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Pro-environmental or pro-social: Which motivation is stronger in the case of charity retailing engagement?

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Abstract

The aim of the study is to examine the intention to engage in charity retailing using the norm activation model which has been widely used to predict people's altruistic and pro-social behavior (De Groot and Steg, 2009, 425–449). Pro-social behavior refers to a person's action that is intended to help other people and consists of a broad range of helping, sharing, and cooperating behaviors. Three forms of engagement in charity retailing were taken into account: buying at a charity shop, volunteering in a charity store, and donating. The current study was conducted in 2019 using the CAWI method on 766 Polish students coming from 16 universities; for data analysis, SEM was applied. We tested two variants of the model. In the first one we connected personal norm, awareness of consequences, and ascription of responsibility with the context of the natural environment protection, whereas in the second the same variables were connected with helping people in general. The findings show that the norm activation model may be applied as a mediator model for explaining intention to engage in shop charity. Both tested models were positively verified — all relations but one were proven to be statistically significant. The only relation which turned out to be statistically insignificant was the relation between awareness of consequences and personal norm. The results show that environmental context increased the strength of the relations between the analyzed variables.

Introduction

The origins of charity retailing in the world can be traced at least as far back as late 19th century. Quality second-hand goods were collected from well-to-do homes and sold in 'salvage stores' in London and provincial centres. Some of the collected products which were in imperfect condition were channelled into renovation in order to make them serviceable for further use (Horne and Maddrell, 2002, 2–6). At the beginning of the 20th century, charity stores with a set of extremely diverse second-hand products were opened in the USA and Canada. The idea of charity retailing was more widespread in the USA during the inter-war economic depression.

Charity shops as we know them today were developed in Great Britain (Horne, 2000). The first modern charity shop was opened in 1947 by Oxfam and the Salvation Army to provide affordable clothes to people who could not otherwise afford them. At the time, the beneficiaries of the store were Greek women and children suffering from the uprising in Greece in 1946 (Horne and Maddrell, 2002, 4–6). During the Second World War, charity shops were established by the British Red Cross.

Since the 1990s, charity shops have been developing rapidly (Horne, 2000). While in 1992 there were 3,480 such shops in the British Isles, by 2002, this number increased to 6,220 (Parsons, 2002, 259–262; Borusiak and Paluchova, 2018, 10), and in 2019 — to 11,209. The number of people employed there amounted to over 25,500, and the number of volunteers — to more than 233,000. As a result of charity store activity in the United Kingdom, in 2018/19, the quantity of textiles kept from being disposed of each year was 339,000 tonnes (Charity Retail Association, 2021).

The number of charity shops has been increasing dynamically in the UK, but they have also been appearing in countries which have no tradition in this regard (such as Poland). The most frequently mentioned reasons for the rather underdeveloped charity retailing in Poland include the period of demand exceeding supply in the times of communism (second half of the 20th century), attitudes towards second-hand stores, and the dominantly masculine society in Poland — all resulting in Polish society rather buying new products than used ones (Borusiak and Kucharska, 2019). Most likely, the first charity shops in Poland were founded by the Sue Ryder Foundation in 1991 (*Do sklepu charytatywnego...*, 8.10.2021).

Over 40 charity shops in Poland are run mainly by local charities and church organizations, including, i.a.: foundations *Go'n'Act*, *Forani*, *Fundacja Cudów Szafa*, *Fundacja Inicjatyw Lokalnych i Ekonomii Społecznej*, *Largo*, *Magazyn Dobra*, *Niebo* — *Fundacja Pasja Życia im. s. Józefy Menendez*, *Salomon*, *Menendez*, *Pallotyńska Fundacja Misyjna Salvatti*, *Pasja Życia im. s. Józefy*, *Pomocna Rzecz* — *Łódzki Sejmik Osób Niepełnosprawnych Rething*, *Sue Ryder*, *Siła Rzeczy*; associations *Kurka Wodna*, *Towarzystwo Pomocy im. Św. Brata Alberta*, *My Dla Innych* (*Drugi obieg rzeczy...*, 26.03.2021; *Przetakiewicz*, 8.03.2017; *Oddajesz i kupujesz...*, 23.08.2021).

The most important feature of charity stores is that they sell gently used products, donated mainly by individuals (Chattoe-Brown, 2000; Parsons, 2002). Another distinctive characteristic is the low price level, which can be obtained through the low costs resulting from volunteer work involved in running the shops. The surplus of the revenue is donated to charity.

During the many years of charity shops' existence, their activity has been accompanied by a number of changes connected with the professionalisation of the sector, reflected in the increased employment of paid staff (mainly managers) and the introduction of mainstream retailing methods (Parsons, 2004, 259–268). Such stores increasingly have to compete for volunteers and donors (Horne and Maddrell, 2002, 5–6). The universal motive for all forms of involvement in charity retailing is related to “the willingness to help others and do good” (Harrison-Evans, 2016). Involvement in charity shops is also connected with more pragmatic motivations — such as “seasonal cleaning” and the “need to free up space” in the case of donations (Mitchell, Montgomery and Rauch, 2009, 265–266), “meet people, previous retail experience” and “near home” in the case of the motivations of volunteers (Broadbridge and Horne, 1994, 421–437), and to pay a lower price in the case of shoppers (Chattoe-Brown, 2000).

It should be highlighted that the primary goal of charity stores is to help people in need. However, many of them sell donated products which are only slightly used, so charity retailing may help to achieve other objectives, connected with environment protection — give things a second life (Borusiak, Raszka and Skubis, 2019, 91–105). It becomes very important in the throwaway society, which involves using things for a very short time and replacing them by new ones with high frequency (Sinclair, Dewberry, Sheldrick and Moreno, 2017).

The aim of the study is to examine what type of motivation — pro-social or pro-environmental — influences people to a greater extent and encourages them more to engage in charity retailing. Three forms of such an engagement were distinguished: buying at a charity store, working as a volunteer, and donating products.

1. Theoretical framework of the research

The norm activation model (NAM) formulated by Schwartz (1977, 221–279) has been widely used to predict people's altruistic and pro-social behaviors. Such behaviors refer to a person's action that is intended to help other people and consists of a broad range of activities such as helping, sharing, and cooperating behaviors (De Groot and Steg, 2009, 425–429). These activities may involve not only direct help offered to a particular group of people in need (e.g., homeless, addicted, ill, disabled, or socially excluded), but also taking actions which are beneficial for broader groups (such as all inhabitants of a given town). It is closely associated with a person's morality expressed by a personal norm regarded as internalized

behavioral standards not driven by perceived external social pressure (Schwartz, 1977, 221–279; Bamberg, 2012, 219–246) but by one's own behavioral standard (Harland, Staats and Wilke, 2007, 323–334). Initially, the NAM has been mostly applied to explain various types of pro-social intentions and behaviors, such as blood and bone marrow donations or volunteering and helping in emergency situations (Steg and De Groot, 2010, 725–743). Later, the NAM has been applied to study why people engage in pro-environmental actions (Han, Jae and Hwang, 2016, 94–105; Sia and Jose, 2019, 678–694; Borusiak, Szymkowiak, Horska, Raszka and Żelichowska, 2020).

Charity retailing engagement, according to the nature of the charity store itself, is regarded to be a pro-social behavior. However, because it entails selling previously owned goods and giving them a second life, it can be also considered as pro-environmental. For this reason we decided to use NAM as a theoretical framework for the current study. According to NAM, intention to behave pro-socially is predicted by personal norm (PN), which in turn is predicted by ascription of responsibility (AR) and by awareness of consequences (AC) (Schwartz, 1977, 221–279). In order to examine two types of motivation: pro-environmental (protecting the environment) and pro-social (helping others), we formulated hypotheses concerning the relations between AR, AC, and PN in two different ways.

In terms of pro-environmental motivation, AC, AR, and PN were related to the link between second-hand purchase as well as charity retailing and environment protection. We formulated the following hypotheses:

H1a. Awareness of consequences (AC) of giving things a second life for the environment is positively related to personal norm (PN) regarding second-hand purchase and charity retailing engagement.

H2a. Ascription of responsibility (AR) for the environment is positively related to personal norm (PN) regarding second-hand purchase and charity retailing engagement.

As we assumed that the more people know about something, the more they are aware of its consequences, we also hypothesized that awareness of consequences determines ascription of responsibility. The following statement was formulated:

H3a. Awareness of consequences (AC) of giving things a second life for the environment is positively related to the ascription of responsibility (AR) for the environment.

Thus, according to the theory of planned behavior, the following hypotheses concerning the relation between personal norm and intention to engage in charity retailing were formulated:

H4a. Personal norm (PN) regarding second-hand purchase and charity retailing engagement is positively related to the intention to buy (IB) at a charity shop.

H5a. Personal norm (PN) regarding second-hand purchase and charity retailing engagement is positively related to the intention to work (IW) for a charity shop.

H6a. Personal norm (PN) regarding second-hand purchase and charity retailing engagement is positively related to the intention to donate (ID) something to a charity shop.

For pro-social motivation, we related AC, AR, and PN to the link between charity shops and helping people. These relationships were expressed in the following hypotheses:

H1b. Awareness of consequences (AC) of charity shops existence for people in need is positively related to personal norm (PN) regarding helping people.

H2b. Ascription of responsibility (AR) for helping people is positively related to personal norm (PN) regarding helping people.

H3b. Awareness of consequences (AC) of charity shops existence for people in need is positively related to the ascription of responsibility (AR) for helping people.

In this case, we also hypothesized that there is a relationship between personal norm and intention to engage in charity retailing:

H4b. Personal norm (PN) regarding helping people is positively related to the intention to shop (IB) in a charity store.

H5b. Personal norm (PN) regarding helping people is positively related to the intention to work (IW) for a charity shop.

H6b. Personal norm (PN) regarding helping people is positively related to the intention to donate (ID) something to a charity shop.

For both types of motivation (pro-environmental and pro-social), we wanted to examine to what extent an intention to engage in charity retailing is driven by an external factor — social norms. They express social pressure understood as perceived expectations of a person's family members and friends. The following hypotheses were formulated:

H7. The social norm (SN) regarding charity engagement is positively related to the intention to buy (IB) at a charity shop.

H8. The social norm (SN) regarding charity engagement is positively related to the intention to work (IW) for a charity shop.

H9. The social norm (SN) regarding charity engagement is positively related to the intention to donate (ID) something to a charity shop.

2. Research methodology

In order to verify the hypotheses, a survey was conducted in 2019, using the CAWI method on 766 Polish students coming from 16 universities located in 7 Polish cities: University of Warsaw, Poznań University of Economics and Business, Adam Mickiewicz University in Poznań, Poznań University of Medical Science, WSB University in Poznań, Poznań University of Life Science, University of Economics in Katowice, Cracow University of Economics, Wrocław University of Eco-

nomics and Business, Wrocław Medical University, University of Warmia and Mazury in Olsztyn, John Paul II Catholic University of Lublin, Lublin University of Technology, University of Life Science in Lublin, Częstochowa University of Technology, and University of Szczecin. An electronic questionnaire was distributed using chain-referral sampling. Respondents were ensured about the confidentiality and anonymity of the study.

The questionnaire consisted of two parts. The first part related to the measurement of eight latent variables (AC, AR, PN, SN, IB, IW, ID) using scales adapted from earlier studies. Table 1 provides a full list of the items. Participants were asked to respond to the statements on a seven-point scale ranging from 1 (“I strongly disagree”) to 7 (“I strongly agree”). The second part of questionnaire contained demographic questions.

Table 1. Measurement items

Variable	Item/statements	Sources
Awareness of consequences (AC) of giving things a second life for the environment (AC1–AC3) / of charity shops' existence for people in need (AC4–AC6)	AC1. Giving products a second life has a positive influence on the environment	Shin, Im, Jung and Severt, 2018
	AC2. Buying second-hand products is beneficial to the environment	
	AC3. Extending the life of a product by trading second-hand goods is beneficial for the environment	
	AC4. Leaving people in need without help can have serious social consequences.	
	AC5. The existence of charity shops can improve the situation of those in need of help	
	AC6. The existence of charity shops has positive social effects.	
Ascription of responsibility (AR) for the environment (AR1–AR3) / for helping people (AR4–AR6)	AR1. I think that every consumer is partly responsible for the environmental problems caused by the increasing production and consumption.	Shin et al. 2018
	AR2. In my opinion, every consumer should feel partly responsible for the degradation of the environment caused by the increase in production and sale of consumer goods.	
	AR3. Every consumer must take responsibility for the environmental problems caused by their purchases.	
	AR4. I believe that every person should feel obliged to help other people.	
	AR5. Everyone should help other people to the best of their ability.	
	AR6. Everyone should support social initiatives such as charity shops.	

Variable	Item/statements	Sources
Personal norm (PN) regarding second-hand purchase and charity retailing engagement (PN1–PN3) / regarding helping people (PN4–PN6)	PN1. I believe I have a moral obligation to participate in the sale of second-hand products	Shin et al, 2018
	PN2. Being involved in a charity shop is consistent with my moral principles	
	PN3. I feel I have a moral obligation to support initiatives such as a charity shop.	
	PN4. I believe that helping other people is my duty.	
	PN5. I believe I cannot be indifferent to the needs of other people.	
	PN6. My moral principles dictate that I help the needy.	
Social norm (SN) regarding charity engagement	SN1. Most of the people who are important to me expect me to get involved in charity	Joshi and Rahman, 2017, Borusiak et al., 2020
	SN2. Most of the people who are important to me would like me to be involved in charity	
	SN3. People whose opinion I value expect me to get involved in charity	
Intention to buy (IB) at a charity shop	IB1. I plan to buy at a charity shop in the future.	Borusiak et al., 2020;
	IB2. I intend to buy at a charity shop in the future.	
	IB3. I will do my best to make a purchase at a charity shop in the future.	Borusiak and Kucharska, 2019
Intention to work (IW) for a charity shop	IW1. I plan to get involved as a volunteer in a charity store whenever I have such opportunity	Borusiak et al., 2020; Borusiak and Kucharska, 2019
	IW2. I intend to get involved in a voluntary work for a charity shop in the future.	
	IW3. I will do my best to get involved in working for a charity shop in the future.	
Intention to donate (ID) something to a charity shop	ID1. I plan to donate something to a charity shop in the future.	Borusiak et al., 2020; Borusiak and Kucharska, 2019
	ID2. I intend to donate something to the charity shop in the future.	
	ID3. I will do my best to donate something to a charity shop in the future.	

Table 2 presents detailed characteristics of research sample. The respondents were mainly aged 18–30. The majority of respondents comprised woman (71.54%). Most of them declared that human activity contributes to global warming (93.34%). Two-thirds of the respondents work for charity (65.27%) and declare buying second-hand things (60.44%).

Table 2. Demographic analysis

Characteristic of the respondents		Frequency	Percentage
Gender	male	218	28.46
	female	548	71.54
	total	766	100.00
Age	18–19	8	1.04
	19–24	691	94.21
	25–30	53	6.91
	over 30	14	1.83
Opinions about global warming	Human activity contributes to global warming.	715	93.34
	Human activity doesn't contribute to global warming.	51	6.66
Charity activity	I work for charity.	500	65.27
	I don't work for charity.	266	34.73
Buying second-hand things	I buy second-hand things.	463	60.44
	I don't buy second-hand things.	303	39.56

In order to answer the research questions and test the hypotheses, statistical analyses were performed using IBM SPSS Statistics version 25 and AMOS. Using this program, basic descriptive statistics were analyzed.

Descriptive statistics for the measured quantitative variables

In the first step of data analysis, basic descriptive statistics for all items were calculated. The conducted analyses showed that the distribution for each of the items is left-skewed, which suggests that most of the studied results obtained values above the mean. The summary of descriptive statistics is presented in Table 3.

Table 3. Descriptive statistics with a test of the normality of the distribution for the measured quantitative variables

Item	M	Me	SD	Sk.	Kurt.	Min.	Max.
AC1	6.37	7.00	1.13	-2.30	5.86	1.00	7.00
AC2	5.96	6.00	1.27	-1.34	1.58	1.00	7.00
AC3	6.03	6.00	1.18	-1.44	2.14	1.00	7.00
AC4	5.40	6.00	1.53	-0.91	0.24	1.00	7.00
AC5	5.75	6.00	1.36	-1.22	1.30	1.00	7.00
AC6	5.68	6.00	1.32	-1.01	0.73	1.00	7.00
AR1	5.67	6.00	1.40	-1.09	0.73	1.00	7.00
AR2	5.39	6.00	1.58	-0.91	0.09	1.00	7.00
AR3	5.01	5.00	1.70	-0.63	-0.45	1.00	7.00
AR4	5.10	5.00	1.71	-0.75	-0.23	1.00	7.00

Item	M	Me	SD	Sk.	Kurt.	Min.	Max.
AR5	5.50	6.00	1.58	-1.16	0.81	1.00	7.00
AR6	4.61	5.00	1.62	-0.43	-0.40	1.00	7.00
PN1	4.08	4.00	1.77	-0.13	-0.89	1.00	7.00
PN2	4.91	5.00	1.62	-0.56	-0.30	1.00	7.00
PN3	4.31	4.00	1.73	-0.22	-0.79	1.00	7.00
PN4	4.79	5.00	1.75	-0.55	-0.55	1.00	7.00
PN5	5.09	5.00	1.71	-0.79	-0.15	1.00	7.00
PN6	5.22	5.00	1.59	-0.76	-0.09	1.00	7.00
SN1	3.93	4.00	1.68	-0.07	-0.73	1.00	7.00
SN2	3.98	4.00	1.66	-0.09	-0.74	1.00	7.00
SN3	3.94	4.00	1.68	-0.08	-0.75	1.00	7.00
IB1	4.07	4.00	1.79	-0.11	-0.93	1.00	7.00
IB2	4.28	4.00	1.80	-0.23	-0.91	1.00	7.00
IB3	4.48	5.00	1.83	-0.32	-0.87	1.00	7.00
IW1	3.32	3.00	1.74	0.32	-0.83	1.00	7.00
IW2	3.31	3.00	1.72	0.31	-0.80	1.00	7.00
IW3	3.49	3.00	1.77	0.24	-0.90	1.00	7.00
ID1	4.80	5.00	1.66	-0.54	-0.46	1.00	7.00
ID2	4.84	5.00	1.71	-0.57	-0.48	1.00	7.00
ID3	5.12	5.00	1.67	-0.71	0.09	1.00	7.00

M — mean; Me — median; SD — standard deviation; Sk. — skewness; Kurt. — kurtosis; Min — minimal result; Max — maximum result

Then, two stages of analysis were performed (Anderson and Gerbing, 1988): an analysis of validity and reliability of the constructs, as well as hypotheses test on the basis of the two assumed research models, by applying structural equation modelling. Maximum likelihood was adopted as the estimation method. The method of bootstrapping was used to estimate the parameters due to the fact that the assumptions of a multivariate normal distribution were not met. This procedure was performed as suggested by Byrne (2010), Fouladi (1998), Nevitt and Hancock (1998). As the level of significance for the interpretation of the analyses, $\alpha = 0.05$ was assumed.

3. Research results

Measurement model reliability and validity

Confirmatory analysis was conducted to assess the measurement model reliability and validity. It showed a good fit to the data (Hair, Black, Babin, and Anderson,

2009): $\chi^2 \times (360) = 1206.259$; TLI = 0.953, CFI = 0.961; RMSEA = 0.055, SRMR = 0.039. Table 4 shows the measured items with their standardized loadings and all were above the recommended 0.6 (Chin, Gopal and Salisbury, 1997) — between 0.62 and 0.95. All items were significant at $p < 0.001$. In order to conduct measurements of scale reliability, internal consistency was assessed applying Cronbach's α (Hair et al., 2009). The values obtained for Cronbach's α were within the range of 0.82–0.95, presenting good and very good consistency, as suggested by Hair et al. (2009). To measure convergent and discriminant validity, two parameters were applied: Composite Reliability (CR) and Average Variance Extracted (AVE). The obtained values (CR values — between 0.83 and 0.95, AVE values — between 0.62 and 0.82) exceed the recommended values across both sets of data, indicating internal consistency of variables (Bagozzi and Yi, 1988). On the basis of the obtained results, it may be assumed that the conceptual model applied in the current study represents good reliability, and validity, being both convergent and discriminant.

Table 4. Confirmatory factor analysis results

Variable	Item	Loading	p value	Cronbach's α	CR	AVE
AC (model 1)	AC1	0.764	***	0.89	0.89	0.74
	AC2	0.895	***			
	AC3	0.902	***			
AC (model 2)	AC4	0.608	***	0.82	0.83	0.62
	AC5	0.882	***			
	AC6	0.889	***			
AR (model 1)	AR1	0.799	***	0.85	0.86	0.67
	AR2	0.877	***			
	AR3	0.783	***			
AR (model 2)	AR4	0.879	***	0.88	0.88	0.72
	AR5	0.861	***			
	AR6	0.800	***			
PN (model 1)	PN1	0.795	***	0.88	0.89	0.73
	PN2	0.823	***			
	PN3	0.935	***			
PN (model 2)	PN4	0.902	***	0.91	0.91	0.77
	PN5	0.840	***			
	PN6	0.881	***			
SN	SN1	0.909	***	0.95	0.95	0.86
	SN2	0.947	***			
	SN3	0.933	***			

Variable	Item	Loading	p value	Cronbach's α	CR	AVE
IB	IB1	0.921	***	0.95	0.95	0.86
	IB2	0.948	***			
	IB3	0.907	***			
IW	IW1	0.912	***	0.95	0.95	0.86
	IW2	0.954	***			
	IW3	0.923	***			
ID	ID1	0.900	***	0.94	0.94	0.84
	ID2	0.933	***			
	ID3	0.913	***			

CR — Composite Reliability, AVE — Average Variance Extracted, *** p value < 0.001

MODEL 1 — testing pro-environmental motivation

The originally assumed model turned out to be insufficiently fitted to the data (χ^2 (179) = 836.40; $p < 0.001$; CMIN / DF = 4.67; CFI = 0.957; TLI = 0.950; SRMR = 0.107; RMSEA = 0.069; PCLOSE < 0.001). While most of the fit parameters were satisfactory, the SRMR and PCLOSE values were unacceptable. Therefore, changes were made to the model, taking into account additional relationships between the variables (reflected in Figure 1).

The value of χ^2 is significant χ^2 (172) = 444.88; $p < 0.001$, indicating a discrepancy between the observed covariance matrix and the model implied. Nevertheless, the value of the chi-square test with large samples is usually significant (the level of significance is related to the sample size and correlations in the model). With large samples, the significance of this statistic can be considered acceptable. On this basis, we did not reject a model the fit indices of which are satisfactory. RMSEA, denoting the mean square root of the approximation error, indicates a good fit to the data. The acceptable limit for this indicator is 0.08, and in this model it is 0.046. PCLOSE = 0.919. The acceptable value of the SRMR fit error coefficient is 0.08, and in the current model it is SRMR = 0.063. The comparative match index (CFI = 0.982) is satisfactory, as is TLI = 0.978. Standardized regression coefficients for the estimated model are presented in Figure 1.

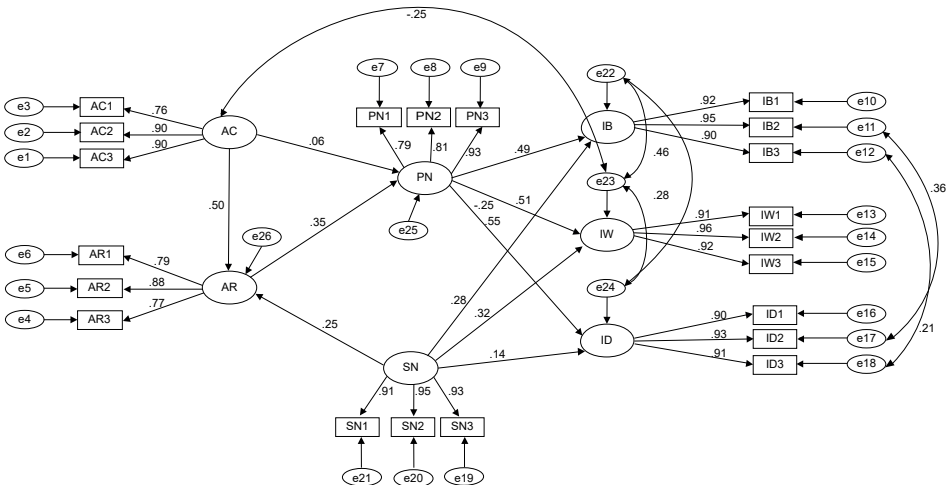


Figure 1. Standardized regression coefficients for Model 1

To estimate the model parameters, the bootstrapping method for 2000 sampling was applied, using the percentile error correction method. As shown in Figure 1, all items within the factors were characterized by high load values. The lowest value of the factor load was 0.76 and the highest 0.96. Table 5 shows the estimated regression coefficients along with the 95% confidence interval for the direct effects included in Model 1.

Table 5. Estimated regression coefficients for the direct effects included in Model 1

Variables relationship			B	Beta	LLCI	ULCI	p
AR	←	AC	0.601	0.496	0.503	0.703	0.001
AR	←	SN	0.206	0.250	0.135	0.274	0.001
PN	←	AC	0.074	0.057	-0.026	0.166	0.164
PN	←	AR	0.372	0.347	0.280	0.471	0.001
PN	←	SN	0.472	0.534	0.410	0.530	0.001
ID	←	SN	0.130	0.137	0.037	0.222	0.003
IW	←	SN	0.324	0.318	0.241	0.408	0.001
IB	←	SN	0.289	0.278	0.201	0.379	0.001
IB	←	PN	0.581	0.493	0.474	0.689	0.001
IW	←	PN	0.589	0.511	0.494	0.678	0.001
ID	←	PN	0.594	0.555	0.486	0.708	0.001

B — non-standardized regression coefficient; Beta — standardized regression coefficient; LLCI and ULLCI — lower and upper limits of the 95% confidence interval; p — significance level

The conducted analysis showed that only the influence of AC on PN turned out to be statistically insignificant, which indicates hypothesis 1a was not con-

firmed. The remaining relationships in the model are statistically significant and positive, which confirms the assumptions adopted in H2a–H6a and H7–H9.

As AC increases by one unit, the AR level increases by 0.60 unit. As SN increases by one unit, the AR level increases by 0.21 unit, PN by 0.47 unit, ID by 0.13 unit, and IW by 0.32 unit. When the PN level increases by one unit, IB increases by 0.58 unit, IW by 0.59 unit, and ID by 0.59 unit. The strongest relationships are noted for the influence of AC on AR, PN on IB, PN on IW, PN on ID, and SN on PN.

Apart from direct effects, Model 1 shows several indirect ones. Table 6 shows the non-standardized values for indirect effects.

Table 6. Non-standardized values for indirect effects in Model 1

Variable	AC	SN	AR	PN	ID	IW	IB
AR	—	—	—	—	—	—	—
PN	0.224**	0.077**	—	—	—	—	—
ID	0.177**	0.326**	0.221**	—	—	—	—
IW	0.175**	0.323**	0.219**	—	—	—	—
IB	0.173**	0.318**	0.216**	—	—	—	—

* $p < 0.05$; ** $p < 0.01$

As shown in Table 6, all analyzed indirect effects turned out to be statistically significant. AC influences the PN indirectly through AR. The direct relationship between AC and PN turned out to be insignificant. However, when taking into account the AR, it becomes significant, which indicates the presence of a suppressive effect. AC indirectly affects ID, IW, and IB through AR and PN, which means that although AC does not directly affect ID, IW, and IB. The influence of this variable is significant through AR and PN. AR has a significant and positive impact on ID, IW, and IB via PN. Apart from its direct influence on ID, IW, and IB, SN also influences these variables indirectly through AR and PN.

MODEL 2 — testing pro-social motivation

The originally assumed model turned out to be insufficiently well fitted to the data (χ^2 (179) = 1199.242; $p < 0.001$; CMIN / DF = 6.70; CFI = 0.936; TLI = 0.925; SRMR = 0.184; RMSEA = 0.086; PCLOSE < 0.001). The values of most parameters (except CFI) indicate an unacceptable fit of the model to the data. Therefore changes were made to the model, taking into account additional relationships between the variables (reflected on Figure 2).

For the modified model, the χ^2 value is significant χ^2 (173) = 546.36; $p < 0.001$, CMIN / DF = 3.14. However, the remaining indicators point to a satisfactory fit of the data to the model (RMSEA = 0.054; PCLOSE = 0.149;

SRMR = 0.054; TLI = 0.972; CFI = 0.977). Standardized regression coefficients for the estimated model are presented in Figure 2.

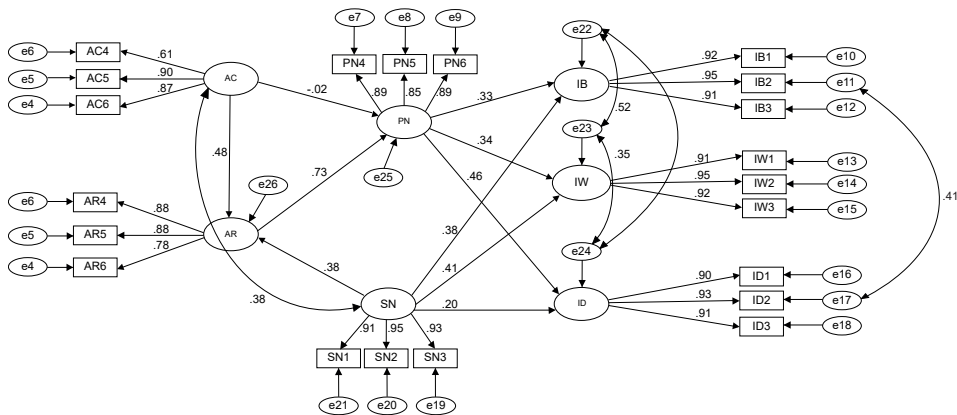


Figure 2. Standardized regression coefficients for Model 2

To estimate the model parameters, the bootstrapping method for 2000 sampling was applied, using the percentile error correction method. As in Model 1, also in Model 2 all items within the factors were characterized by high load values. The lowest value of the factor load was 0.61 and the highest 0.95. Table 7 shows the estimated regression coefficients along with the 95% confidence interval for the direct effects included in Model 2.

Table 7. Estimated regression coefficients for the direct effects included in Model 2

Variables relationship			B	Beta	LLCI	ULCI	p
AR	←	AC	0.530	0.479	0.423	0.637	0.001
AR	←	SN	0.304	0.378	0.243	0.365	0.001
PN	←	AC	-0.029	-0.021	-0.135	0.072	0.573
PN	←	AR	0.908	0.734	0.784	1.039	0.001
PN	←	SN	0.246	0.247	0.189	0.312	0.001
ID	←	SN	0.187	0.196	0.090	0.276	0.002
IW	←	SN	0.417	0.412	0.324	0.506	0.001
IB	←	SN	0.403	0.384	0.307	0.498	0.001
IB	←	PN	0.343	0.325	0.237	0.445	0.001
IW	←	PN	0.345	0.339	0.262	0.439	0.001
ID	←	PN	0.444	0.463	0.346	0.556	0.001

B — non-standardized regression coefficient; Beta — standardized regression coefficient; LLCI and ULCI — lower and upper limits of the 95% confidence interval; p — significance level

The results included in Model 2 showed very similar relationships to Model 1. The direct influence of AC on PN turned out to be insignificant, while the remain-

ing relationships are statistically significant and positive. It allowed us to confirm the assumptions adopted in H2b–H6b and H7–H9.

AC has a moderate and positive impact on AR, SN — moderate and positive effect on AR, IW and IB, while weak and positive one on PN and ID. AR has a strong and positive impact on PN, and PN — a moderate and positive one on IB, IW, and ID. Additionally, apart from the direct effects, the indirect effects for the analyzed model were analyzed. Table 8 presents non-standardized values of indirect effects.

Table 8. Non-standardized values for indirect effects in Model 2

Variable	SN	AC	AR	PN	ID	IW	IB
AR	—	—	—	—	—	—	—
PN	0.276**	0.481**	—	—	—	—	—
ID	0.232**	0.201**	0.403**	—	—	—	—
IW	0.180**	0.156**	0.313**	—	—	—	—
IB	0.179**	0.155**	0.311**	—	—	—	—

* $p < 0.05$; ** $p < 0.01$

All analyzed indirect effects turned out to be statistically significant. As shown in Table 8, all analyzed indirect effects turned out to be statistically significant. Apart from its direct influence on ID, IW and IB, SN also influences these variables indirectly through AR and PN. AC through AR influences the PN indirectly. The direct relationship between AC and PN turned out to be insignificant (as in Model 1). However, when taking into account AR, it is significant, which indicates the presence of a suppressive effect. AC indirectly affects ID, IW, and IB through AR and PN, which means that although AC does not directly affect ID, IW, and IB, the influence of this variable is significant through AR and PN. AR has a significant and positive impact on ID, IW, and IB via PN.

4. Discussion

The objective of the current study was to investigate the predictors of intention to engage in charity retailing. Norm activation model was applied as a main theoretical framework. In accordance with NAM, we hypothesized that both awareness of consequences of giving things a second life for the environment and of charity shops' existence for people in need, as well as ascription of responsibility for the environment and for helping people impact personal norm directly. However, the results we obtained support the value-belief-norm theory assumption that ascription of responsibility mediates the influence of awareness of consequences on personal norm (Stern, Dietz, Abel, Guagnano and Kalof, 1999, 81–97). It is

also consistent with findings of De Groot and Steg (2009) as well as Onwezen, Antonides and Bartels (2013), which favored the mediator model. At the same time, it should be highlighted that the VBN model concerns pro-environmental behavior and we found the mediating effect in case of both pro-environmental behavior personal norm and pro-social one. It can be explained with their similar nature: both pro-environmental and pro-social personal norms may be regarded as altruistic, i.e., motivated by internal values.

According to the results of our study, pro-environmental internal motivation (expressed by personal norm) turned out to be stronger when compared to an externally driven motivation expressed by social norm which reflects what is perceived as expectations of a person's family members and/or friends as far as charity retailing is concerned. It is visible for every form of charity retailing engagement intention; however, the biggest difference can be observed in the intention to donate something. It is predicted by personal norm to a much higher extent than social one. Taking into account pro-social motivation, the results are different: social norm was found to predict charity retailing engagement intention to a higher degree than personal norm for two kinds of engagement intention: to buy something and to work for a charity shop. The intention to donate something was influenced by personal rather than social norm. These findings can be explained by higher sensitivity to the environmental issues than to social ones, which may result from the fact that environmental problems touch everybody (including the study participants), whereas challenges faced by people in need may be perceived as distant and unrelated to the respondents' lives.

Conclusions

There are two main findings of the current study. First — it turned out that pro-environmental internal motivation was found to be stronger in comparison with external motivation, whereas in the case of pro-social motivation, the influence of perceived expectations of the important others turned out to be more important than internal motivation (for two forms of charity retailing engagement). Another interesting finding is related to the lack of a direct influence of awareness of consequences (in both models) on personal norm (regarding both charity retailing engagement and helping people). However, indirect impact was revealed — ascription of responsibility was found to work as a mediator. This is consistent with the findings of Stern et al. (1999, 81–97) which resulted in NAM extension included in the Value-Belief-Norm theory. Ascription of responsibility also turned out to be a mediator between social norm and personal norm, which means that expectations of others drive — through the feeling of responsibility — personal norm. In both models, this enhanced the direct impact of social norm on personal one.

The results of the current study can be used by charity retailing management for building people's motivation to get engaged in charity shop activities. Indicating environmental benefits connected with giving things a second life could be a good promotion narrative for such actions. Another important challenge is to enhance people's ascription of responsibility for the environment and for helping others. The results of our study indicate that it is not enough to teach people about the consequences of giving things a second life for the environment and of charity shops' existence for people in need. In order to make the knowledge effective, it is necessary to evoke the feeling of responsibility.

There are two main limitations of the current study. One is connected with the sample, which was not representative: 98.17% respondents were between 18 and 30, and women were the overwhelming majority (71.54%) among the survey participants. At the same time, the results of previous studies show that women were in general more involved in charity activities than men (CBOS, 2016). It should be also mentioned that the majority of respondents do buy second-hand things and work for charity, so it could also bias the results. The other limitation comes from the technique of data collection — applied self-reporting method (CAWI) may cause bias in the results due to the effects of social desirability.

Future studies could investigate behavioral intention (behavior gap) and be devoted to determinants of charity retailing involvement — buying at a charity shop, working as a volunteer, as well as donating to a charity shop. It would be interesting to examine the impact of intention to engage in charity retailing on actual involvement.

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