

# Converting Charity Donations into Social Recognition: the Role of Endorser's Symbolic Capital

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## **Abstract**

This article adds to the body of research on charitable donations by addressing a gap in understanding the influence of charity endorsers' symbolic capital on individuals' donation intentions. It investigates the relationship between the symbolic capital of endorsers, donors' willingness to contribute, and the role of self-disclosure on social media within the context of crowdfunding for charitable causes. Grounded in Bourdieu's theory of capital conversion and social exchange theory, the study explores how the symbolic capital of charity endorsers affects donor behavior. Using PLS-SEM to analyze survey data from 976 respondents, the findings reveal that donors trade financial capital for symbolic capital, aiming to boost their own social recognition—particularly through self-presentation on social media. The study confirms the presence of a broader social exchange mechanism and underscores the importance of symbolic capital and social media in shaping donation intentions.

**Track:** Consumer Behaviour