**INTRODUCTION**

Despite the growing amount of research on charitable giving, researchers still do not agree on why people donate. Do they donate for selfish incentives, such as to feel good about themselves, or for purely altruistic reasons associated with improving the world?

**RESEARCH QUESTION**

The goal of this study is to gain a deeper understanding of when and why people donate to a charitable organization.

Specifically, when primed to be in a individualist mindset over a collectivist mindset, will people be more willing to donate their time and/or money to a charitable organization?

**PREVIOUS RESEARCH**

- **Theory of impure altruism**: a donor’s intentions for giving cannot be purely altruistic because of the “warm-glow” they experience. This warm-glow is an individualist reward for giving, rather than the traditional thoughts that giving is done simply to help those in need.
- **Time-Ask Effect**: people are asked a question regarding their intentions to donate time (ie: volunteer) first and then a question regarding their intention to donate money will donate more money to the charity regardless of their intention to donate time.
- **Research results that confirm that high collectivism as an individual difference influence higher levels of prosocial behavior within organizations known as organizational citizenship behaviors.

**RESEARCH METHODS**

- The experiment takes the form of a 2 (prime: collectivist vs. individualist) by 2 (question: money-ask first vs. time-ask first) survey design.
- Participants were randomly primed to adopt either a collectivistic mental orientation or individualist mental orientation:
  - Priming Task: read a paragraph and circle pronouns like “we” and “us”, or “I” and “me.”
  - 190 respondents
  - Introduction to the Principles of Marketing course participant pool
  - Dropped results of participants that did not complete priming procedure

**RESULTS**

Statistically significant difference in donating interest between those primed to be in the individualist mindset versus those primed to be in the collectivist mindset.

**BIBLIOGRAPHY**


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