Ingroup-Outgroup Asymmetry For Donations of Time Versus Money

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In this research, we examine ingroup-outgroup asymmetry for donations of time versus money. We find that that people are more willing to donate the resource that is more "me" to ingroup members versus outgroup members. Furthermore, perceptions of fit or appropriateness mediate this relationship.

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07-D: I Care When I Feel Like It! The Moderating Role of Emotion Stability in Cause Related Marketing
Ceren Ekebas-Turedi, Old Dominion University, USA
Leona Tam, University of Wollongong, Australia

Cause related marketing (CRM) has become a popular strategy. This research investigates the impact of consumers’ emotional stability on the effectiveness of CRM in generating positive attitude towards the brand. Results of an experiment show that CRM influences attitudes only when consumers are in high (versus low) emotional stability.

07-E: But I Deserve It! The Impact of Product Positioning on Consumer Intentions Toward Fair Trade Products
Rhiannon MacDonnell, Cass Business School, City University London, UK

We examine the role of product positioning (luxury vs. necessity) and nationality of the product producer (same nationality vs. different) on consumer willingness to purchase fair trade and find that deserving of the product, but not guilt, mediates the effect on purchase intentions. Implications for research and practice are discussed.

07-F: The Many Shades of CSR – the Interplay of CA and CSR Associations
Xiaoye Chen, North Central College, USA
Rong Huang, Shanghai University of Finance and Economics, China
Laurette Dubé, McGill University, Canada

This paper investigates differential impact of different CSR formats on consumer response. Two studies demonstrate that consumers reward companies embracing Value-creating CSR, as opposed to Philanthropic and Promotional CSR, in CSR image and corporate ability image. And the effects are moderated by corporate competence.

07-G: The Desigmatizing Role of Cause Marketing (CM) Products
Sukhyun Kim, Samsung SDS, Republic of Korea
Kiwan Park, Seoul National University, Republic of Korea
Y. Jin Youn, Northwestern University, USA

In this research, we investigate the desigmatizing role of cause marketing (CM) products, particularly for materialists. We demonstrate that compared to other forms of prosocial behaviors such as donation, materialists versus non-materialists perceive CM products as instrumental to desigmatizing negative accusations related to materialism when purchasing luxury products.

08-A: Role of Transactional vs. Relational Requests in Influencing Donation Intention
Mehdi Tanzeeb Hossain, University of Texas at Arlington, USA
Zhiyong Yang, University of Texas at Arlington, USA

In this research we demonstrate that transactional requests sometimes exert negative influence on peoples’ intent to help while relational requests has a unanimous positive impact on motives leading to helping behavior. Moreover, we posit that individuals' cognitive motivation moderates the above impact.

08-B: Ingroup-Outgroup Asymmetry for Donations of Time versus Money
Frank May, University of South Carolina, USA
Ashwani Monga, University of South Carolina, USA

In this research, we examine ingroup-outgroup asymmetry for donations of time versus money. We find that that people are more willing to donate the resource that is more "me" to ingroup members versus outgroup members. Furthermore, perceptions of fit or appropriateness mediate this relationship.