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경영학 석사 학위논문

# **What Do You Want to Give?**

**- The Effect of Donation Types on Perceived Donation  
Efficacy and Donation Intention -**

기부 유형이 기부의 지각된 효용감과  
기부 의도에 미치는 영향

2023년 2월

서울대학교 대학원  
경영학과 마케팅 전공  
유 선 희

# What Do You Want to Give?

## - The Effect of Donation Types on Perceived Donation Efficacy and Donation Intention -

지도 교수 이 경 미

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## **Abstract**

# **What Do You Want to Give? - The Effect of Donation Types on Perceived Donation Efficacy and Donation Intention -**

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Amid the deepening polarization of wealth around the world, donations are a means for individuals to bridge this gap between rich and poor. Non-profit organizations want to attract donors by various means and receive more donations from donors. The type of donation consists of various forms such as time, money, and goods, and recently, the form of donating specific items such as sanitary pads and masks is also frequently found. However, most of the donation literature rarely deals with this type of donation. Studies mainly cover time or money, or organ or blood donation in a medical domain. Accordingly, the study attempted to understand the effect of donation type on donation intention by focusing on a donation of goods.

The study found that the intention to donate varies depending on the

type of donation, and an experiment was conducted to understand why this phenomenon occurs. As a result of the first experiment conducted in the context of fundraising by a charity to help children with fasting in the region, it was found that the donation intention showed a significant difference depending on the type of donation. More specifically, donors showed a higher willingness to donate when they were in the situation of donating things than donating money. A second experiment was conducted in the context of a homeless relief organization to understand the underlying mechanisms in which such significant differences occurred. As a result, it was confirmed that the intention to donate varies depending on the difference in perceived efficacy of donation felt by donors. In the situation of donating goods, they felt a higher level of donation efficacy than in the situation of donating money, leading to a higher donation intention.

The discovery of this mediator is significant because previous studies explained the relationship between money and goods by using terms of warmth. Perceived donation efficacy is another mediator that affects the intention to donate. Therefore, this study suggests practical implications by proposing new ways to encourage donations, and it can be meaningful for consumer satisfaction in donation domain.

**Keywords:** charitable giving, donations, money, goods, perceived donation efficacy

**Student Number:** 2020-26606

# TABLE OF CONTENTS

<b>I. INTRODUCTION .....</b>	<b>1</b>
<b>II. THEORETICAL BACKGROUND.....</b>	<b>4</b>
2.1. Donation Types	
2.2. Perceived Donation Efficacy	
<b>III. OVERVIEW OF THE RESEARCH.....</b>	<b>10</b>
<b>IV. STUDY 1.....</b>	<b>11</b>
4.1. Design and Procedure	
4.2. Result and Discussion	
<b>V. STUDY 2 .....</b>	<b>13</b>
5.1. Design and Procedure	
5.2. Result and Discussion	
<b>VI. GENERAL DISCUSSION .....</b>	<b>17</b>
<b>REFERENCES .....</b>	<b>19</b>

<b>APPENDIX .....</b>	<b>23</b>
<b>국문 초록 .....</b>	<b>29</b>

# **I. INTRODUCTION**

According to Beautiful Fund (2021), The total amount of domestic donations is increasing every year to 6.1 trillion won in 2000, 11.5 trillion won in 2010, and 13.9 trillion won in 2018. The growth rate of donations rose sharply to 240 percent in 2000 and 129 percent in 2001, but the growth rate was negative for the first time in 2008 during the global financial crisis. Since 2014, the rate of increase has been continuously weak or decreased, but in 2018, it increased by 5.6%p compared to the previous year. Over the past 20 years, the average proportion of individual donations has been 65 percent and 35 percent of corporate donations, with the total amount of individual donations exceeding the total amount of corporate donations since 1998.

There are many motives for inducing donations, but they generally expressed motives in the order of sympathy, social responsibility, personal happiness, religious beliefs, and tax benefits. Over time, the proportion of donations through automatic transfers, Internet/credit cards, and mobile phones is increasing, and new fundraising methods have also emerged that change with the times. The hat knitting kit of Save the Children was a very unique way to donate that people can experience volunteer work and donation at the same time.

The Community Chest of Korea runs an Honor Society for high donors with donations of more than 100 million won, and many socially influential celebrities have recently joined the Honor Society, raising interest in



donations overall. In particular, as the economic crisis caused by the COVID-19 virus prolonged, people donate what they have actively, and donations of goods such as hand sanitizers and masks were also made in various ways.

There were many findings on what people wanted to donate and tried to find underlying mechanisms. The fact that donors want to donate time more than money (Brown, Meer, and Williams 2019), and it happens because of the difference in personal control (Costello and Malkoc 2022) were very notable findings. Personal control refers to the degree to which people can influence (Landau, Kay, and Whitson 2015; Skinner 1996) People felt higher control over time rather than money. That is, people believe that they can choose what they do with their time.

However, while many studies have been done on the relationship between the donation of time and money, there were only a few studies regarding goods donation. What do people want to donate if there is an option of goods donation? Why do people choose what they want to donate? The present study shed a spotlight on these questions. Therefore, this study proposes that people are more likely to donate goods than money because they perceive higher donation efficacy on goods donation. It means that they feel that they are doing good more when they donate goods compared to when they donate money.

By analyzing a new asymmetry between donation and finding its underlying mechanism, this research contributes to donation study.

Furthermore, this research also provides practical implications for charity organizations and donors.

## **II. THEORETICAL BACKGROUND**

### **2.1. Donation Types**

The literature on charitable giving is conducted in many different domains such as how donors select their beneficiaries depending on many different criteria. Cryder, Botti, and Simonyan (2017) found that donors rely on external aesthetic features to choose the beneficiary that they want to give their donation. Specifically, people want to donate more to recipients who need their donation more. Thus, when they need to choose their recipients less cautiously, they tend to choose more beautiful recipients. On the other hand, when they are in a more deliberative condition rather than an intuitive condition, donors want to give their donations to more desperate recipients. Smith, Faro, and Burson (2013) found that people want to donate more to a group than to an individual.

A study about donation types is a smaller but growing literature to examine psychological differences when each type of donation comes to consumers' minds. However, most of them cover the comparison between monetary donation and time donation (MacDonnel and White 2015; Liu and Aaker 2008; Reed, Aquino and Levy 2007; Reed, Kay, Fimmel, Aquino and Levy 2016). MacDonnel and White (2015) linked construal level theory (Trope and Liberman 2003, 2010) to the concept of donation type, time, and money. They proposed that time is construed in more concrete terms than money and this distinction can be explained by their differences in tangibility and finitude. Another study revealed that people are more

generous when they donate time compared to when they donate money (Costello and Malkoc 2022) even though donating time is less good for the charity or managers of nonprofit organizations prefer monetary donation (Brown et al. 2019; Smedly 2014). Reed, Aquino, and Levy (2007) found that consumers perceive giving time to provide social goods as more moral than giving money when their value is held constant.

Researchers proposed several underlying mechanisms of why people want to donate time more than money, however, there were no convincing reasons that have empirical support. Ellingsen and Johannesson (2009) proposed conspicuousness and observability of donating time, which is similar to the motivations of blood donors (Lee, Piliavin and Call 1999), but it wasn't tested empirically. Brown et al. (2019) ruled out the alternative explanation of signaling for an asymmetry in time and money donations. Costello and Malkoc (2022) pointed out personal control as a reason why people prefer donating time to donating money. That is, donors feel different levels of personal control over how their donation will be utilized. Specifically, people perceive that they can control how their time will be used rather than how their money will be used.

However, there are only a few studies that compare monetary donation and goods donation. Mainardes, Laurett, Degasperi, and Lasso (2017) identified and grouped the external motivators which encourage individuals in emerging countries to donate money and/or goods. They found 46 external variables such as weather, type of organization, and celebrity

influence. Those were grouped into five groups: Environmental and/or policy motivation, The cause or the situation of the donation, the characteristics of the beneficiary organization, the influence of others, and personal rewards. However, they were just about what makes people donate more, not about which situation makes people donate goods rather than money or vice versa. In another study, Hildebrand, DeMotta, Sen, and Valenzuela (2017) suggested that in the CSR domain of disaster relief, consumers evaluate a company more favorably when it makes in-kind contributions rather than monetary contributions. However, this pattern reverses when the company's CSR issues are perceived as more controllable. Moreover, when a donor's charitable credit is very low, goods donations can increase charitable credit due to the communal intention of goods (Gershon and Cryder 2017). More specifically, giving goods represents communal intentions such as in the gift-giving domain. In a close social relationship, an exchange of goods is an appropriate tool to show intimacy whereas money exchange is seemed to be taboo (Belk and Coon 1993, Webley, Lea, and Portalska 1983). This perception can be explained by the characteristic of money. Vohs, Mead, and Goode (2006) found that reminders of money led to selfish attitudes compared to nonmoney reminders. That is, money can prime exchange intent itself.

As mentioned above, when comparing donating time and money, money is construed more concretely than time (MacDonnel and White 2015). According to construal level theory (Trope and Liberman 2003,

2010), low-level construals are relatively detailed, contextualized representations that include subordinate features of objects. On the contrary, high-level construals are abstract and decontextualized representations that only show the essentials of the concept from the available information. Thus, any action can be construed in two ways, relatively concrete words, and relatively abstract words. Money is construed as more concrete because money is seen as more physically and conceptually finite and tangible than time. Money has physical and contextual features. In contrast, time is more experiential and less contextual (MacDonnel and White 2015).

## **2.2. Perceived Donation Efficacy**

In a donation domain, the impact of donation can be translated into perceived donation efficacy. Perceived donation efficacy (PDE) refers to the degree to which donors think their donation will affect the beneficiary (Bekkers and Wiepking 2010). In a study by Bekkers and Wiepking (2010), efficacy perceptions are intangible. It is a psychological result which can be obtained from donation through charitable organizations.

Self-efficacy refers to the belief in the ability of oneself to perform a behavior (Bandura 1986). Therefore, perceived donation efficacy is a belief about how much they can affect beneficiaries by their donation.

Previous studies found that people are less inclined to donate where they cannot make a difference (Diamond and Kashyap 1997; Duncan 2004; Mathur 1994; Radley and Kennedy 1992; Smith and McSweeney 2007).

People want their money to be used for “good” things. Also, people want to donate more when a donation campaign’s goal is near (Cryder, Loewenstein, and Seltman 2013), and this is an effect termed goal gradient motivation in helping behavior. At the last stage of donation, donors can feel a heightened sense of their perceived donation efficacy. They feel like the goal can be acquired by their donation at the last stage whereas they can’t in the early stage. It means that people want to give theirs to what they can change. Specifically, People are more likely to donate for overhead-free donation, which means that their donation would only be used to help their beneficiaries (Gneezy, Keenan, and Gneezy 2014).

Present research hypothesizes that donors feel higher perceived donation efficacy in a goods donation condition than in a money donation condition. Donors strongly prefer charities with low overhead costs because they want their donations to be used for direct program costs (Gneezy et al. 2014). This is because donors typically do not know the quality, nor the price of what charities produced. They just know the amount of their money used for overhead costs. This happened because of the characteristic of money. After people donate money, people have no way to know how their money is used without receipts.

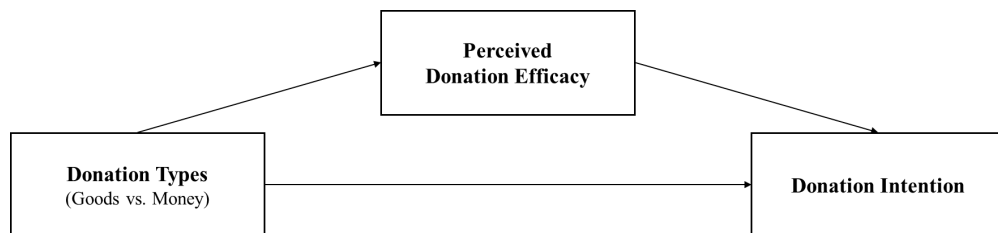
However, goods, on the contrary, have a clear purpose to use. For example, a pen is used only for writing something. When people receive a pen, they can’t use the pen for other purposes. That is because goods are tangible and concrete. It is easy to stimulate mental imagery with a highly

concrete stimulus (Yoo and Kim 2014). Thus, if people donate goods, they can imagine how their donations will be used. It makes people believe that their donations can have a higher impact on beneficiaries, which means, they can change the situations of beneficiaries. This assurance would be linked to higher perceived donation efficacy, and this leads to higher donation intention.

Combining these insights about donation types and political orientation leads to the following hypothesis:

**H1:** People show higher donation intention in a goods donation condition rather than in a money donation condition.

**H2:** Perceived donation efficacy will mediate the main effect of donation types on donation intention (H1).



**Figure 1 Research Model**



### **III. OVERVIEW OF THE RESEARCH**

The present research investigated across two studies whether donation types affect donation intention, specifically in a comparison between goods donation and monetary donation. Study 1 tested the key effect of donation type, which means the difference in donation intention depending on which types of donation the donor gives. After that, study 2 examined the role of perceived donation efficacy toward donation intention in linking the effect of donation types on intention.

## IV. STUDY 1

Study 1 was conducted to identify the differences in donation intention between the two types of donation. Specifically, the purpose of the first study was to document the basic phenomenon and test the prediction that people are more likely to donate goods rather than money.

### 4.1. Design and Procedure

Recruitment was open for 411 participants ( $M_{age} = 39.4$ ,  $SD = 12.3$ , 48.9% female) from Prolific aged between 20 and 59 and residing in the United Kingdom in exchange for a small monetary payment. Participants were randomly assigned to goods or monetary donation conditions.

All participants imagined that their take-home pay rate was £9.50 per hour, which was determined based on the National Living Wage for 23 and over (UK Low Pay Commission 2022). They saw a poster for a fictional charity End Hunger Today, which tries to end childhood hunger, currently attracting new donors. Participants had to stay at least 10 seconds to concentrate on the information about End Hunger Today.

Each donation condition was manipulated by using a poster to attract new donors. Two posters had the same phrases “help donate to those in hunger,” and “they need your charity.” In the goods donation condition, participants were told that “your £10 worth of canned food will help hungry children in our community” whereas participants in a monetary donation condition were told that “your £10 will help hungry children in our

community.” Under the poster, they were told that “this canned food [money] you decide to donate will help to alleviate hunger for local children,” and asked to rate how much they want to donate to End Hunger Today (1 = very little; 7 = very much).

## **4.2. Result and Discussion**

An independent samples t-test on donation intention revealed that participants were significantly more likely to donate goods ( $M = 4.21$ ,  $SD = 1.890$ ) than money ( $M = 3.79$ ,  $SD = 1.880$ ,  $t = 2.224$ ,  $p = .027$ ).

Study 1 shows that participants showed different levels of intention to donate in different conditions. What to donate has a significant effect on participants’ donation intention. Thus, study 2 will be conducted to find the underlying mechanism of this difference between donation types.

## V. STUDY 2

In this study, I measured the perceived donation efficacy of donation to test the underlying mechanism for the donation type effect on donation intention. I predicted that the asymmetry between the goods-money donation would be happened by the difference in the perceived efficacy of a donation.

### 5.1. Design and Procedure

Four hundred fifty participants from Prolific ( $M_{age} = 37.8$ ,  $SD = 10.9$ , 50.8% female) aged between 20 and 59 and residing in the United Kingdom in exchange for a small payment. Participants were randomly assigned to goods or money donation conditions same as the study 1.

Participants imagined that their take-home pay rate was £9.50 per hour, the same as the previous study. They saw a poster for a fictional charity Shelter for Streets, which helps homeless people and tries to attract new donors. Participants had to stay at least 10 seconds on the information page to understand the mission of the charity carefully.

As in study 1, each donation type condition was manipulated by using a poster. Two posters showed the same sentence “feed the homeless,” “your donations help those in need,” and “homeless not hopeless.” Each condition had different expressions about what they wanted to be donated. In the goods donation condition, participants were told that “your £10 worth of canned food can serve homeless people in our community.” On the other

hand, in a money donation condition, participants were told that “your £10 can serve homeless people in our community.” After looking at the poster, participants answered how much they want to donate to Shelter for Streets by the same sentence used in study 1 (1 = very little; 7 = very much). Next, participants completed the perceived donation efficacy measures from past charitable giving research (Cryder, Loewenstein, and Seltman 2013; “How substantial would your contribution be toward helping homeless people if you donated £10 worth of canned food boxes [£10]?,” “How much progress would donating these £10 worth of canned food boxes [£10] make toward alleviating hunger for local children?,” “How big would your contribution be toward homeless people if you donated £10 worth of canned food boxes [£10]?”), which were represented by an index of perceived donation efficacy ( $\alpha = .896$ ).

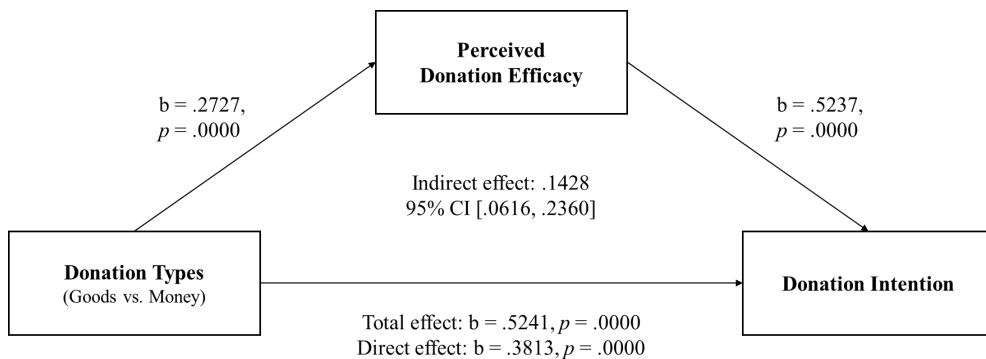
## 5.2. Result and Discussion

*Donation Intention.* I analyzed participants’ donation intention based on donation type using an independent samples t-test. As before, participants showed higher donation intention in the goods donation condition ( $M = 4.36$ ,  $SD = 1.798$ ) rather than in a money donation condition ( $M = 3.31$ ,  $SD = 1.797$ ,  $t = 5.940$ ,  $p = .000$ ).

*Perceived Efficacy of Donation.* Two separate independent t-tests showed that participants in the goods donation condition felt a higher perceived efficacy ( $M = 3.78$ ,  $SD = 1.50$ ) than did those in the money

donation condition ( $M = 3.23$ ,  $SD = 1.47$ ,  $t = 3.745$ ,  $p = .000$ ). That is, people felt that their donation would have more impact on the charity when they donate goods rather than when they donate the same worth of money.

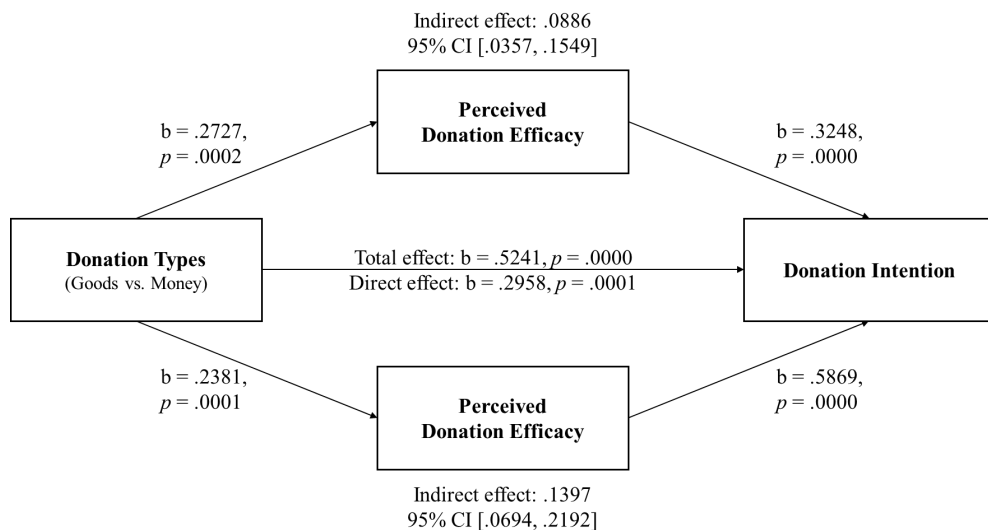
*Mediation Analysis.* To test whether a perceived efficacy mediated the effects of donation types on donation intention, I conducted a bootstrapped mediation analysis (Hayes 2013, model 4 in PROCESS) with 5,000 samples. As predicted, the analysis revealed that the confidence interval for the indirect effect of the mediator did not cross zero, indicating that perceived efficacy significantly mediates donation intention (indirect effect = .1428, 95% CI: [.0616, .2360]).



**Figure 2 Study 2 Mediation Effect**

To demonstrate the robustness and reliability of the mediator, I conducted a parallel mediation analysis (Hayes 2013, model 4 in PROCESS) with 5,000 samples. Warmth has traditionally been considered to have a close relationship with the donate intention, and is a factor that is also linked to the donation of goods. Prior research suggests that communal

orientation has a positive effect on prosocial behavior (Johnson and Grimm 2010), and warmth is connected to communal orientation (Gershon and Cryder 2018). Therefore, people want to donate what they feel is warmer. As I predicted, even though the indirect effect of warmth on donation intention was significant (indirect effect = .1397, 95% CI: [.0694, .2192]), the indirect effect of perceived donation efficacy on donation intention still remained significant (indirect effect = .0886, 98% CI: [.0357, .1549]).



**Figure 3 Study 2 Parallel Mediation Effect**

## **VI. GENERAL DISCUSSION**

### **6.1. Theoretical and Managerial Implications**

The need for redistribution of wealth is increasing as the gap between the rich and the poor widens all around the world. In particular, as the COVID-19 incident has continued for several years, both income inequality within the country and between countries has intensified (Worldbank 2022), thus the importance of donation behavior grows. In this severe inequality, donation behavior has emerged as a way in the process of redistributing this wealth. In fact, judging from the fact that an individual's educational background or income level and actual donation history are proportional (Beautiful Fund 2021), it can be assumed that donation behavior is also regarded as a means of redistributing wealth. Donation is not fixed in form or method, but as technology develops, various donation methods have emerged. Accordingly, the preferred form of donation has changed for each era, and this change is expected to continue in the future. In fact, compared to the past when donations through ARS phones were actively used, donations through account transfers and the Internet are more preferred, and charities are also proposing various ways to donate ideas. The life cap knitting proposed by Save the Children is a representative example of one of these new donation methods.

This research examined how donation types affect donation intention, specifically focusing on goods donation, which is less studied before. Previous studies mostly concentrated on the comparison between money



donation and time donation. Extending the findings from previous research on donation, the studies reported in this paper demonstrated the preference of donors. This research found that people are more likely to donate goods rather than money (study 1) and this happened because of their different levels of perceived donation efficacy (study 2). Specifically, people felt higher perceived donation efficacy when they donate goods. The money donation made people feel less perceived donation efficacy relative to the goods donation. In other words, people perceived that their donation would be more helpful when they donate goods rather than money. According to previous studies, that is because of the difference in tangibility and concreteness of the two objectives. Goods have physical shapes thus they should be more tangible and concrete than money. These are linked to vividness and people can easily imagine when they encounter vivid ones (Yoo and Kim 2014). Studies in this research find how and why different goods donations are from monetary donations.

For a managerial implication, the findings provide ideas to nonprofit organizations that need more donation. Because people want to donate goods more due to their vividness for where to use them, charities should emphasize how their donations would be used to make people donate.

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# APPENDIX

## A. Study 1 Stimuli

[Mission of End Hunger Today]



## ***Our Mission***

- In a country that wastes billions of pounds of food each year, it's almost shocking that anyone in this country goes hungry. Yet every day, there are millions of children and adults who do not get the meals they need to thrive.
- We work to get nourishing food - from farmers, manufacturers, and retailers - to people in need.

[Poster to attract new donors: Goods donation condition]



**PLEASE  
DONATE**

PLEASE  
SUPPORT OUR  
**FOOD  
BANK**

**HELP DONATE  
TO THOSE IN HUNGER**

THEY NEED YOUR CHARITY

YOUR **£10 worth of  
CANNED FOOD**  
WILL HELP  
HUNGRY CHILDREN  
IN OUR COMMUNITY

**End  
Hunger  
Today**

[Poster to attract new donors: Money donation condition]



**PLEASE  
DONATE**

**PLEASE  
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FOOD  
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**HELP DONATE  
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IN OUR COMMUNITY

**End  
Hunger  
Today**



## **B. Study 2 stimuli**

[Mission of Shelter for Streets]



### ***Our Mission***

- According to Crisis, over 200,000 households in England were experiencing the worst forms of homelessness.
- Shelter for Streets is committed to making homelessness rare, brief and non-recurring by delivering life-changing services and providing ongoing support to get back to the way of life they can uphold.
- We try to provide meals to the homeless and sleeping community.

[Poster to attract new donors: Goods donation condition]



shelter for  
**STREETS**

# FEED *the* HOMELESS

**YOUR DONATIONS  
HELP THOSE IN NEED**

YOUR  
**£10 worth of CANNED FOOD**  
CAN SERVE HOMELESS PEOPLE  
IN OUR COMMUNITY

## HOMELESS NOT HOPELESS

[Poster to attract new donors: Money donation condition]



shelter for  
**STREETS**

# FEED *the* HOMELESS

**YOUR DONATIONS  
HELP THOSE IN NEED**

YOUR  
**£10**  
CAN SERVE HOMELESS PEOPLE  
IN OUR COMMUNITY

## HOMELESS NOT HOPELESS

## 요약(국문 초록)

전세계적으로 부의 양극화가 심화되고 있는 와중에, 기부는 이러한 빈부 격차를 해소할 만한 다양한 방법 중 개인이 실천할 수 있는 하나의 수단이다. 비영리 단체들은 여러 가지 수단을 동원해 기부자들을 모으고자 하며, 기부자들에게 더 많은 기부를 받고자 한다. 기부의 형태는 시간, 돈, 물건 등 다양한 형태로 이루어지는데, 최근 생리대나 마스크를 비롯한 구체적인 물품을 기부하는 형태 역시 자주 발견된다. 그러나 대부분의 기부 관련 문헌들은 이러한 형태의 기부를 거의 다루지 않고 있으며, 주로 시간이나 돈, 혹은 의료 영역에서 장기나 혈액 기부에 대해 논하고 있다. 이에 따라 해당 연구는 물건 기부에 초점을 맞추어 기부 유형이 기부 의도에 미치는 영향을 파악하고자 했다.

해당 연구는 기부 유형에 따라 기부 의도가 달라진다는 사실을 밝혀냈으며, 이러한 현상이 일어나는 이유를 파악하기 위해 실험을 진행했다. 지역 내 결식 아동을 돕기 위한 가상의 자선 단체의 모금 맥락에서 이루어진 첫 번째 실험의 결과 기부 유형에 따라 기부 의도는 유의미한 차이를 보임을 알 수 있었다. 보다 구체적으로, 기부자들은 돈을 기부하는 것보다 물건을 기부하는 상황일 때 더 높은 기부 의사를 보였다. 이와 같은

유의미한 차이가 발생한 기저 메커니즘을 파악하기 위해 가상의  
노숙자 구호 단체 맥락에서 두 번째 실험을 진행했다. 그 결과  
기부자들이 기부에 대해 느끼는 지각된 효용감의 차이에 따라  
기부 의도가 달라짐을 확인할 수 있었다. 물건을 기부하는  
상황에서 돈을 기부하는 상황보다 더 높은 수준의 기부 효용감을  
느껴, 더 높은 기부 의도로 이어진 것이다.

해당 매개 변수의 발견은 기존에 물건과 돈의 관계를  
설명하는 따뜻함의 수준 차이 외에도 기부 의사에 영향을 미치는  
매개 요인을 발견했다는 데 의의가 있다. 이에 따라 실무적으로는  
기부를 독려하기 위한 새로운 방안을 제안할 수 있으며,  
소비자들에게는 자신이 만족할 수 있는 기부 방안을 제안한다는  
점에서 의미가 있다고 할 수 있다.

**주요어:** 자선 기부, 금전, 물건, 지각된 기부 효용감

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