

Wear to Care: A Novel Approach for NGOs to Increase Donation Behavior in Virtual Worlds

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Cite as:

Kozlova Tatiana, Talke Katrin (2026), Wear to Care: A Novel Approach for NGOs to Increase Donation Behavior in Virtual Worlds. *Proceedings of the European Marketing Academy*, 55th, (134166)

Paper from the 55th Annual EMAC Conference, Bath, United Kingdom, June 2-5, 2026



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Abstract

With this research, we examine whether non-profit organizations can increase donation behavior in virtual environments by providing potential donors with outfits in a specific clothing style. Drawing from design literature and research on enclothed cognitions, we expect that outfits in glam style elevate a donor's perceived social status thereby leading to increased monetary donations, whereas outfits in boho style activate a donor's environmental concern and lead to increased time donations. To test our hypotheses we conducted four experiments in two virtual environments. Our results confirm our expectations. Conceptually and empirically, we thus contribute to the literature on donation behavior by providing theory-based rationale and evidence on how and why specific clothing styles can affect donation behavior. Keywords: donation behavior, virtual environments, enclothed cognition Track: Public Sector and Non-Profit Marketing

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