The Effect of Color Harmony on Processing Disfluency of Pro-Social Advertisement

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We examined the effect of color harmony on the effectiveness of pro-social advertisement. The results from three studies showed that moderately disharmonious color combination evokes disfluency, and the path from disfluency to high construal to empathy explains the effect of color harmony on pro-social behavior.

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08-C: For Others' Benefit Only: The Impact of Individuals’ Beliefs in Karma on Charitable Giving

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We test the impact of individuals’ beliefs in karma on charitable giving. We show that when nonprofits increase the personal relevance of its charitable appeals, individuals who believe in karma will respond less favorably than when the charitable appeals are more general.

08-D: Why Sometimes Recognizing Obligations Can’t Help - The Effects of Signing One’s Name on Donation Behaviors

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Robert S. Wyer, Chinese University of Hong Kong, Hong Kong, China

In our research, we observed that signing one's own name, albeit in an irrelevant context, can unobtrusively activate both feelings of self-identity (identity effect) and a sense of responsibility (duty effect). These effects, along with other factors such as self-relevance and processing style, induce a self-devoted commitment to help and impact on donation behaviors.

08-E: The Importance of Different Information in Donation Requests: An Eye-Tracking Analysis

Janet Kleber, University of Vienna, Austria
Sophie Süssenbach, Vienna University of Economics and Business, Austria
Stephan Dickert, Vienna University of Economics and Business, Austria
Arnd Florack, University of Vienna, Austria

An eye-tracking experiment examines the perception of different donation requests depending on numeracy. Results suggest that low numerate individuals tend to fixate more on the pictures, whereas high numerate individuals fixated more on numeric information. Donations were higher the longer pictures were fixated and if pictures illustrated the problem.

08-F: Is Doing Better Always Good? The Impact of Perceived Nonprofit Competence on Altruistic Donation Motivations

Katina Kulow, University of South Carolina, USA
Caglar Irmak, University of Georgia, USA
Stefanie Robinson, North Carolina State University, USA

We test the impact of perceptions of increased competence of nonprofits on consumers’ motivations for charitable giving. We show that when nonprofits signal increased levels of competence, altruistic individuals will respond less favorably to them as compared to when nonprofits were perceived as less competent.

08-G: The Effect of Color Harmony on Processing Disfluency of Pro-Social Advertisement

Nara Youn, Hongik University, Republic of Korea
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