

Improving Information Display on Donation Platforms: A Choice-Based Conjoint Analysis of Donor Preferences

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Abstract

This study explores the optimization of information display in donation projects on crowdfunding platforms to enhance donor engagement. Utilizing Choice-Based Conjoint (CBC) analysis, we evaluate the importance of various attributes beyond standard elements such as title and project description, specifically examining factors like NPO branding, donation bars, the project creator, updates and more. Our findings reveal that all attributes significantly impact donor choice, with updates being the most critical. Minimal differences were found between mobile and desktop user preferences, suggesting that comprehensive information should be accessible on all devices. We propose managerial implications for donation platform hosts to prioritize detailed updates, prominently displaying NPO logos and the project creator. Additionally, the study identifies areas for future research, including a deeper investigation into mobile interactions with actual projects and the qualitative assessment of donor preferences.

Key words: fundraising, donation platforms, Choice-Based Conjoint (CBC)

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