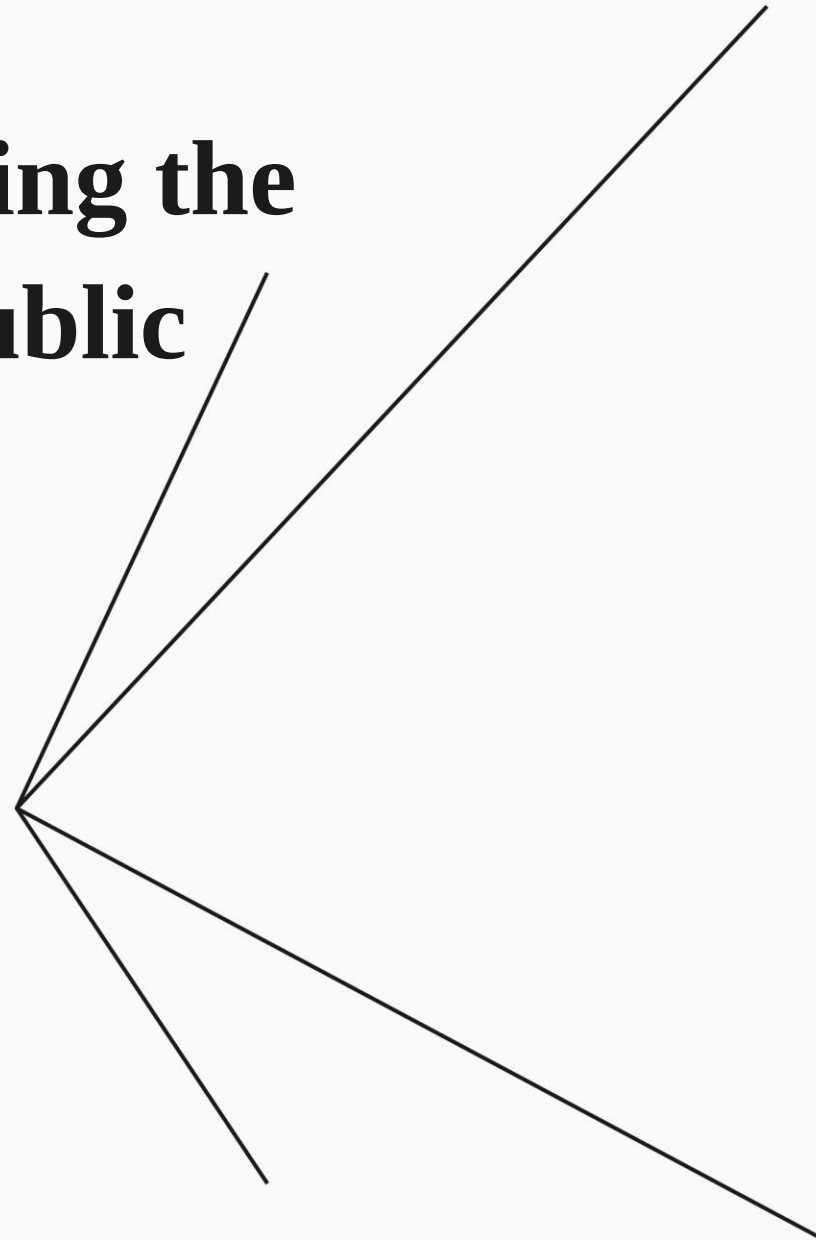


From Welfare to Market: Testing the Impact of Marketisation on Public Support for UK Housing Associations.

Ryan Peddie



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Which charity would you allocate money to?

Charity A

Social mission that leads it to:

- Provides support to those in need
- Works with other organisations
- Invests in the people it supports

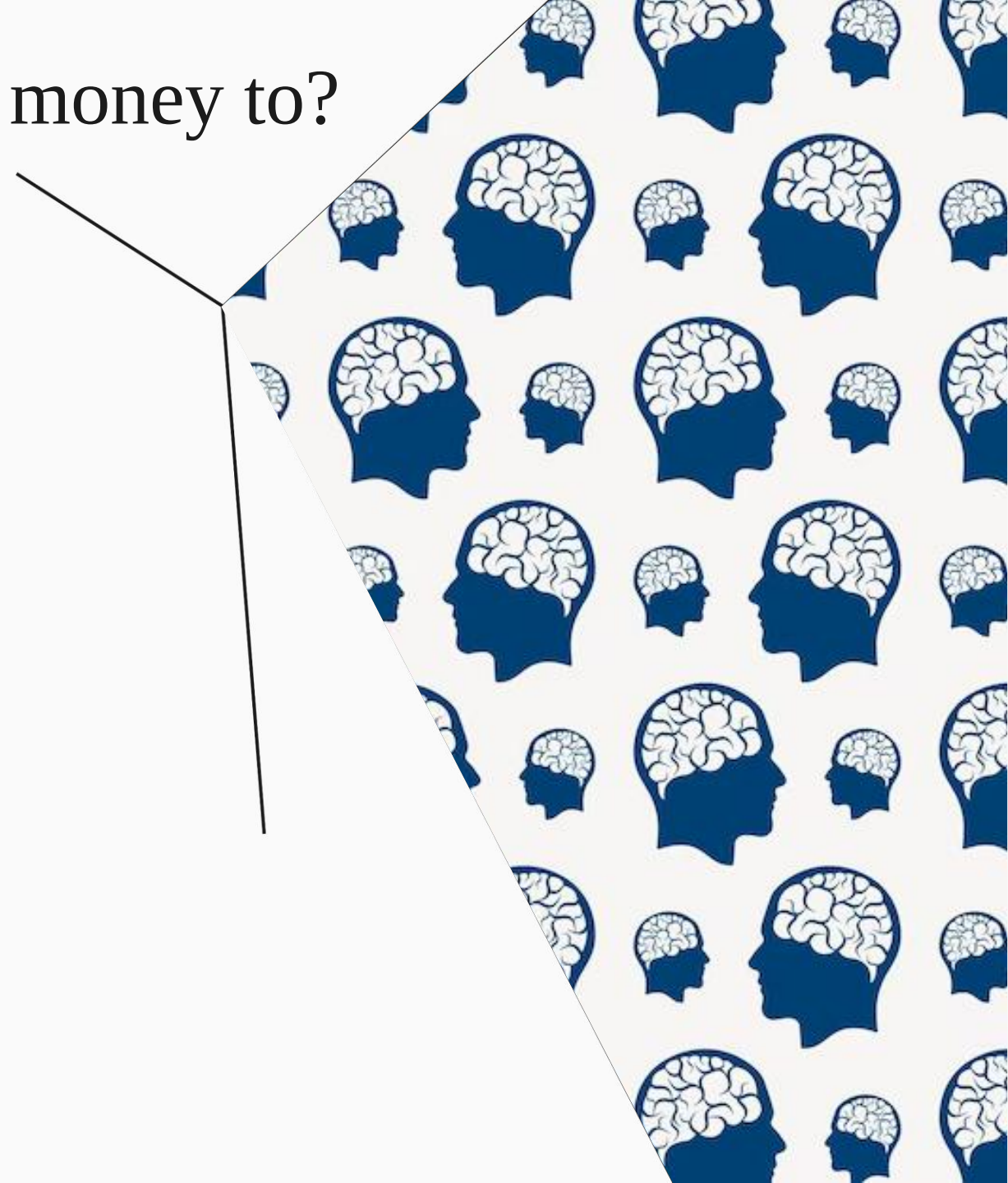
Charity B

Social mission that leads it to:

- Diversify its work more, including having profitable work.
- Reinvests profits into its work.
- Operates efficiently, achieving value-for-money



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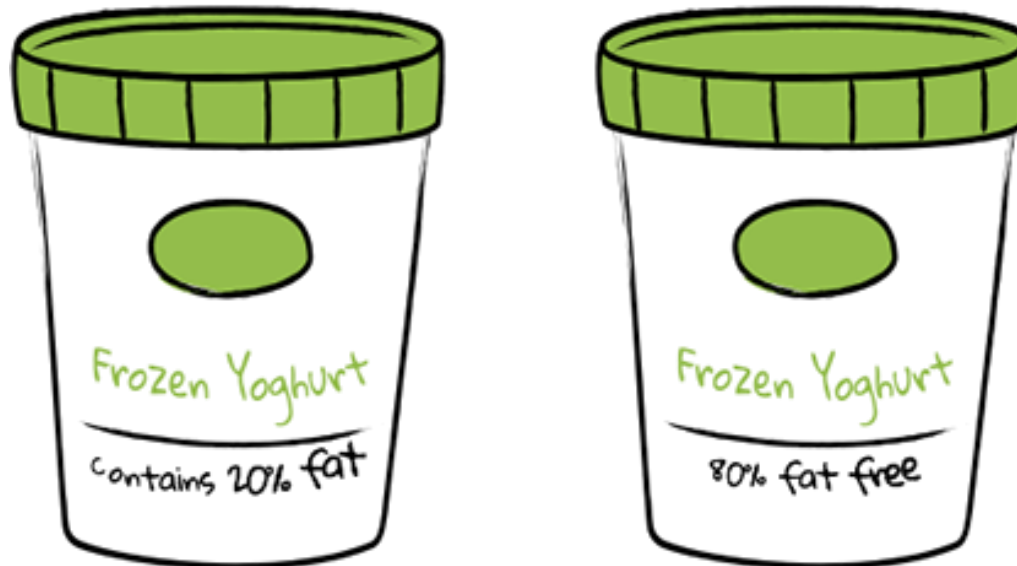
Background

Greater reliance on housing associations to provide welfare services (Parsell, Clarke & Perales, 2021).

- But funding competition with for-profit organisations (Mullins, 2016), leading to changes in language (Dart, 2004).

How, if at all, does language change behaviour?

- Charity “dictator games”.
- Framing theory.



Previous Literature

Know:

- Language has changed in housing associations
- Language does produce different behavioural responses
- Efficiency matters!

Don't know:

- How public communications from housing associations have changed
- Language change impact in HAs

Research Questions:

- **RQ1:** How has language used by Housing Associations in annual reports changed in relation to the marketisation process across the 21st century?
- **RQ2:** How does welfare-oriented framing versus market-oriented framing of housing associations impact generosity towards them in a dictator game?



Research Question 1

Qualitative

- Thematic Analysis
- Annual reports from across 21st century.



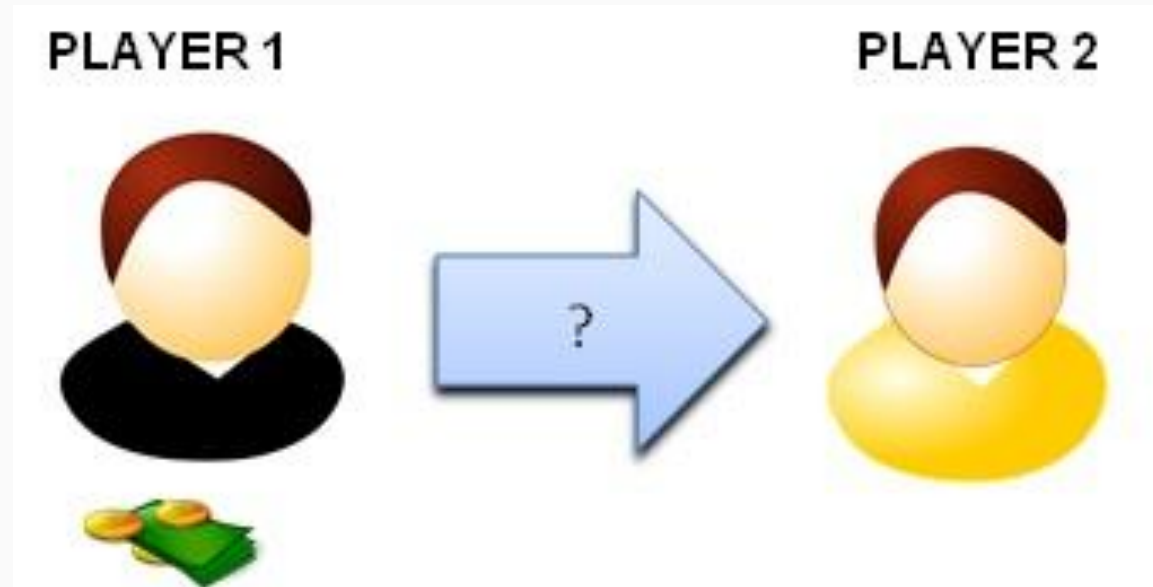
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Research Question 2

Charity Dictator Game

- Participants: 250 across UK.
- Random allocation
- 2x1 design



Qualitative Results

Pre-2010s

- Use of “tenants”
- Focus on communities.

Post-2010s

- “Customers”
- Financial Performance

Hybridity

- Not a clear cut change
- Idea of need was consistent



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Quant. Results: Descriptive Statistics

Table 1: Descriptive Statistics and Balance

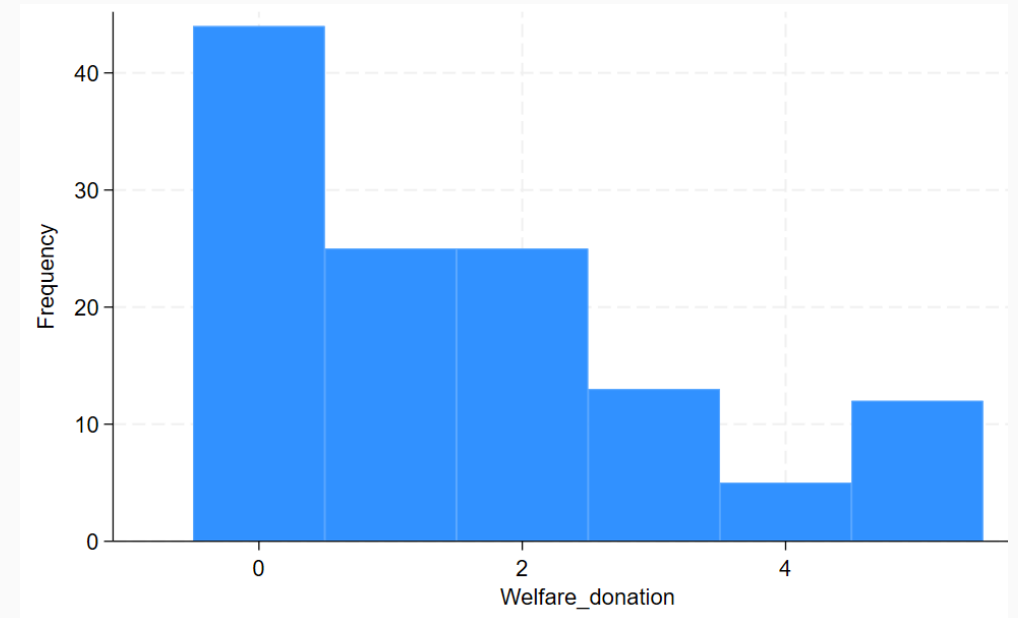
	Welfare frame			Market frame			
	N	Mean	SD	N	Mean/(SD)	SD	Difference
Age (years)	124	41.129	13.938	126	45.508	14.691	-3.379*
Knowledge (1=prior knowledge)	124	0.065	0.247	126	0.016	0.125	0.049**
Gender (1=female)	124	0.516	0.502	126	0.571	0.497	-0.055
Income	124	4	0.145	126	4.460	0.154	0.1887

Notes: Difference column was calculated using a pairwise t-test for all variables except income. Income difference was calculated using a Pearson's Chi-square test, and result displayed is Cramer's V. Stars are used to indicate if the difference is significant: * $p < 0.1$, ** $p < 0.05$, *** $p < 0.01$.

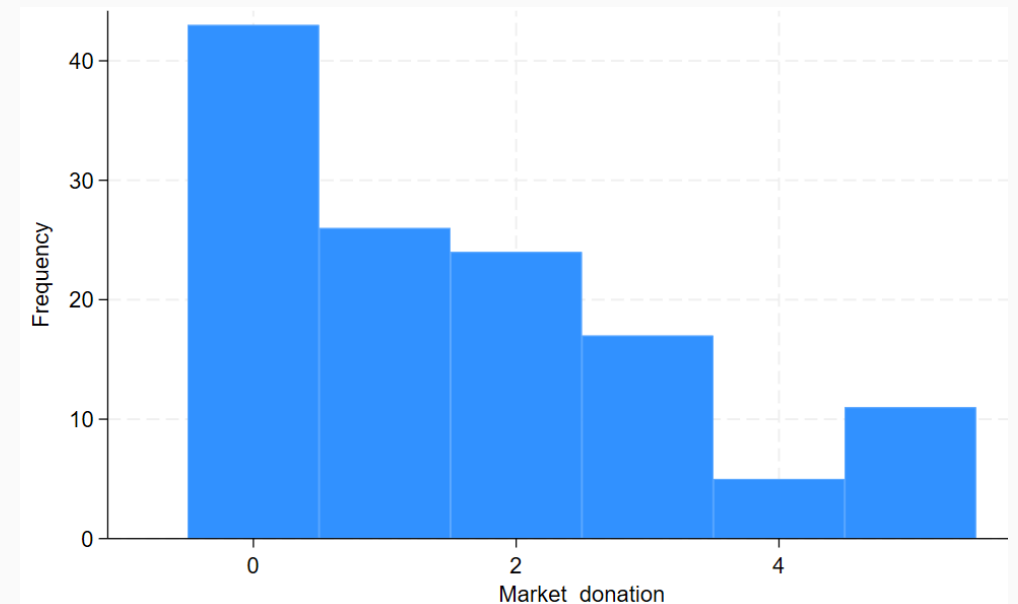


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Distribution of donations under Welfare treatment



Distribution of donations under Market treatment



Quant. Results: Regression

Table 2: Regression models for amount of endowment donated		
	(1)	(2)
Market	0.023 (0.20)	-0.088 (0.20)
Age		0.032*** (0.01)
Female		0.655*** (0.20)
Knowledge		1.227** (0.52)
Income		
£801-£1400		-0.566 (0.63)
£1401-£2000		-0.090 (0.62)
£2001-£2600		-0.410 (0.61)
£2601-£3200		-0.345 (0.65)
>£3200		-0.347 (0.61)
Prefer Not To Say		-0.584 (0.65)
Constant	1.565*** (0.14)	0.318 (0.625)
Observations (N)	250	248
R ²	0.0001	0.1435

Note: the table reports linear regression models where the dependent variable is amount of money donated. "Market" is a dummy that has the value of 1 if a participant was in the market-oriented treatment. "Female" is a dummy that has the value of 1 if the participant is a female. "Knowledge" is a dummy that has the value of 1 if the participant had prior knowledge. In column (2), two participants have been excluded due to no age provided. Standard errors are provided in parentheses. * p < 0.1; ** p<0.05, *** p<0.01.



What does this mean?

Motivations for Giving

- Age, knowledge, gender - significant.
- Framing is not.

Explaining the change

- Important for investors, but neutral to greater public.
- Limits of framing in audience.



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Conclusion

- Language had changed.
- Public support (donations) did not.

Marketisation language may be neutral to the public in this instance.

Implications of understanding motivations for support.