim of this study is to explore how Virtual Reality (VR) can boost inspiration and encourage potential donors to contribute to nonprofit fundraisings. To achieve this aim, a three group between-subjects experiment was conducted to examine how varying the degree of immersiveness of a short documentary about a remote health issue influences user reported social and spatial presence, inspiration, and donation intention. Findings reveal that perceived media richness gradually increases the user's spatial presence. Then, the positive effect of social and spatial presence on customer inspiration was tested and successfully verified. Finally, customer inspiration increases donation intention.

Keywords: *virtual reality ; customer inspiration; non-profit organizations*

Track: Public Sector and Non-Profit Marketing