

Intrinsic or Extrinsic? Determinants Affecting Donation Behaviors

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Abstract

Giving to charities comes in two major forms: time and money. This study explores whether donors/nondonors and volunteers/nonvolunteers can be uncovered in the Taiwanese context using demographic, socio-economic, psychographic, and attitudinal variables suggested by the interdisciplinary literature. Data were collected by a large-scale telephone survey examining the statistical significance of the aforementioned variables of individual differences. The overall results suggest that variables affecting volunteering are intrinsic determinants including psychographic- or attitudinal-based factors. The results indicate that monetary donations are likely to be determined by extrinsic variables such

as age, gender, income, marital status, and family loading. The canonical correlation analysis suggests that volunteering is not a replacement for giving monetary donations, but rather it is complementary to the donation of money. The findings shed light on the nature and characteristics of donors giving time and money in order to offer new insights for practitioners in charity marketing and fund raising.

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Introduction

Giving to charities comes in two major forms: volunteering and monetary donation. The investigation of why and how people donate to charity has been extensive and has uncovered a plethora of variables that may affect

the decision to give. There is a vast array of literature concerning the characteristics of charitable giving, a review of which indicates that potential factors can be distinguished into extrinsic and intrinsic determinants (Bennett, 2003; Sargeant, 1999; Schlegelmilch *et al.*, 1997). Extrinsic determinants represent demographic and socio-economic profiles of the charity donors, and intrinsic determinants address the underlying psychographic and attitudinal variables for supporting a charity. However, among those potential determinants of giving, there has been some inconsistency and contradictions in the literature regarding which are the significant factors affecting individuals' giving behavior. In addition, a review of current literature across international academic journals informs us that most studies concerning donation behavior concentrate on the analyses of issues in Western democracies, for example, the US and Europe (e.g., Schlegelmilch *et al.*, 1997). Studies outside the scope of Western democracies are limited (for instance, see Hsu *et al.*, 2005). An empirical study in Taiwan serves to improve the relevance and accuracy of the measurements of charitable giving behaviors in an Asian context.

This paper explores whether donors/nondonors can be distinguished from nondonors through extrinsic and intrinsic determinants, contingent on two major forms of charitable giving (i.e., time and money). It also investigates whether these two major forms are a substitute or supplementary for each other. An empirical study is conducted. Multivariate analytical techniques are

employed for in-depth data examination and triangulation in order to facilitate a comprehensive understanding of how intrinsic and extrinsic individual differences are associated with donation behaviors. A comparison between our results and previous findings from Western countries can be made and major differences drawn. Subsequently, fund-raising strategies for the most likely donors will also be discussed.

Donation Behavior in Taiwan

In Taiwan, the development of nonprofit organizations (NPOs) since the 1980s has witnessed a new and unprecedented phase of economic growth and political liberalization (i.e., restrictions on the establishment of civil organizations which were abolished due to the termination of Martial Law in 1987) with rapid growth in both number and size of NPOs. These NPOs have successfully raised awareness about a host of social issues and served as a channel for the public to help disadvantaged groups. Independent donors rather than corporations have tended to be the major contributors in Taiwan (Taipei Business Topics, 2005). United Way Taiwan, for example, reports that 88 percent of NT\$200 million (US\$6.25 million) worth of donations came from individuals in 2005. The concept of corporate social responsibility is not deeply embedded in Taiwan's enterprises because most of them are small to medium-sized companies that have needed a lot of energy and resources just for survival. The level of individual donations has gradually increased every year by 3–5 percent regardless of economic conditions (Taipei Times, 2006). Having realized that a large



amount of an NGO's revenue is provided by individual donations, and there has been an increase in competition not just in recruitment but also for donor's funds, it is important to reveal who the potential donors are and how and why they give.

Variable selections in the present study

A variety of extrinsic and intrinsic factors can influence giving behaviors. In the present study, individual differences, including age (Chrenka *et al.*, 2003; Sargeant *et al.*, 2000; Smith, 1994), gender (Brunel and Nelson, 2000; Chrenka *et al.*, 2003; Newman, 2000; Schlegelmilch and Tynan, 1989; Wymer, 1998), educational level (Schlegelmilch and Tynan, 1989; Yavas and Riecken, 1985), income (Radley and Kennedy, 1995; Schlegelmilch *et al.*, 1997; Smith *et al.*, 1995), marital status (Schlegelmilch and Tynan, 1989), and family loading (Bennett, 2003), are selected as extrinsic characteristics of charitable giving because those variables are found to influence helping behaviors in Western countries.

The intrinsic determinants of giving are the underlying motives of charitable giving (Sargeant, 1999). Factors shown to be significant indicators of giving include general perceptions of charities (Sargeant *et al.*, 2006), sense of social responsibility (Bennett, 2003; Hsu *et al.*, 2005; Zhang *et al.*, 2007), familiarity with a charity (Sargeant and Lee, 2002), and empathy (Bennett, 1997; Sargeant, 1999; Schlegelmilch *et al.*, 1997). Individuals in societies that promote collectivism (i.e., Asian countries) are more likely to act on altruistic motives

than those from societies based on individualism that value personal freedom and self-interest. High Confucian traditions affect people's emphasis on gift giving, good manners, and higher responsibility to underprivileged people (Zhang *et al.*, 2007). Compared with the Western countries, people are more concerned about uncertainty avoidance (Zhang *et al.*, 2007). If the donor is already familiar with and understands the nature of the significance of the charitable operations, he/she is more likely to help. Therefore, intrinsic determinants are expected to play a vital role in charitable giving in Taiwan.

Methods

Research design and participants

Telephone surveys were conducted by trained interviewers during a three-week period in April and May 2006. The sample was randomized and quotas were placed to ensure an even geographic spread of interviews. Telephones are an effective method for obtaining public opinions because nearly all residents of Taiwan have access to a telephone. A pretest was delivered prior to the actual implementation of the survey to check for proper wording, proper answer sets, and logistical clarity. Revisions were made after the pretest. The survey was presented to respondents as being conducted on behalf of two national university professors devoted to donation behavior research. A total of 7,000 telephone numbers were dialed to complete 708 interviews.

A relatively diverse sample was obtained, demographically similar to the Taiwanese adult population (as compared to the National Statistics,

Taiwan, 2005); an exception was that the sample appeared slightly more educated than the population from which it was drawn. In terms of volunteering, the responses were divided into 319 volunteers (45 percent) and 389 nonvolunteers (55 percent). One hundred and ninety-five people failed to make any monetary donation during the past 12 months (28 percent) and 513 made a donation at least once (72 percent). Our results show that the respondents had more experiences in monetary donations than voluntary services.

Statistical analyses

Logistic regression analyses

Logistic regression analyses are adopted for this study attempting to correctly explain and predict individuals' likelihood of charitable donations (i.e., volunteering and monetary donation). The logistic regression equation of volunteering behavior is expressed as follows.

$Y =$

$$\frac{e^{B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + B_8X_8 + B_9X_9 + B_{10}X_{10}}}{1 + e^{B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + B_5X_5 + B_6X_6 + B_7X_7 + B_8X_8 + B_9X_9 + B_{10}X_{10}}}$$

where Y = Whether or not an individual participated in voluntary services for any NPO during the last 12 months (0 = no; 1 = yes); X_1 = Age in years; X_2 = Gender (0 = male; 1 = female); X_3 = Highest education level (1 = below high school; 2 = high school only; 3 = some college; 4 = master degree or above)¹; X_4 = Annual income for tax last year (1 = NT\$0–NT\$370,000; 2 = NT\$370,001–NT\$990,000; 3 = NT\$990,001–NT\$1,990,000; 4 = NT\$1,990,001–NT\$3,700,000;

5 = more than NT\$3,700,001); X_5 = Marital status (0 = not married; 1 = married); X_6 = Family loading; having any children or not (0 = have no child; 1 = have one child or more); X_7 = General perceptions of charities; X_8 = Sense of social responsibility; X_9 = Familiarity with charity; X_{10} = Empathy; e = The regression residual.

Independent variables are categorical variables, except for age which is a continuous variable. Dummy variables are used for gender, family loading, and marital status. Five categories are used to represent respondents' highest education level. Categories of income are defined and adopted from *Income Tax Regulations of Taiwan* (2006). X_7 – X_{10} were measured in seven-point scales ranging from 1 = *strongly disagree* to 7 = *strongly agree*. The items are presented in the Appendix. A principle component factor analysis with varimax rotation was also confirmed, and four dimensions were identified as predicted: *general perceptions of charities* (Cronbach's $\alpha = 0.84$), *sense of social responsibility* (Cronbach's $\alpha = 0.86$), *familiarity with charity* (Cronbach's $\alpha = 0.90$), and *empathy* (Cronbach's $\alpha = 0.91$).

The independent variables in the logistic regression model of monetary donation behavior were identical to those in the model of volunteering. The dependent variable (Y) was the experiences an individual ever made monetary donations to any NPO during the past 12 months (i.e., whether donated money or not).

Canonical correlation analysis

The correlation between volunteering and monetary donation is further



examined based on the aforementioned variables. Previous studies (Yavas and Riecken, 1985; Chrenka *et al.*, 2003) suggest that giving time is a major factor in an individual's decision to donate money, and giving money is a significant determinant in an individual's decision to volunteer. Some researchers further argue that volunteering is not a substitute for giving money to charity, but rather a complementary activity which takes place in addition to donating money (Schlegelmilch and Tynan, 1989). Thus, the relationship between volunteering and monetary donation behaviors remains unclear. To answer the question of whether volunteering and monetary donation substitute or complementary for each other, we employed canonical correlation analysis (CCA) to further examine the time and money donation behaviors as dependent variables simultaneously. CCA is an appropriate and powerful tool when the criterion sets are moderately correlated, and is the least restrictive of all the available multivariate techniques (Hair *et al.*, 1998). CCA assists to decide whether the two variable sets are related as well as the magnitude of their relationship. In this study, CCA investigates the interaction between the set of predictors including demographic, socio-economic, psychographic, and attitudinal variables introduced previously and a set of donation measures (criterion variables) by deriving a set of weights for each set of time and monetary donation so that the linear combinations of each set are maximally correlated. CCA also estimates loadings for the two sets of data by examining the time-money

correlation matrix. The linear form of CCA is presented as follows:

$$b_1Y_1 + b_2Y_2 = a_1X_1 + a_2X_2 + a_3X_3 + a_4X_4 + a_5X_5 + a_6X_6 + a_7X_7 + a_8X_8 + a_9X_9 + a_{10}X_{10}$$

where Y_1 = volunteering; Y_2 = monetary donation; $X_1, X_2, X_3, X_4, X_5, X_6, X_7, X_8, X_9$ and X_{10} = aforementioned independent variables; $b_1, b_2, a_1, a_2, a_3, a_4, a_5, a_6, a_7, a_8, a_9$ and a_{10} represent the effect magnitudes.

Results

Results of logistic regression analyses

The correlation test and collinearity diagnostics were initially performed to confirm that interactions among variables were not significant. In the model of volunteering, -2 times the log of the likelihood value ($-2LL$) was 751.59 with nonsignificant χ^2 (Hosmer and Lemeshow's value = 3.40). Overall, 87 percent of the cases were correctly classified. In the model of monetary donation, $-2LL$ was 604.16 with nonsignificant χ^2 (Hosmer and Lemeshow's value = 6.97). Prediction accuracy was 82 percent. Both were well-fitting models. In the following, significant variables influencing volunteering and monetary donations are separately examined and discussed.

Behavior of volunteering

Six variables were found significant in explaining the behavior of volunteering. All selected intrinsic variables of individual differences positively influenced the likelihood of volunteering (Table 1). Only two extrinsic variables were found significant. Married people were found



Table 1: Results of logistic regression models on donation behaviors

	Volunteering				Monetary donation			
	β	SE	Wald's statistics	Odds ratio	β	SE	Wald's statistics	Odds ratio
Age	-0.36	0.02	4.46*	0.71	-0.47	0.20	5.62**	0.59
Gender	-0.09	0.28	0.12	0.91	0.61	0.21	8.31**	1.84
Education	0.07	0.15	0.21	1.07	-0.09	0.13	0.47	0.92
Income	-0.81	0.35	5.44	0.44	0.20	0.28	3.51*	1.22
Marital status	0.57	0.54	1.12*	1.51	0.64	0.46	2.89*	2.48
Family loading	0.10	0.50	2.22	4.52	1.01	0.51	3.86*	1.99
General perceptions of charities	0.34	0.12	5.09*	1.96	0.10	0.11	0.99*	1.91
Sense of social responsibility	0.28	0.14	4.23*	1.33	-0.01	0.10	0.01	1.01
Familiarity with charity	0.19	0.09	4.27*	1.11	0.01	0.08	0.01	0.99
Empathy	0.24	0.11	5.07*	1.27	0.19	0.09	4.39	1.21

* $p < 0.05$ ** $p < 0.01$

more involved with voluntary services than those unmarried ($\beta = 0.57$). On the other hand, age ($\beta = -0.36$) had a negative association with the probability people opted for volunteering. Younger individuals were more likely to volunteer than those older ones.

Behavior of monetary donation

Six variables were found significant on explaining behavior of monetary donation. Younger people were more likely to donate than their older counterparts ($\beta = -0.47$). Females were more likely to donate than males ($\beta = 0.61$). The higher income an individual had, the more likely he/she would donate ($\beta = 0.20$). The fourth variable, family loading ($\beta = 1.01$), revealed that people with one or more children had a strong positive association with the likelihood of monetary donation. Similar to volunteering behavior, married people were more likely to donate more than un-married ones ($\beta = 0.64$). General perceptions of charities was the only significant psychographic variable

($\beta = 0.10$). The more favorably a participant perceived the charities, the more likely he/she would opt for donating money.

Results of CCA

Based on the canonical weights (see Table 2), the CCA formula was structured as follows:

$$0.64Y_1 + 0.79Y_2 = -0.44X_1 + 0.34X_2 + 0.07X_3 - 0.19X_4 + 0.39X_5 + 0.44X_6 + 0.09X_7 + 0.31X_8 + 0.12X_9 + 0.52X_{10}$$

However, canonical weights can be unstable and can vary across samples from the same population (Lambert and Durant, 1975). The procedure suggested by Lambert and Durant (1975) was undertaken to evaluate weight instability by splitting the survey into two random groups ($N = 350$ and $N = 358$) and applying canonical correlation to each sub-sample. Results in Table 2 indicate canonical correlations of 0.37 and 0.26, respectively, both significant at the 0.001 levels. The strong association and



Table 2: Results of a canonical correlation analysis showing the effects of individuals' profiles on charitable giving behaviors: Total and split sample results

	Canonical weights			Canonical loading	Canonical cross-loading
	N=350	N=358	N=708		
<i>Predictive sets</i>					
Age	0.66	0.48	0.44	0.52	0.23
Gender	-0.44	-0.35	-0.34	-0.46	-0.21
Education level	-0.07	-0.03	-0.07	-0.03	-0.11
Income	0.01	0.22	0.19	0.04	0.20
Marital status	-0.33	-0.47	-0.39	-0.30	-0.17
Family loading	-0.11	-0.53	-0.44	-0.49	-0.22
General perceptions of charities	-0.27	-0.24	-0.29	-0.23	-0.21
Sense of social responsibility	-0.29	-0.21	-0.31	-0.60	-0.24
Familiarity with charity	-0.17	-0.17	-0.12	-0.07	-0.22
Empathy	-0.55	-0.53	-0.52	-0.65	-0.26
				Redundancy coefficient=0.48	
<i>Criterion set</i>					
Volunteering	-0.57	-0.65	-0.64	-0.61	-0.25
Monetary donation	-0.83	-0.79	-0.79	-0.77	-0.29
				Redundancy coefficient=0.52	
Canonical correlation	0.37	0.26	0.24		
Wilk's	0.85	0.91	0.92		
χ^2	54.79	49.65	56.88		
Degree of freedom	20	20	20		
$p(\chi^2)$	0.000	0.000	0.000		

Note: Canonical loading and cross-loadings are only shown for the entire sample.

the consistency of the canonical weights supported the stability of the overall sample and its objective interpretation. The overall result provided a canonical correlation of 0.24 that was significantly different from zero at 0.001 level by a chi-square test. The canonical correlation provided an estimate of the strength of the relationship between the predictive and the criterion set of variables. The redundancy test for the canonical correlation indicated the degree of shared variance. Forty-eight percent of the variance in respondents' profiles was accounted for by the variability in charitable giving behaviors. On the other hand, charitable giving

behaviors accounted for 52 percent of the variance in the respondents' profiles. The canonical weights, canonical loadings, and canonical cross-loadings indicate the relative importance of a variable in a set. An examination of the canonical loadings showing how much variance each variable shares with other variables in the same set indicated that these were all strong. Canonical cross-loadings reflect the correlation to variables between sets. With the exception of education level, canonical cross-loadings exceeded the 0.20 level suggested by Lambert and Durant (1975). Taken together, these results suggest a positive relationship

**Table 3: Previous literature and findings of the current study on variables explaining donation behaviors**

Variable name	Previous literature in the Western countries	Findings in Taiwan
Age	Volunteering: (+) Monetary donation: (+)	Volunteering: (–) Monetary donation: (–)
Gender	Volunteering: female>male Monetary donation: female>male	Volunteering: not significant Monetary donation: female>male
Education	Volunteering: (+) Monetary donation: (+)	Volunteering: not significant Monetary donation: not significant
Income	Volunteering: N/A Monetary donation: (+), (–), or U-shape.	Volunteering: not significant Monetary donation: (+)
Marital status	Volunteering: married>unmarried Monetary donation: N/A	Volunteering: married>unmarried Monetary donation: married>unmarried
Family loading	Volunteering: (–) Monetary donation: N/A	Volunteering: not significant Monetary donation: (+)
General perceptions of charities	Volunteering: (+) Monetary donation: (+)	Volunteering: (+) Monetary donation: (+)
Sense of social responsibility	Volunteering: (+) Monetary donation: (+)	Volunteering: (+) Monetary donation: not significant
Familiarity with charity	Volunteering: (+) Monetary donation: (+)	Volunteering: (+) Monetary donation: not significant
Empathy	Volunteering: (+) Monetary donation: (+)	Volunteering: (+) Monetary donation: not significant

(+): positive relationship between the variable and donation behavior

(–): negative relationship between the variable and donation behavior

N/A: no clear related findings

between respondents' backgrounds and charitable giving behaviors. Volunteering was not a replacement for giving monetary donations; instead, it was complementary to monetary donation.

Discussion

Our results and findings of previous literature on variables explaining charitable giving behaviors are summarized in Table 3. In addition to two extrinsic variables (i.e., age and marital status), variables affecting volunteering are intrinsic factors. General perceptions of charities, sense of social responsibility, familiarity with a charity, and empathy are key predictors. Except for general

perceptions of charities, monetary donations are likely to be determined by demographic and socio-economic conditions. A possible reason for such distinction might be related to the different natures of volunteering and monetary donation. Volunteering is an activity that requires not only the capability (i.e., having spare time to spend) but also enthusiasm (Smith, 1994). The voluntary service provided to donors is often highly intangible. Enthusiasm could come from psychographic and attitudinal profiles. Higher empathic dispositions and favorable perceptions of charities may lead to generosity and altruism in response to the misfortunes of the



disadvantaged. Efficacy of voluntary service can be longitudinal. Having characteristics such as empathy, sense of social responsibility, and familiarity with a charity may enable those individuals to pursue such intangible benefits.

Among various charitable giving behaviors, monetary donation is the charitable action people prefer to take (Hsu *et al.*, 2005). Effectiveness of monetary donations could be speedy without taking much energy as long as a person has hard cash and empathy. It is a straightforward approach to express sympathy. In addition to empathy, several extrinsic variables may determine the behavior of monetary donations. Family loading is an interesting and attention-catching variable in this study which positively influences both charitable giving behaviors. Instead of eliminating the motivation to give, family burden actually might increase concern and responsibility for the needy leading to the enhancement of a person's perspective on helping others. The phenomenon can be explained by a culture of collectivism where people are educated to help each other through social learning.

The influence of age on volunteering found in this study was opposite to that found in prior research in Western countries (e.g., Chrenka *et al.*, 2003; Sargeant and Lee, 2002). One possible reason might be due to the relatively short history of NPOs in Taiwan. As mentioned earlier, a significant growth of charity organizations started at the end of the 1980s after Martial Law was lifted. Indeed, 65 percent of today's NPOs were established after 1987 (Ministry of Interior, Taiwan, 2003). Moreover, exposure to the

influences of civil society and the importance of NPOs for younger generations has been growing through education by way of the government and, above all, by way of the media. Younger generations tend to appreciate philanthropic activities, social welfare, and charitable causes more than their older counterparts in Taiwan, which helps to explain why younger people are more prone to giving.

The findings of this study shed light on the nature and characteristics of charitable givers (i.e., money and/or time), and illustrate the practicality of using multivariate analysis to identify those donors. The demographic and social-economic measures identify a whole series of readily observable variables that can be employed to segment the population prior to mailing donation appeals and to design appropriate volunteer recruitment or fund-raising campaigns. Incorporating the psychographic profiles in the target market strategies could make the marketing efforts more effective. In addition, the results are consistent with findings from Schlegelmilch and Tynan (1989) that suggest volunteering and monetary donation are complimentary activities. This study also uses the historical background of NPOs and cultural diversities to explain the differences between the findings of this study and previous findings in Western countries. Our research not only contributes to narrowing this information gap by providing empirical data on donors but also offers important information for charities in Asia to identify the extrinsic and intrinsic characteristics of donors.

This study opens the door for further research to investigate underlying determinants of charitable giving so as to provide practical advice for charity marketers and campaigners. First, variables related to collective culture in the Asian context such as Confucianism and Buddhism can be incorporated as potential determinants in charitable behaviors. Campaigners or marketers of NPOs in Asia can design their charity campaigns in accordance with these particular cultural traits and religious beliefs to boost charitable giving. Second, the attributes of individuals' giving and various charitable causes should be linked. Newman (2000) suggests that men are more likely to donate to political groups, civil rights groups, and arts and cultural organizations, while women seem more likely to support services for the homeless, medical and healthcare charities. This could be worth exploring in other Asian countries to validate the results. Third, various dimensions of personality traits should be explored in future research. For instance, materialism and individualistic orientation could exert enormous influences on a respondent's donation behaviors (Bennett, 2003). Material values and individualism might influence charitable donation behavior by impelling a person to give if a donation message focuses on the ego of an individual making the gift and related benefits. Psychological congruence between a person's self-image and a particular type of charity could motivate donations to that charity. The external image that a person wishes to project might also affect giving behaviors. Fourth, whether these current implications

found in Taiwan are applicable to other Asian countries with different degree of collectivism is a matter of further investigation. In addition, future research should focus on building a more complex model that explores interactions among variables. The majority of previous literature assumes no interaction among demographic and socio-economic variables for the sake of simplicity. The same assumption was adopted in this study. The result of our correlation test confirmed a low correlation among variables before performing the logistic regression analyses. Therefore, a very powerful multivariate technique such as Structural Equation Modeling (SEM) would assist in analyzing the complicated relationship among the tested variables.

Our overall findings offer a number of explanations regarding how charitable giving behaviors result from socio-economic and demographic variables and how the public attitudes towards charity and their psychographic profiles differ in the pattern of donation behaviors. Volunteering is more likely to be determined by intrinsic characteristics of a donor, while monetary donation tends to be influenced by extrinsic characteristics.

Note

¹Category 1 represents the compulsory education in Taiwan including primary school, junior and senior high school. After the recent educational reforms, there are approximately 1 million students who study in some colleges or universities each year (National Statistics, Taiwan 2005).



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Appendix

Scale Items to Measure Intrinsic Characteristics

General perceptions of charities (X_7) (Sargeant *et al.*, 2006)

- (1) My image of charitable organizations is positive.
- (2) Charities have been successful in helping the needy.
- (3) Charities perform a useful function for society.
- (4) Charities do good things for the community.
- (5) Many charitable organizations are dishonest (reverse-coding).



- (6) Much of the money donated to charities is wasted.

Sense of social responsibility (X₈)
(Bennett, 1997, 2003)

- (1) The government has the ultimate responsibility for those who cannot take care of themselves (reverse-coding).
- (2) I am responsible for developing society and the well-being of people.
- (3) Everyone is accountable to the communities in which we live.
- (4) Equity is important in a society.

Familiarity with charity (X₉) (Sargeant and Lee, 2002)

- (1) I am very familiar with the work of charities I support undertake.

- (2) I understand exactly what the organizations I support stand for.
- (3) I could not easily describe the work in my charities undertake to others (reverse-coding).

Empathy (X₁₀) (Schlegelmilch *et al.*, 1997)

- (1) I am often deeply touched by what I see happening to others.
- (2) I find it easy to see things from other people's point of view.
- (3) I find myself easily responsive to another person's situation with feelings that resemble those experienced by the other individual.
- (4) I enjoy the feelings I get when I have helped someone even if I do not know him/her personally.