The Role of Beneficiaries' Group Identity in Charitable Giving

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We investigate what determines the differential effectiveness of self- versus other-benefit appeals in charity advertisements. We find that when beneficiaries are out-group (in-group) members, self-benefit (other-benefit) appeals generate greater donation intention than other-benefit (self-benefit) appeals. We also demonstrate two distinct mediation processes to account for the proposed matching effects.

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08-H: The Effect of Competitive Labeling on Charitable Donation
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To motivate donors, charities can display the amount raised by competing donor groups; an approach we call competitive labeling. In the present research, we argue that competitive labeling increases donations when the gap between donor groups is low, but decreases donations when the gap between donor groups is high.

09-A: Not Like Everyone Else: The Role of Consumer Cause-Related Identity and Uniqueness in Consumer Donation Intentions and Behavior
Rhiannon MacDonnell, Cass Business School, City University London, UK
Bonnie Simpson, Ivey Business School, Western University, Canada
Jennifer J. Argo, University of Alberta, Canada

Across two studies, the influence of cause-related identity and uniqueness on donation intentions and behaviors are examined. It is predicted that when uniqueness motives are triggered consumers will be more willing to publically (vs. privately) contribute to causes from which they might otherwise wish to dissociate their public identities.

09-B: Mine and Mine Only: The Influence of Gifts on Their Replacement and Subsequent Brand Evaluation
Y. Jin Youn, Northwestern University, USA
Kiwan Park, Seoul National University, Republic of Korea

Although gift giving is a common social interaction, how gifts influence gift receivers is largely underexplored. Current research demonstrates that gift receivers project gift givers on the gift (study 1), and this influences product replacement (study 2). Furthermore, gifts reveal to have broader consequences on brand evaluation (study 3a & 3b).

09-C: Touch Me: Does Touching a Victim’s Photo Affect Donation Amount?
Chun-Ming Yang, Ming Chuan University, Taiwan
Xiaoyu Zhou, Peking University, China

Three experiments demonstrate the influences of touch element on donation amount. The results indicate that touching a victim’s photo lead to higher donation amount, especially for high need-for-touch individuals. Moreover, this relationship is mediated by sympathy. This research also shows that seeing a victim’s face is not a necessary condition.

09-D: The Role of Beneficiaries' Group Identity in Charitable Giving
Kiwan Park, Seoul National University, Republic of Korea
Seojin Stacey Lee, Seoul National University, Republic of Korea

We investigate what determines the differential effectiveness of self- versus other-benefit appeals in charity advertisements. We find that when beneficiaries are out-group (in-group) members, self-benefit (other-benefit) appeals generate greater donation intention than other-benefit (self-benefit) appeals. We also demonstrate two distinct mediation processes to account for the proposed matching effects.

09-E: Happy Faces, Sad Faces: The Interactive Effects of Affective Displays and Donation Types on Charitable Giving
Fan Liu, University of Central Florida, USA
Xin He, University of Central Florida, USA
Ze Wang, University of Central Florida, USA

In this research, we find that donors tend to contribute money to a happy child rather than to a sad child whereas they tend to contribute time to a sad child than to a happy child. Results demonstrate that donors emphasize their own psychological wellbeing in charitable giving such that donors’ happiness mediates the differential effects of recipients’ affective displays on donation types.