Silke Boenigk and Sigrun Leipnitz

Blood Donation Marketing: From Motive to Action-Based Research

ARNOVA’s 39th Annual Conference, Alexandria VA
Agenda

1. Blood Donation Marketing
2. Research Objectives
3. Conceptual Framework: From Motive to Action-Based Research
4. Empirical Study
5. Limitations
6. Implications and Further Research
1. Blood Donation Marketing

Only 3 out of every 100 people in America donate blood (American Red Cross 2010)

- With **Blood Donation Marketing** blood donation services try to increase the numbers of blood donor **acquisitions**, and to retain an adequate number of unpaid, regular donors to guarantee a sufficient blood supply.

- **Academic Literature** on Blood Donation Marketing focuses on **Motives and Characteristics** (e.g., Oborne, & Bradley, 1975; Glynn et al., 2002; Trimmel et al., 2005; Nilsson Sojka, & Sojka, 2008).

- A first look shows, just **a few articels** examine concrete **measures and actions** of blood donation services (e.g., Andaleeb, & Basu, 1995; Nguyen et al., 2008).
**Definition:**

Action-based research on blood donation embraces all research activities, which focus on concrete actions and measures of blood donation services to acquire and retain blood donors.
2. Research Objectives

1. Examining the literature on blood donation marketing to get the state of art, especially on action-based research.

2. Development of a conceptual framework on motive vs. action-based blood donation marketing.

3. Testing the framework empirically by measuring motive and action-based factors on blood donation.
3. From Motive to Action-Based Research

- Total amount of articles: n= 91
- From 1970-2010
- 2 Databases
  - Business Source Complete (Economic literature)
  - Science Direct (Interdisciplinary literature)
3. From Motive to Action-Based Research

Blood donor acquisition = 39 articles

<table>
<thead>
<tr>
<th>34</th>
<th>Research on Motives and Characteristics</th>
</tr>
</thead>
</table>

vs.

<table>
<thead>
<tr>
<th>5</th>
<th>Research on Acquisition Actions</th>
</tr>
</thead>
</table>

Blood donor retention = 34 articles

<table>
<thead>
<tr>
<th>30</th>
<th>Research on Motives and Retention Factors</th>
</tr>
</thead>
</table>

vs.

<table>
<thead>
<tr>
<th>4</th>
<th>Research on Retention Actions</th>
</tr>
</thead>
</table>

n= 91
3. Conceptual Framework: From Motive to Action-Based Research

**Motive-based Research**

**Blood donor motives**
- Altruism
- Social pressure
- Materiel incentives
- Medical incentives

**Blood donor barriers**
- Fear of infections
- Fear of pain
- Convenience

**Blood donor decision process**

**Action-based Research**

**Blood donation service process**

**Blood donation marketing mix**

**Donation quality** → **Donor satisfaction** → **Donor retention**
4. Empirical Study

- Written questionnaire
- Data collection in 2009 distributed by the German Red Cross
- German Red Cross first-time donors
- 5 point scales (1 = agree and 5 = do not agree)
- n=2899
4. Empirical Study: Measurement Model

Blood donation service quality

- Holding time: 0.305
- HB Test: 0.219
- Venous Puncture: 0.379

Blood donation staff quality

- Clean Facilities: 0.518
- Reception: 0.316
- Questions: 0.300
- Pleasentness: 0.282
- Competence: 0.406

Blood donor satisfaction

- Aggregate Satisfaction: 0.971
- Physical Satisfaction: 0.396

Retention barriers

- Convenience: 0.433
- Date: 0.201
- Infections/Pain: 0.851

Blood donor retention

- Recommendation: 0.785
- Donation next year: 0.762

Blood donor motives

- Altrusim
- Material Incentives
- Medical Incentives
- Social Pressure
4. Empirical Study: Structural Model

Blood donation service quality

Blood donation staff quality

Blood donor satisfaction 0.617

Blood donor retention 0.108

Retention barriers

0.378***

0.477***

0.234***

0.105***

0.160***

0.025*

0.006 n.s.

-0.003 n.s.

Altruism

Material Incentives

Medical Incentives

Social Pressure

*p < 0.10; **p < 0.05; ***p < 0.01
5. Limitations

- First-time donor sample.

- Analysis is based on questionnaire-data which already exist at the German Red Cross data-pool.

- Marketing-mix is not yet integrated into the model.

- Sample is based on unpaid blood donors.
6. Implications and Further Research

Action-based constructs are eligible to explain retention, too.

- Blood donation services should focus more on action-based research.

New possibility to increase the numbers of blood donations with an action-based perception.

- Integration of the marketing-mix into the modell
- Identification of the special blood donor quality criteria's
- Analysis of concrete measures and activities and their outcome
Thank you for your attention!

Prof. Dr. Silke Boenigk
University of Hamburg
Chair of Business Administration, in particular
Management of Public, Private & Nonprofit Organizations
Von-Melle-Park 5, D-20146 Hamburg, Germany
E-Mail: silke.boenigk@uni-hamburg.de
Phone: +49 (0)40 42838-7552

and

Sigrun Leipnitz
Research Assistant, University of Hamburg
Business Administration, in particular
Management of Public, Private & Nonprofit Organizations
Von-Melle-Park 5, D-20146 Hamburg, Germany
E-Mail: sigrun.leipnitz@uni-hamburg.de
Phone: +49 (0)40 42838-7554
References


References


