

Decision Processes Colloquia

Monday, April 17, 2023

Where: **260 JMHH**

When: **12:00 – 1:20 pm**

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Examining Solicited Donations: When Charitable Giving is Motivated by More Than Virtue or Status

ABSTRACT:

The pandemic made it clear that social connection has become an even more important driver of donation behavior. Online platforms, such as Facebook, and charitable organizations, such as food banks, have seen significant growth in peer-to-peer fundraisers (e.g. <https://ntfb.org/host-a-facebook-fundraiser/>), where individuals can solicit donations from peers for birthdays or other events. An article by Zelizer (2022) suggests the large uptick in donations during COVID-19 isolation was due to money being used as a social connector during a time when in-person social connections were restricted. Prior research supports this notion as it indicates that the need to connect and belong with others is a strong psychological driver of general behavior (Baumesiter and Leary 1995). However, when it comes to understanding why people donate, most scholars have mostly attributed motivations for charitable giving (beyond altruism) to warm glow seeking or prestige seeking. To fill this gap, we integrate Schwartz's values (1995), and Bekkers and Wiepking's (2011) forces that drive charitable giving to develop a warm glow scale that considers not only traditional measures of warm glow such as prestige and self-actualization, but also integrates measures of connectedness to others. As a result, we identify three distinct aspects of glow, which we refer to as Status Glow, Virtue Glow, and Connection Glow respectively. We experimentally manipulate these types of glow in different contexts in order to measure the impact on feelings about the donation and likelihood of giving again.