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Identifying Potential Student Blood Donors by Personality Traits
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Abstract

A convenience sample of 149 university students was surveyed on their attitudes and behaviors toward blood donation and with a scale of twenty four personality trait items. These items reduced to a seven-factor structure. The data were divided into two groups of high and low-likelihood of blood donation which were compared on factor means. Differences were seen on the "Concern for Others" and the "Down to Earth" factors although not all items in a factor were different and differences were seen in some non-significant factors. Applications of these findings are suggested.

Keywords

Non-profit Marketing; Market Segmentation; Blood