

**WHEN DO PEOPLE DONATE? A SOCIO- EMOTIONAL STUDY OF  
DONATION**

*Submitted in partial fulfillment of the degree of*

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## **DECLARATION**

The work embodied in the thesis entitled ‘When do people donate? A socio-emotional study of donation’ was conducted at the Department of Psychology under School of Human Sciences, Sikkim University, in partial fulfillment of the requirement for the award of M. Phil degree of Sikkim University. The work has not been submitted in part or full to this or any other university or institution, for any degree or diploma.

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We recommend that this dissertation be placed before the examiners for evaluation.

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This is to certify that the thesis entitled ‘When do people donate? A socio- emotional study of donation’ submitted by Shreyasi Roy, 14MPPS01 in partial fulfillment of the requirement for the award of M. Phil degree in Psychology of Sikkim University has not been previously submitted for the award of any degree/ diploma of this or any other University and it is her original work. She has been working under my supervision.

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## **ABSTRACT**

Giving donation is an example of helping behavior. Donation can be defined as essentially the tendency to give something ranging from monetary help or any form of help and what one can give others whose need is more important. Researchers have found several reasons behind donation. Five studies have been done to study situational and emotional characteristics of donation. The first study is a qualitative study and uses semi structured interview. It is done to understand lay man's perspective of donation. The second and third study tries to find out how number of donation seekers and provider has an effect on donation. The second study is vignette based classroom experiment and uses 3X3 mixed design and the third study was real life field experiment which uses 3X2 factorial design. The fourth and fifth study tried to find out how self conscious emotions namely guilt and pride has an effect on donation. The result shows that in presence of others people donate more. The result of the study shows that people donate more when there are along with their romantic partner and people donate more when they are proud. The results of the study are explained in the light of self- presentation in front of others, self- esteem maintenance, circular motion of happiness and warm glow phenomenon.

## CHAPTER 1: INTRODUCTION

Helping behavior refers to the act where people intentionally and voluntarily act in a way that they believe will benefit others. It can be defined as an action intended to aid others.

Helping behavior is a broad category of actions starting from assisting a stranger in an emergency (Latane & Darley, 1970), to donating a part of one's body to a relative (Schwarz & Howard, 1980). It can either be purely altruistic or it can be with a motive.

Whether altruism exists or not has been consistently under question in both psychological and philosophical circles (Bentham, 1789; Campbell, 1975; Hoffman, 1981; Hume, 1986). Batson and his colleagues stated that there are two ways that a situation in which help is required can be dealt with. One can be attending victims' plight and helping the person and another can be escaping situation (Batson, Ahmad, Lishner, & Tsang, 2002).

An egoistically motivated person would think of even smallest personal cost and then act.

An altruistically motivated would stress on reduction of other's suffering (Piliavin, Dovidio, Gaertner, & Clark, 1981).

Giving donation is an example of helping behavior. Donation can be defined as essentially the tendency to give something ranging from monetary help or any form of help and what one can give others whose need is more important. Donation is another form of helping behavior and is different from many other form of helping behavior. One crucial difference between helping behavior and donating is the recipients of donation are usually absent from the context while when helping the beneficiary is generally present (Bekkers & Wiepking, 2010).

According to self-interest theory, individuals are interested in oneself and try to maximize their benefit as much as possible (Holmes, 1990). According to the theory people donate because they are motivated by some subliminal selfish desires like personal happiness or some kind of anticipated reward (Ye, Tang, Yu, & Wang, 2015). Holmes, Miller and Lerner (2002) stated through social exchange theory that individuals donate more money to charity when appeals focuses on benefits to self. There are also theories which in contrast explain donation in the context of altruism (Ashley, Ball & Eckel 2010; Schefczyk & Peacock, 2010).

The donating behavior, like any other kind of prosocial behavior, varies considerably among the individuals. Whether a person donates or not depends upon institutional and situational conditions under which the decision is made. Several studies have found out that whether the person is asked directly for donation is an important factor in donation (Varese & Yaish, 2000; Opp, 2001; Freeman, 1997; Foster, Mourato, Pearce, & Özdemiroglu, 2001). Research also shows that the decision to donate also depends on the way the person is asked (Frey & Meir, 2004). Research on donation show that charitable giving is affected by changing the effective price of giving (Randolph, 1985; Karlan & List, 2007), the method of solicitation (Landry et al., 2006), the revealing of donors' identities (Soetevent, 2005) and communication of social information (Frey & Meier, 2004; Cronson & Shang, 2008; Shang & Cronson, 2009). Researches on donation have found that emotion has an effect on donation. Some researches show people donate more when they feel happy and some researches show that people donate more when they feel sad.

Researches in emergency helping situation have found out the effect on bystanders on helping and the research has been extended into non emergency situation as well. There is no research in my knowledge which studies the effect of presence of bystander in the context of donation. The present research tries to find out how presence of others have an effect on donation. Researchers have concentrated in finding out the characteristics of the person who donate but there is a gap in literature in finding out how situation has an influence. Situation can refer not only to the number of people present along with donation provider but also number of donation seeker asking for donation. The present research takes into consideration number of people present along with donation seeker when asking for donation as well number of people along with donation provider when the donation is asked. The present work also tries to find out how the presence of significant others like romantic partner has an effect on donation. Researches on emotion and donation has been done to see the effect of basic emotions on donation and very few researches have found effect of self conscious emotions on donation. To fill up the gap in literature the present research studies how self conscious emotions namely guilt and pride has an effect on donation.

Five studies have been done to study situational and emotional characteristics of donation. The first study is a qualitative study and uses semi structured interview. It is done to understand lay man's perspective of donation. The second and third study tries to find out how number of donation seekers and provider has an effect on donation. The second study is vignette based classroom experiment and uses 3X3 mixed design and the third study was real life field experiment which uses 3X2 factorial design. The fourth and fifth study tried to find out how self conscious emotions namely guilt and pride has an

effect on donation. The difference between fourth and fifth study was methodology used in the study. In fourth study a scenario of one of the emotion was made to be read and in the fifth study participant was asked to write about their personal incidence when they felt such emotion.

## CHAPTER 2: REVIEW OF LITERATURE

Donation can range from donating blood, donating organ, to even donating money or time for some cause. Researches on blood donation show that blood donors state the reason of community attachment or commitment to some common good as their motive (Healy, 2000). Researches on organ donation have shown people donate organ to others as a way to benefit others and endorse important personal and cultural values (Wuthnow, 2006). People engage in such act to enhance emotional distancing and self justification from inhumane treatment of others (Batson, 1998).

### **Types of donation**

**Charitable giving.** Charitable giving is the one in which individual give something in kind or money to someone or some group. Research shows that highlighting the benefits of charitable giving would increase charitable giving (Hsu, Liang & Tien, 2005). Researches show that in case of monetary donation, an individual difference in donating behavior is attributable to individual difference in dispositional variables (Knight, Jhonson, Carlo, & Eisenberg, 1994). Variance in donation can be also be influenced by affective reasoning, sympathy, money knowledge and multiplicative relation between the factors (Knight, Jhonson, Carlo & Eisenberg, 1994).

**Blood donation.** Following historical research by Titmuss, blood donation has been taken as the “purest example” of altruistic behavior (Titmuss, 1971, p.46). ). Blood donation has also been classified as an act of “collective gift giving” (Ytheir, 2006, p. 298). The blood donation has been seen as an example of “altruism with non monetary pay offs” (Elster, 1990, p. 46). Recent research argues whether the blood donation is

really a form of altruistic behavior or just a prosocial behavior. According to research a blood donor is described as one “who was a family man often possessing rarer blood type, with higher education but lower sense of self-esteem” (Gillespie & Hillyer, 2002, p. 127). Research on blood donation done by Oswalt (1977), Callero and Piliavin (1983) have found mostly altruistic motive behind blood donation that is “no obvious benefit for the respondent but is beneficial to the respondent” (Zillmer, Gidden & Honaker & Meyer, 1989). But researches on blood donor have found that blood donors get a boost to self-esteem which can be a direct benefit for blood donation (Gillespie & Hillyer, 2002). Incentives like assurance such as guaranteed blood replacement for family members (London & Hemphil, 1965; Piliavin & Callero, 1983), free health checkups ( Callero & Piliavin, 1983, Sanchez, Ameti & Scheirber, 2001), social and economic incentives (Gillespie & Hillyer, 2002). Incentives have found to be having impounding effect on blood donation for a first time blood donor (Chilaoutakis, Trakas, Socrataki, Lemonidou, & Papaioannou, 1994). Personal phone calls, face to face communication have been found to be effective in increasing the chances of blood donation (Osborne & Badley, 1975, Drake, Finkelstein & Saplosky, 1982). Few researches have tried to find out the rhetoric of morality that influences blood donation and found out donors report moral satisfaction after donating blood (Healy, 2006; Valentine, 2005; Nilsson & Sojka, 2003).

**Organ donation.** Even though organ donation has been successful and common in recent years and a single person can extend his help to different persons at the same time but the willingness to donate organ is puzzling (Skowronski, 1997). Researches on organ donation found that organ donors are mostly educated and have higher education level and less traditional views (Beyer & Zanetos, 1992; DeJong, Franz, Wolfe, Nathan,

Payne, Reitsma & Beasley, 1998; Horton & Horton, 1991; Klieger Nelson, Davis, Van Buren, Davis, Schmitz, & Vincent, 1994; Sanner, 1994). The researchers agree that there should be some psychological factor that can contribute to donation (Olbrisch, 1989; Perkins, 1987; Shanteau & Harris, 1990). Researchers have identified some psychological variables that are associated with organ donation- altruism (Horton & Horton, 1991; Kopfman & Smith, 1996; Stevens, 1998), empathy (Skumanich & Kintsfather, 1996), acceptance of mortality (Cleveland, 1975; Robbins, 1990; Sanner, 1994), humanitarian impulses (Cleveland, 1975; Stevens, 1998), low death and/or body anxiety (Kopfman, Smith, Ah Yun, Hodges, 1998; Robbins, 1990; Sanner, 1994), and rationality (Sanner, 1994). Researchers have found that organ donations are affected by situational factors like the relationship between the donor and recipient, the exact organ to be donated and whether the person is alive or dead when the person is donating (Skowronski, 1997). Research shows that the people who are unwilling to donate don't want to think about death, are concerned about if the organs donated are really getting into use or not and are concerned about their afterlife and how their body will present after death (Skowronski, 1997). Research by Skowronski (1997) also shows that people showed willingness to donate organ if they wanted to help others, wanted to help science and wanted to show some comfort in time of grief of the donor's family.

### **Factors that contribute to donation**

Research on donation in several disciplines has examined the reasons why people donate. Researches on model image motivation show that some people donate because they want themselves to be liked and well regarded by others. Further researches on this model show that monetary reward for helping has detrimental effect due to crowding out of

image (Benabou & Tirole, 2006; Ariely, Bracha & Meier, 2009). Researchers have found that males are more likely to donate when there is a monetary reward (Costa-Font, Jofre-Bonet, & Yen, 2012). Research by Lesile, Synder and Glomb (2013) stated that women were more positively related to workplace charitable giving than men. Why people donate and when people donate also depends on differences in culture. The collectivist culture and individualistic culture are different from one another in the type of help done and way of donating. In a collectivist culture, groups coordinate what type of helping, when, whom and how to help. The donation is more associated with group's embeddedness and leadership. The donation in collectivist culture is more sanctioned, compelled by group norms (Eckstein, 2001). The religious belief shapes the person's opinion about what is right and wrong, concern for others and feeling of responsibility for others. Donation by a person is also determined by his conviction or religious belief (Wuthnow, 1991).

Research on gender differences and message type show that females evaluate more favorably help other messages than self help messages as compared to males (Brunel & Nelson, 2003). People donate more when people are shown an absolute frequency of number of donations than when they are shown percentage of people helped. Researches on older adults show that older adults who have depressive symptoms engage in volunteering because of self protective motivation and as part of their effort to improve their mental and physical health (Bowen, Anderson, & Urban, 2000; Li & Ferraro, 2005; Morrow- Howell & Mui, 1989; Okun, Barr, & Herzog, 1998). Research show that people who are labeled as prosocial are more helpful as it gets incorporated to his self concept (Gergen,1971). Researches show that people tend to avoid situation

which demand donating behavior but messages having a personal appeal increase the strength of appeal and increases the chance of donating (Pancer, Mc Mullen, Kabatoff, Johnson, & Pond, 1979). People also donate in order to get exemption of taxes. The policies of a country and income of a person can also lead to donation.

There are several factors which determine whether people will donate or not. The factors may be dispositional characteristics or may be situational factors. Research show that humans are predominantly selfish in nature it is the social cues which trigger the altruistic behavior (Andreoni & Rao, 2011). Research on helping behavior and donation talks about person situation approach- which leads to classification of types of people 1) a person who is altruistic in nature: that a person is nurturant in nature not succorant, 2) receptive givers: one who helps others and accepts something in return, 3) selfish person: one who are succorant but not nurturant and 4) inner sustaining: one who does not care about helping or being helped (Romez, Gruder & Lizzardo, 1986; Ribal, 1963).

Researches on donation stated that people want to be known to other for their donation (Andreoni & Petrie, 2004). When people are approached for their donation directly chances of helping is more than when they are approached through telephone (Brockner, Guzzi, Kane, Levine, & Shaplen, 1984). Research also show that donation is less when there is option of giving money in envelope rather than having them handed over (Hoffman, Mc Cabe & Smith, 1996; Thornton, Krichner & Jacobs, 1991). Research on donation also shows that donations are facilitated when the individuals are provided with ribbons and wristband (Grace & Griffin, 2006; West, 2004).

Many researches on helping behavior have concentrated on how number have affected helping. Researches on helping in emergency situation show that increased

number of bystander decreases the amount of help received (Latane & Darley, 1970). Researches on charity confirm Latane and Darley (1970)'s finding that individual show lesser responsibility when they are in large group than when they are in smaller groups and even imagination of groups leads to lesser donation (Weisenthal, Austrom, & Silverman, 1983; Gracia, Weaver, Moscovitz, & Darley, 2002). Some research in non-emergency situation found the completely reverse effect of presence of others reported in emergency situations. These researches in non-emergency situations show that presence of others may enhance helping behavior (e.g. Bereczkei, Birkas, & Kerekes, 2010; Hoffman, McCabe, Shachat, & Smith, 1994; Kurzban, DeScioli, & O'Brien, 2007). Few research show that presence of others activate helping behavior as it activates personal and social norms (Basil, Ridgway, & Basil, 2006).

### **Emotion and donation**

Emotions can be defined in several ways. Theorists have agreed that emotion consists of number of components- subjective reports, physiological response, cognitive appraisal and so on (Fox, 2008). Basic emotions are those emotions that are critical for the survival of the species- biological criteria, society- social criteria and self- psychological criteria. Researchers have agreed that basic emotions should be discrete and have a fixed set of bodily and neural components as well as fixed level of motivational components for ecologically valid stimuli (Tracy & Randles, 2011). Different researchers have claimed different emotions as basic emotion. Among all the basic emotion model stated by Izard, Ekman, Panskeep and Levenson four emotions namely happiness, sadness, fear and anger was found to be common among the models. The self-conscious emotions are a special class of emotions (Tracy & Robbins, 2004). Emotions play a significant role in any type

of helping even in case of donation. The exact nature of emotion and donation is contradictory (Batson, 1990; Cialdini, Schaller, Houlihan, Arps, Fultz, & Beaman, 1987). Emotion is also the consequence of helping and donation (Barasch, Levine, Berman, & Small, 2014). According to empathy altruism model when a person witnesses distress of another person two reactions takes place. One is personal distress and another is empathic concern. People can help in order to lessen his distress and he can also help in order to reduce others' distress (Batson, 1987). When people are shown any message from charitable organization, the message facilitates the generation of those kind of feeling (Small & Lowenstein, 2003). The charitable organization tries to take up this strategy which is very effective for asking donation (Andreoni, 1990; Batson, 1990). When negative messages are used for charity then there is higher chance of persuasion than positive message (Pratkanis & Aronson, 1992; Thronton, Krichner, & Jacobs, 1991). The persuasive literature shows that strong messages are more effective than weak message in persuasion (Mitchell, 2000). The moderator of this effect is emotion or mood experienced by the receiver. The message strength has weak effect on happy people than sad people (Bless, Bohner, Schwarz, & Strack, 1990; Bless, Mackie & Schwarz, 1992; Bohner, Chaiken, & Hunyadi, 1994; Bohner, Crow, Erb, & Schwarz, 1993; Petty, Schumann, Richman, & Strathman, 1993). Research show that negative feeling would evoke more sympathy and feeling of sadness. Donating time or money would be one way to relieve these feeling and allowing them to a normal state of emotion (Haynes, Thronton, & Jones, 2004; Bagozzi & Moore, 1994). Research, by Isen and Levin (1972), shows that people help more when they are feeling good. Several researches done in the same line has been done and found similar results (Harris & Huang, 1973; Kazdin & Bryan, 1973).

Research done on children also show that children who are happy tend to show more altruistic behavior than children who are sad (Isen, Horn, & Rosenhan, 1997). But, some researches on the effect of mood on donation show contradictory results (Forest, Clark, Mills, & Isen, 1979; Isen & Simmonds, 1978; Carlson & Miller, 1987).

Self-conscious emotions require self awareness, self-representation and serve primarily socialized needs (Tracy & Robbins, 2004). It is different from the basic emotion as it is cognitively complex and doesn't have universally recognized facial expression (Tracy & Robbins, 2004). The set of self-conscious emotions include embarrassment, jealousy, empathy, shame, guilt, hubris and pride. Guilt though an unpleasant emotion have shown to have beneficial effects. Guilt makes people consider the needs of others above their needs (Haidt, 2003). Research by several field have shown that guilt lessens selfish tendencies and sparks prosocial action (Miettinen & Suetens, 2008; Smith, 1759). Empirical researches done show guilt increases heightened sense of responsibility, forgiveness (Freedman, Wallington & Bless, 1967; Izard, 1977; McCullough, Worthington & Rachal, 1997; Strelan, 2007; Stuewig, Tangney, Heigel & Harty, 2008; Tangney, Wagner, Fletcher & Gramzow, 1992). Research showed similar results for array of cultures (Breugelmans & Poortinga, 2006; Fonatine, Luyten, De Boeck, Corveleyn, Fernandez, Herrera, & Tomcsa'nyi, 2006). Research shows that guilt and empathy are those moral emotions evoked by concern for the other person. When a person feels guilty it adds an element of personal responsibility. The guilt emotion is one of the unique self-conscious emotion as it is sparked by the violation of so called perfect duties or errors of commission (Zeelenberg & Breugelmans, 2008). Pride is the consequences of a successful evaluation of a specific action. The experience of pride is

joy over an action and thought or feeling of doing well. The focus of pleasure is specific and related to an exacting behavior (Lewis, 2011). Pride is the emotion that gives “self-esteem a kick” and self-esteem in turn influences wide range of intrapersonal and intrapsychic behavior (Tracy & Robbins, 2007). The loss of pride leads to formation of humiliation and thus leads to ego threat and can provoke antisocial behavior and aggression (Bushman & Baumeister, 1998). Pride may reinforce the prosocial behavior that elicit achievement and care giving (Stipek, 1983). Research show that not only happiness and sadness have an effect on donation but also emotions like anger, fear, guilt and shame has an effect on donation (Barasch, Levine, Berman, & Small, 2014; Basil, Ridgway, & Basil, 2006). Research on death anxiety and donation shows that when people act more prosocial way they are more able to manage with anxiety of death (Jonas, Schimel, Greenberg, & Pyszczynski, 2002).

### **Approaches to explain donation**

**Theory of planned behavior.** Based on theory of reasoned action theory of planned behavior is a model to make behavioral decisions which are beyond their volitional control. The theory is based on the premise that intention is the most proximal determinant of behavior. Intention is influenced by attitude, subjective norms and perceived behavioral control. According to the model, attitude and norm have an additive effect on intention but the strength of the effect depends on the behavior and population (Fishbein & Ajzen, 1975). The theory has been used for prediction of prosocial behaviors like charitable giving (Smith & Mc Sweeney, 2007), volunteering (Warburton & Terry, 2000) and blood donation (e g., Giles & Cairns, 1995). The theory has been extensively used to predict behavior of blood donors and non-donors (Armitage &

Conner, 2001; Godin & Kok, 1996; Trafimow & Finlay, 1996). Researchers found intention to be the most consistent predictor of the behavior but intention is also influenced by factors like number of times blood was donated in the past (Ferguson, 1996; Ferguson & Bibby, 2002). Within the model, the moral norm has been found to be a direct predictor of the intention to donate blood (Godin, Sheeran, Conner, Germain, Blondeau, Gagné, ... & Naccache, 2005; Armitage & Conner, 2001; Lemmens, Abraham, Hoekstra, Ruiters, De Kort, Brug, & Schaalma, 2005). Research on charitable giving and theory of planned behavior support the role of attitude and norm as mentioned in the theory (Smith & Mc Sweeney, 2007).

**Altruism.** Altruism is defined as a form of voluntary act with intention to favor another without expectation of reward (Smith & Mackie, 2006; Batson, Ahmad, Lishner, & Tsang, 2002; Aronson & Petrie, 2004). From a socio-biologist perspective altruism is defined as “self destructive behavior performed for benefit of others” (Wilson, 1975, p .578) and also a behavior is termed altruistic “if it benefits actors less than recipient” (Piliavin & Charng, 1990). The economical perspective defines altruistic behavior is “that the actor could have done better for himself had he chosen to ignore the effect of his choice on others” (Margolis, 1982, p. 15). Psychologists have been unable to agree upon a single definition of altruism and emphasized on two factors- intentions and amount of benefit to the actor (Kerbs, 1987). Bar-Tal (1985-86) stated that altruistic behavior must benefit another person, performed voluntarily and intentionally, the benefit must be the goal itself and must be performed without expecting any external reward. Altruism has been explained into three broad approaches. The first approach is egoistic perspective and is seen as a variant of reciprocal cooperation model such as one proposed by Axelrod

(1984). The egoistic perspective states that one may share his income with other to ensure reciprocal transfer in the future. Another approach is the egocentric perspective which states that donor would donate if the recipient's enjoyment of using the resources is more than donor's satisfaction from consuming the resources (Becker, 1976). The third one is the altercentric framework can be stated from the work of Mead (1934), Etzioni (1986) which states that benefactor's action is stemming from a moral dictum from binding to honesty rules. According to Smith (1976) sympathy stems from instantaneous sentiments towards immediate experience and not from calculation of welfare of the concerned and is foundation of altruism, generosity, self-command, respect and admiration (Khalil, 1990; 1996). Research on altruism have tried to find out the existence of altruistic personality (e.g., Oliner & Oliner, 1988), relation of gender and altruism (e.g., Berg, 1984; Johnson & Aries, 1984), moral norm (Karylowski, 1982) and trust (e.g., Cunha, 1985) to altruism.

**Maintaining happiness.** Every human wants to be happy and happiness may be the ultimate fundamental 'goal' that people pursue in their lives (Diener, 2000). Beyond making people just have an emotional good feeling, positive emotion tend to have many other advantage like social, intellectual and physical benefits (Fredrickson, 2001; Lyubomirsky, King & Deiner, 2005). A lot number of definitions of happiness exist. Diener (1984) in his landmark Psychological Bulletin article stated three definition of happiness. The first is 'leading a virtual life' in which the person maintains and sticks to moral and proper life. The second involves cognitive evaluation of life as a whole and asks whether the person is content or not. The third definition involves typical moods and asks whether the person is in a positive and negative mood. The *sustainable happiness*

*model* (Lyubomirsky, Sheldon, & Schkade, 2005; Sheldon & Lyubomirsky, 2004, 2006) offers an optimistic perspective regarding the possibility of sustainable increase in happiness. According to the happiness model, chronic happiness is influenced by three factors – genetics, circumstances and activities. Genetics represent the set point of psychobiological and characteristics with which one is born which account for 50% variance. Second is the circumstances which account for 10% change and is represented by demographic profile (gender, income, ethnicity) as well as non psychological variable such as possession and geographic location. The third- the intentional activity that accounts for 40% is represented by the work they do in their daily lives ( Lyubomirsky, Sheldon, & Schkade, 2005). Research have found that activities like expressing gratitude ( Emmons & McCullough, 2003; Froh, Sefick & Emmons, 2008; Lyubomirsky, Sheldon, & Schkade, 2005), contemplating one’s best possible selves (Burton & King, 2008) committing simple acts of kindness (Dunn, Akin & Norton, 2008; Lyubomirsky, Sheldon, & Schkade, 2005) and replaying one’s happiest day (Lyubomirsky, Sousa & Dickerhoof, 2006) can contribute to happiness. Whether the charitable donation or any kind of donation would lead to happiness is the question of research dating back from Aristotle. Aristotle stated that goal of life is to achieve ‘eudaemonia’ which is a state a person achieves from successful performance of their moral duties. Researches on fMRI show that giving money for donation show similar activity as in experience of pleasure and reward (Aharon, Etcoff, Areily, Chabris, O’Connor & Breiter, 2001; Vartanian & Goel, 2004). Research show that people spending on others like giving donation for charity show higher level of happiness than when people spend on personal work even if income is controlled ( Dunn, Akin & Norton, 2008). Several researches also show that

people feeling happy donate more (Isen & Levin, 1970). From the above literature it can be said that there is a positive feedback loop between happiness and prosocial behavior. Researches show that happier people are more likely to engage in prosocial and donating behavior and subsequently undergo happiness levels from doing so (Thoits & Howitt, 2001; Piliavin, 2003). Research by Akin, Dunn and Norton (2012) show that happiness moves in circular motion and there is a positive feedback loop between prosocial spending and happiness.

**Warm glow phenomenon.** Warm glow is an economic phenomenon which tries to explain the reasons why people contribute to charity by proposing that people engage in impure altruism. The sole motivation of giving to charity is not welfare of the recipient but also the utility that the giver receives from the charity (Andreoni, 1990). The utility is in form of warm glow- the positive emotional feeling that person gets from helping others. Several research ( eg. Crumpler & Grossman, 2007) have found empirical evidence supporting the phenomenon.

**Self-esteem maintenance.** Self-esteem is our overall self evaluation. It is the sum of individual's self-schema. Abraham Tesser (1988) stated that individuals always engage themselves in self-esteem maintenance. Tesser presumes that people's thinking that they are more able than the other person motivates them to act in such a way to maintain their self-esteem.

**Impression management and donation.** Being regarded in a positive way is prerequisite for any kind of positive outcomes starting from job success, friendship and even romantic relationship (Leary, 2003). Impression management is the process by which people attempt to influence images that others perceive of them (Rosenfeld,

Giaclone & Riordan, 1995). Erving Goffman in his book, “The presentation of self in everyday life” stated about how individuals behave in front of others in everyday life situation. The way individual behaves depends on the situation he/she is in. Sometimes, an individual acts by calculating himself and expressing himself in a given manner. The individual is relatively unaware of this calculation. A situation is decided by the manner in which the people act and interact. The situation and others’ presence in the situation influence individuals in a certain way. When the individual appears before others he will have many motives for trying to control the impression they receive of the situation. Individual acts in front of other individuals in calculative manner. Individual acts in such a way that the individuals can maintain their social face. Every individual have their own social face in front of others. Individual acts and behaves in order to save their social face (Goffman, 1956). Several researches have shown that people behave in different ways when in presence of others (Leary, 1995). A threat to our self-image urges us to participate in self-presentation. Researches have linked impression management to several experimental findings like induced compliance and even to determinants of helping behavior (Baumeistar, 1982).

**Impression management in romantic relationship.** In romantic relationships, making and maintaining a favorable impression in front of your partner becomes essential for a healthy relationship, any reasonable person will always try throw one self in a good light for his/her partner. Research on romantic relationship and preferred traits of romantic partner has shown that both male and female prefer kindness and intelligence as a necessary trait to be present in their mate (Fletcher, Tither, O’Loughlin, Friesman, & Overall, 2004). Research also show that when individuals expect to meet a potential

dating partner, they will alter their self-presentational behavior in accordance with the values desired by the prospective date, (Rowatt, Cunningham, & Druen, 1998) as he/she will use this information to decide whether the relationship is worth carrying on (Derlega, Winstead, Wong, & Greenspan, 1987). That is why that we will find that “impressing your girlfriend or boyfriend” is more common in new relationships as it is quite obvious that in a relationship that has worked long term the partners already know much about each other and don’t seek to portray anything that they aren’t. It is also shown that men tend to engage more in such self-presentation strategies than women (Rowatt, Cunningham, & Druen, 1998).

### **Present research**

The present research tries to find out how situational and emotional factors influence donation. Another question that strikes after reviewing the literature is what is the lay conceptualization of donation? To find out the lay perception of the factors of donation, a qualitative study is done.

In the present research we have tried to find out how the number of help seeker and help provider has an effect on donation. Based on the Goffman’s theory and self-esteem maintenance theory the following two hypotheses are made.

H1: There would be higher chance of donation when there would be two or more donation seeker in comparison to a single donation seeker.

H2: There would be more chance of donation when the donation provider is along with others as compared to when donation provider is alone.

The present research also focuses to find out how presence of romantic partner influences the decision to donate. Since, previous researches show that we do more

impression management in front of our romantic partner than in front of anyone, therefore it's possible that to impress our partner we involve in socially approved behavior such as charity or donation. Hence it is hypothesized:

H3: The presence of romantic partner would make people more prosocial.

Another focus of the research is how self-conscious emotions namely guilt and pride has an effect on donation. Based on warm glow phenomenon and circular movement of happiness the following hypothesis is formed.

H4: Pride would lead to more donation than guilt.

## CHAPTER 3: LAY PERSON'S UNDERSTANDING ABOUT DONATION

The present chapter includes a qualitative study. The purpose of the study was to find what lay-persons think about donation, what factors make them donate and what they think the donation would be in different kind of situations. To understand the lay person's thinking qualitative study was done.

### **Method**

**Sample.** The interviews were conducted on the students of university. The total numbers of participants were 31 out of which 17 were female and 14 were male. The mean of age was 22.32 years and SD of 2.305. The participant was selected on the basis of their interest in giving interview.

**Design and procedure.** The study was conducted in the form of semi structured interviews. The interview had certain set of questions but the order, probing and addition of questions were not restricted in any way. The participants were approached and asked for cooperation. The participants were told that the purpose of interview was to understand donating behavior of people. Their participation in the study, as an interviewee, was fully voluntary. The interviews were conducted in hostel, library and classrooms when they were all alone. The question schedule contains questions starting from very general questions like recently when did he/ she donate? The questions related to how emotional condition, presence of others has an effect (if any) on the donation. After the interview was conducted the participants were thanked for their time and cooperation.

**Questions.** Only seven questions were the main focus. Other than that very general questions were used and in between probing were also done.

- What were the things that came to your mind when you made-up your mind to donate or not to donate? (or what are the factors that made you to donate for charity?)
- Why some people donate too much and why some do not donate at all?
- Do you think person's emotional condition can also influence donation? (if yes then in which manner).
- In a religious country like India, people donate too much for religious charity but they don't volunteer for social cause or charity or NGO. Why?
- What do you think, if a person seeking donation from your friend and you are standing just next to your friend. Will it influence your friends donation.
- Suppose, instead of you, girlfriend (boyfriend) of your friend is standing beside him (her). Do you think the presence of boyfriend/girlfriend will influence the donation.
- Suppose a donation seeker asking you to donate for some charity or rehabilitation (e.g. donation for Nepal earthquake), now suppose a group of four people comes and asks you for donation for same reason. What do you think, if it will influence your donation? why?

## **Results**

The thematic content analysis was done for most of the questions used in the interview schedule. Seven questions were analyzed to find out the factors that can effect donating behavior.

**1) Factors of donation.** To find out the factors that make people donate, the questions pertaining to it were asked and some themes emerged. Three themes came out explaining the factors that make people donate.

**Empathy.** Empathy refers to the emotional feeling that the person has when the donation seekers asks for donation. Participants stated that they undergo emotional changes when donation is asked and it becomes a predicting factor for donation. The extract from an interview that reveals the theme is given by a participant was “*I try to think him as someone like me, try to be on his shoes*” (Participant 2; Age- 21; Male). Another verbatim that reveals the theme was stated by a participant was “*Empathetic feeling that I get when somebody asks for donation*” (Participant 13; Age- 19; Female).

**Reason.** Reason refers to the purpose for which donation is asked. Participant said that it is very important before donation to know for what reason the donation is asked and how the donation would be utilized, and for what purpose. The extract from an interview which shows the theme stated by a participant was “*It depends on the reason for which the donation is asked*” (Participant 17; Age: 24 years; Female). Another verbatim showing the theme stated by a participant is “*The factors that makes me donate is the cause behind why donation is asked*” (Participant 30; Age 25years; Female).

**Intensity.** Intensity refers to how grave the situation is and how intense the requirement is. Participants stated that other than reason for which the donation is being asked the necessity of the person is also very much important, and how much it is the need of the hour. The verbatim from the interview that reveals the theme, given by a participant was “*The situation, the condition and how grave it is*” (Participant 7; Age 23;

Male). Another verbatim supporting the theme given by a participant was “*It depends on the need of the hour actually*” (Participant 18; Age- 24; Female).

**2) Difference between some people donating and not donating.** To find out the factors which determine why some people donate and why some people don’t donate. The themes that came out from the interview are economic condition, individual differences and social reasons. The factors which determine why some people don’t donate also came out from the thematic analysis.

***Economic condition.*** The theme economic condition state that whether people donate or not depends on the economic condition of the person. People who are well off can easily donate and some people want to donate but it may be that their economic condition doesn’t allow them to donate. The verbatim by a participant stated “*Money matters. Some people want to donate but they are not economically strong so they cannot donate. Some people have huge amount of money and thus they donate to shed off their money. Some people really want to donate but they don’t have enough money to donate*” clearly reflect the theme (Participant 30; Age 25 years; Female). Another verbatim which shows the theme clearly was stated by a participant “*Some people donate more because they are rich and have money to give it. Some people don’t donate because they are not rich*” (Participant 19; Age: 25years; Female).

***Individual characteristics.*** The theme individual characteristics include the characteristic that varies between individuals and decides whether individual donates or not. The characteristics are mentality of the person, helping attitude, and kindness of the person. The verbatim that reflects the theme was stated by a participant was “*It depends on the individual’s mindset, about helping*” (Participant 2; Age- 21 years; Male). A

verbatim which told in the interview that picturises the theme was stated by a participant was “*Some people donate and some people do not donate because their way of thinking also differs*” ( Participant 14; Age- 20 years; Male). Another verbatim reflecting the theme is given by a participant was “*It depends on the person mentality*” (Participant 21; age- 22 years; Female).

***Personal benefit.*** The social reasons include the reasons due to which people have to donate to maintain their social life or social balance. The social reasons which make people donate is showing off in front of others, exemption of taxes that people get when people donate a certain amount to charity and also to convert illegal money as legal. The reasons behind the theme are clearly reflected in the verbatim. One of the verbatim stated by a participant was “*Some people donate a lot because they get exemption of taxes and to convert black money to white money*” (Participant 29; Age:28 years; Female). Another verbatim that is stated by a participant “*People donate even for publicity, like some actors and celebrities openly donate to get attention and publicity from people*” (Participant 12; Age- 18 years; Female).

***Reasons for not donating.*** The reasons which determine people’s decision not to donate are lack of empathy, selfishness, bad past experiences and also the lack of trust on people. One of the verbatim stated by a participant was “*Those who don’t donate are those who maybe have gone through some bad past experiences like being cheated*” (Participant 5; Age- 22 years; Male). Another verbatims stated by a participant was “*And there people who are misers, lack in empathy, they are inexperienced about what it means to help others, such people may also be skeptics because of some bad experiences, some are bit negative, or some are just confused*” (Participant 3; Age- 21 years; Male).

**3) Religious donation.** People donate a lot in the name of religious donation and charity and do not give much donation to Ngo. The interview tried to find out why common people do so and what can be the reasons for such behavior. Thematic analysis brought out some themes which explain why people contribute on religious donations.

***Recuperate the donation.*** The theme means that people think that they would get back what they give in form of favorable outcome. If people give religious donation God would give them back what they have given in form of good outcome. A verbatim stated by a participant is *“When asks donation in the name of God the person would think that if they donate not only it will benefit others but it will also benefit them as well. Their wishes may get fulfilled and reasons like that”* (Participant-11; Age- 19 years; Female). A verbatim reflecting the same theme is stated by a female participant is *“People donate for religious cause because they think if they donate for religious cause then they would get something in return. But when we donate for cause of NGO we don’t get any incentive in return”* (Participant 12; Age- 18 years; Female).

***Assurance.*** People donate for religious purpose to have psychological assurance from God to get a good life in near future. People believe that if they donate for religious purpose God shall assure them with safety and good life in the years ahead. The difference between theme assurance and recuperate donation is that in assurance people believe that God will ensure something perfect for them like something in good in next life but in recuperate the donation people think that God will bless them. The verbatim stated by a participant was *“Religious people believe that pleasing god will ensure them a place in Heaven, some even keep this materialistic intention by thinking that donating to god will bear them wealth”* reflect the theme (Participant 3; Age- 21 years; Male).

Another verbatim which also shows the theme is stated by a participant was *“It is because people think by offering to god they collecting good merits for themselves, they hold superstitions, like going to heaven after dying, they think about themselves and not of humanity”* (Participant 8; Age- 23 years; Male).

***Fear and believe in God.*** People state that people give religious donations mostly because of their religious belief and also due to the fear of God. People state that religious donations are mostly due to the superstitious belief and misconception that people have in their mind about God. One of the verbatim which show the theme was stated by participant was *“People in India believe a lot in God. People think that if they don’t donate then they would be cursed”* (Participant 14; Age- 23 years; Male). Another verbatim that reflects the theme is stated by a participant was *“People are scared of God and his powers. People donate for religious charity to please God”* (Participant 25; Age- 24 years; Male). One of the verbatims that reflects the theme was avowed by a participant was *“People donate more for religious cause because they wrapped with superstitious belief”* (Participant 15; Age- 21 years; Female). Another excerpt from interview supporting the theme was given by a participant was *“People are superstitious and belief in God is the reason behind why people donate for religious charity and not Ngo”* (Participant 28; Age- 26 years; Male).

***A question of trust.*** People state that NGOs are not trustable and people think that donation given would not be utilized in proper form. But in case religious trust they are more trustable and the money would be utilized for the reason the donation is asked for. The theme reflected by verbatim stated by female participant was *“India has a lot of corruption. Maybe people have trust issues so they don’t donate/volunteer much for*

*social causes*” (Participant 1; Age- 19 years; Female). Another interview extract from interview which support the theme is given by a participant was “*Religious trusts are trustable. We are sure that money are safe and they would extend help to the most needy person*” ( Participant 19; Age- 25 years; Female).

**4) How emotions effect donation.** Participants were asked how emotions or emotional condition can effect donation. Some participant stated that emotions do have an influence but it depends on the individual for which emotions make them donate more. Verbatim reflecting that emotion doesn’t have any influence on donation was stated by a participant was “*Emotional condition has an effect on the donation*” (Participant 12; Age- 18 years; Female). Another verbatim that supports was given by a participant was “*Yes, emotion takes a big place; people donate only when they are emotional*” (Participant 2; Age- 21 years; Male). Some participant state that people donate more when they are happy and some participant state that sad people donate more when they are happy. The excerpt from interview given by participant stated “*Emotional condition of the person has an effect on donation. Happy person donate more than sad person*” (Participant 13, Age- 19 years; Female). Another extract from the interview which show the influence of donation was stated by a participant was “*Sad people donate more than happy people*” (Participant 25; Age- 24 years; Male).

Some participant state that emotions doesn’t influence donation. Another excerpt from interview given by a participant was “*Donation doesn’t depend on the mood but on the person*” (Participant 24; Age- 22 years; Female). Another excerpt from the interview which state that emotion has no influence stated by a participant was “*I don’t think so*” (Participant 30; Age- 25 years; Female).

**5) Presence of friend.** Thematic content analysis was done to find out the major reason why they think presence of known one in the setting would influence the donation. The theme that came out from the interview for the influence of the friend on donation is consultation.

**Consultation.** Consultation refers to the meaning that when two people will be there then they can consult each other and make a decision. The extract from the interview which reveals the theme is stated by a participant was “*Yes, the friend can consult me. Two people will do more logical thinking*” (Participant 15; Age- 22 years; Female). Another verbatim which shows the theme is said by a participant was “*Yes, they will be able to question more. The friend can even take advice from me*” (Participant 23; Age- 21; Female).

**Show desirable image.** The theme show desirable image show that people in presence of others try to show a desirable image which is accepted by the society. Characteristic of helping is taken as a good and desirable. The theme is reflected from a verbatim –“*Yes, the presence of friend would effect donation. They would donate to show that they donate*” (Participant 18; Age- 24 years; Female). Another excerpt from interview that reflect the theme-“*Yes, obviously it would have an influence on the person. Because if the person doesn't give donation then the friend would feel bad*” (Participant 13; Age- 19 years; Female).

**6) Presence of romantic partner.** Two major themes emerged from the analysis which shows that romantic partner has an effect on donation - to impress and to project right image. Two other themes has also been found which has an effect on the influence of romantic partner itself is tenure of the relationship and dominance.

***Impression formation.*** The theme impress refers to the meaning to impress the romantic partner. People try to influence the image in front of the others. A participant responded that “*Yes, the romantic partner would influence donation. 95% people donate to impress*” (Participant 9; Age- 22 years; Male). A participant said “*Yes, the presence of romantic partner would influence the donation. It will impress the person and that would make the relation*” (Participant 13; Age- 19 years; Female). Another male participant stated that “*the donation will be influenced by the presence of romantic partner. That would be help in making impression*” (Participant 28; Age- 26 years; Male).

***Project the right image.*** Another major theme that reflects the reason for influence of romantic partner is to project right image. Individuals try to project image on their romantic partner to show that he is right person to be with, to show that individual is good as a romantic partner. The extracts from the interview which show the theme is given female participant “*Yes, the presence of romantic partner has an influence on donation. By donating they can show off to girl friend /boy friend how great he/she is*” (Participant 17). Another female participant said “*People would donate more in presence of romantic partner in order to show off*” (Participant 21).

***Dominance.*** The theme dominance states that the character of the romantic partner will influence the donation provider. The quotes from the interview given by male participant stated “*Romantic partner always dominate in decisions; so it is obvious that romantic partner will dominate in this decision too*” (Participant 26). Another verbatim from interview given by female participant stated that “*The decision to donate depends on the romantic partner’s mentality. If the romantic partner is kind then donation provider will donate*” (Participant 30).

**Tenure of relationship.** The theme tenure of the relationship stated that tenure of the relationship also has an influence on the donation decision. The quote from the interview given by female participant stated that *“The decision to donate depends on the relation. Long term relationship the influence of romantic partner would not affect but in short term relationship it would definitely happen; because he have to impress”* (Participant 18 ). The excerpt from the interview given male participant was *“It depends on tenure of the relationship”* (Participant 5). Another factor found to play a role in influencing is gender of the donation provider.

**7) Donation when group help seeker asks for help.** Donation is influenced by number of help seeker asking for donation. Participant stated that group of help seeker would influence more because they would be more influential, more trustworthy, more genuine and more realistic. One of the verbatim which support the group seeker having more influence was stated by female participant was *“When a group of PEOPLE asks for donation then there is less chance of not trusting the organization and there is less chance of being fake”* (Participant 11; Age- 19 years). An excerpt from the interview stated by male participant was *“As compared to single person the strength of four people would be more in convincing, in showing the need of the organization or social cause”* (Participant 14; Age- 20 years).

But some participant said that number of help seeker doesn't influence donation given or not. A male participant in his interview said that *“No, it doesn't matter on how many people approach me”* (Participant 4; Age 21 years). Another excerpt from the interview that stated that group doesn't have an influence was said by a male participant

was “*No, it would not. The donation depends on the organization and not number of person asking for donation*” (Participant 26; Age- 25 years).

## **Discussion**

The result shows that donating depends on several factors. When people are asked for donation people take into consideration the reason, intensity of the reason and empathy they have for the situation. Researches on donation show that empathy is one of the factor that decides whether the person donates or not (Eisenberg, 2002). Characteristics of people like personality, gender also becomes a deciding factor in making people donate (Snyder & Ickes, 1985). When people are asked for donation people comply with others and request made by the donation seekers. Research also show that people tend to donate because they get monetary pay off from donating like exemption of taxes and other benefits when they do not donate (Harbaugh, Mayr, & Burghart, 2007).

Results in the present research show that people donate for religious cause due to their belief, trust in the religious organization. People donating for religious reasons think that if they donate for religious cause they would get back in the form of blessings from God. Previous researches show that religion has an effect on donating decision (Alkhwari, Stimson, & Warrens, 2005; Wakefeild, Reid, & Homewood, 2011). Previous researches have found out the relation between emotion and donating behavior- some finding out that happy people donate more (eg., Isen & Levin, 1970) and some finding that sad people donate more (e.g., Isen & Simmonds, 1978).

When the donation provider is along with friend then they can logically think about whether to give or not, whether the person is genuine or not and the donation provider can take advice from the friend. When the donation provider is along with

romantic partner then it would influence the donation provider more. The two reasons why it would influence more is to show off to the romantic partner and to impress the romantic partner. People would tend to show off in front of the romantic partner that they are better off, better able and they are great. Showing off in front of the romantic partner would make them more creditable, more able. People tend to be more prosocial in order to impress (Baumeister, 1982). So for impressing the romantic partner people would tend to donate more. The result also clearly shows that it also depends on the relationship and dominance from the partner. When the donation provider is along with romantic partner the romantic partner's characteristics would dominate and the donation provider would listen to the romantic partner in order to keep things in order. Moreover it also depends on the relationship. If the romantic relationship is long then people try to show their real face that is they don't much invest their time in making impression or showing off.

The present research shows that when group of donation seeker asks for help people tend to donate more. It may be because as there are more number of people they would have more impact on other. The results are in line of existing literature which shows that a group has more impact (Latane, 1981).

## **CHAPTER 4: DONATING IN PRESENCE OF OTHERS**

The present chapter consists of studies which explores how the presence of others has an effect on donating behavior. The studies includes both how the number of donation seekers and number of donation providers influence donation. The studies explores not only how the number of people present along with donation provider has an effect on donating behavior but also how the relation with the other person has an effect on donation. The chapter includes two quantitative studies. The first study is a vignette based classroom experiment and the second study is a field experiment. The first study tries to find out the chances of receiving donation in a shopping mall context. The second study explores the real help received when the number of donation seeker and number of donation provider differs.

### **Study 1: Expectation of donation**

The present study is a vignette based classroom experiment. The study explores both expectations as well as reasons behind those expectations. The study consists of two parts- first one is about how chances of donation differ across three settings; basically it explores the differences, if any, in donation expectation due to three situations. Part 2 of study explores the reasons behind the difference in help expectation across three settings. Basically, if a person stated any difference or similarity in chances in different settings then here he/she has to provide the reasoning behind his/her response.

### **Method**

**Sample.** Data was collected from a premier technology institute. The participants of the study were post-graduate students. The total numbers of participants were 97 out of which 81 were males and 16 were females. The mean age of the participants was 24.46 and SD was 1.08. Majority of them were Hindu and belongs to middle class.

**Design and procedure.** The study was vignette based classroom experiment. The study used 3X3 mixed design. The first factor was number of help seekers. The factor was an independent measure and three levels of the factor were 1) single help seeker asking for help, 2) two help seekers asking for help and 3) a group of help seekers asking for help. The second factor was number of help providers. The number of help provider was a repeated measure and the three levels were 1) when the help provider was alone; 2) when the help provider was along with a friend and 3) when the help provider was along with a romantic partner. The study was done in a classroom with help of a classroom instructor. The classroom instructor (who was kept blind about the original purpose) gave instructions to the participants and stated about the purpose of the study (a masked purpose). All the participants were given three scenarios along with some questionnaires related to digital influence. In the scenarios, the expected chance of donation was asked when number of help seeker and number of help provider was different. Participants were asked to give their answer in form of a percentage for each scenario.

Part two of the questionnaire includes a single open-ended question. The question asks participants to write why they think there would be differences (or no differences) across three settings. It took around 10-15 minutes to complete the questionnaire. After the data collection, participants as well as instructor

were debriefed and thanked for their cooperation. The scenarios used are given in Appendix 1.

## Result

**Part 1: Quantitative analysis.** The first part of study explores the chance of donation. The result of the study is shown in table 1 and table 2. The between subject variable was number of help seekers. The chance of donating when a single help seeker was present was 46.58; the chance of donating when two help seekers was asking for donation was 47.55 and the chance of donating when a group of help seekers ask for donation was 60.89. Analysis of variance for single help seeker was found to be insignificant.  $F_{(2, 94)} = 2.948$ ,  $p = 0.057$ ;  $\eta^2_p = 0.059$ . The analysis of variance for two help seeker was found to be significant.  $F_{(2, 94)} = 3.232$ ,  $p = 0.044$ ;  $\eta^2_p = 0.064$ . The analysis of variance for group help seeker was found to be significant.  $F_{(2, 94)} = 4.001$ ,  $p = 0.021$ ;  $\eta^2_p = 0.078$ .

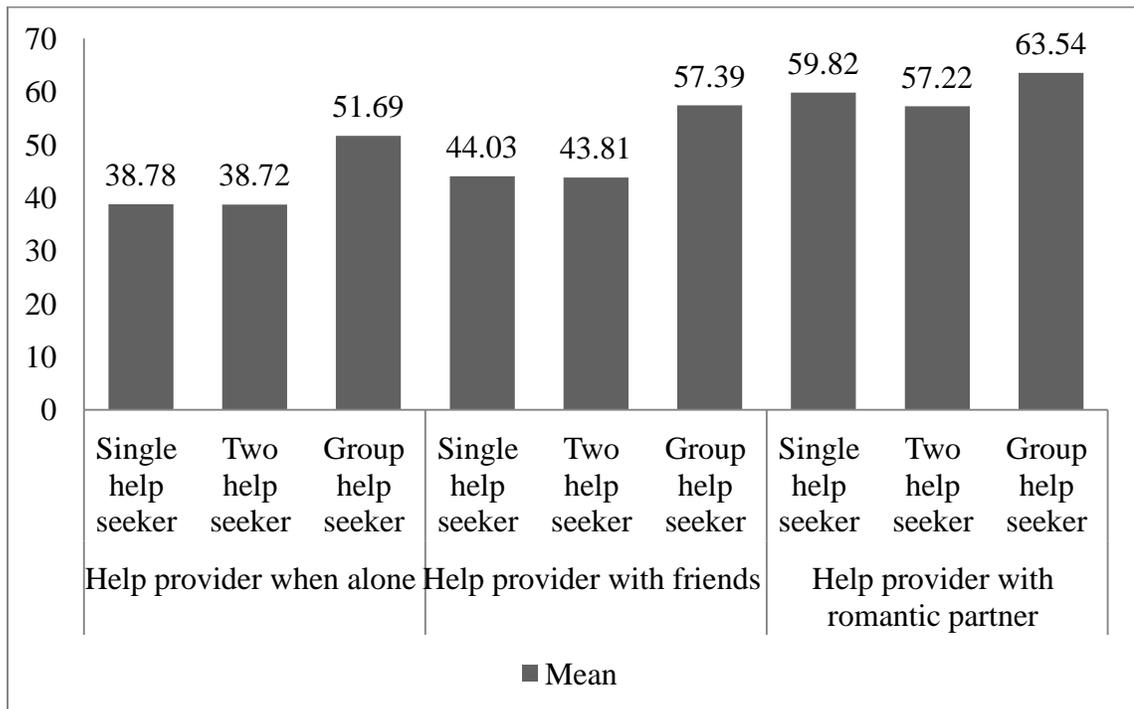
The chance of donation when there was single help provider was 43.258; when the help provider was along with his friend the chance of donating was 48.630 and when the help provider was along with his romantic partner the chance of donating was 64.567. Analysis of variance for number of help provider was found to be significant.  $F_{(2, 186)} = 36.711$ ,  $p < 0.001$ ,  $\eta^2_p = .279$ . The results are represented in graphical form in Figure 1.

**Table 1: The chance of donation for between subject variable**

<b>Between subject variable</b>	<b>Mean of expected help when donation provider was alone (In percentage)</b>	<b>Mean of expected help when donation provider was along with his friend ( In percentage)</b>	<b>Mean of expected help when donation provider was along with his/ her romantic partner (in percentage)</b>
Single help seeker- When a single help seeker asks for donation	38.78	44.03	59.82
Two help seeker- When two help seekers ask for donation	38.72	43.84	57.22
Group help seekers- When group of help seekers ask for donation	51.69	57.39	73.60

**Table 2: The chance of donation for within subject variable**

<b>Within subject variable</b>	<b>Mean of expected help</b>
Alone- when help provider was alone	43.258
Friend- When help provider was along with a friend	48.603
Romantic partner- When help provider was along with a romantic partner	64.567



**Figure 1: Showing the chance of donation for both between subject and within subject variable**

**Part 2: Reasoning behind the expectations.** Second part of the study explores why there are differences among expected donation in three settings. Participants were asked to explain the reasons behind their perceived differences (or similarity) in donation provided across three situations. As we can see from part one results that only 5 participants reported similar donation in all three situations. That means 95 percent participants believe that there would be difference due to presence of others whether it is a friend or a romantic partner. When we explore the reason stated by them about the differences they expect in three help situations, two main themes emerge. First to impress other or impression management and second is to project positive or socially desirable image.

***Impression formation.*** One of the main themes that were found was impression management. People try to impress others by acting in a way that is acceptable and favorable. The quotes from the interview stated by different people are stated below. An excerpt from answer given by male participant which reflect the theme was “With romantic partner: to show your warmth/ care for people one may donate more generously to impress your partner” (Participant 4). A female participant stated that “*The romantic partner may have the intention to impress his/ her partner so as to grab her/ his criticism*” (Participant 18). Another participant was a female and stated “*In case of romantic partner there comes the necessity of the impression*” (Participant 11). The theme was also reflected from the statement given by male participants “*If we are with our girl friend we try to impress the girl so we will donate*” (Participant 26). Another statement which shows the theme was stated by a male participant “*Further if, accompanied by his/her romantic partner the tendency to impress further increased and hence donation is 75%*” (Participant 1).

***Project the right image.*** The theme projecting socially desirable image refers that people cast an image on others by showing how good and able they are. To cast a socially desirable image individual must show off how many good qualities they possess. The excerpt which reveals the theme is stated by a male “*If we are going with our romantic partner we try to show off*” (Participant 56). Another participant who was a male stated, “*But with a romantic partner he tries to show how kind hearted a person he is and thus probability of donating goes up to 50%*” which reveals the theme” (Participant 50). Another statement given by a male participant also reveals the theme by stating “*to show off to partner a person spends more. To show they are rich*” (Participant 95). Another

statement came from a male participant- *“When a romantic partner is there, you try to flaunt and show that you are a generous person and share of welfare for the society”* which also stated the theme (Participant 82). Another statement came from a male participant which shows the theme, *“Some people in this society who want to showcase themselves as a good person before her romantic partner donate more in presence of romantic partner”* (Participant 17). Another statement stated by a male participant which showed the theme was *“When you are in someone else's company (that is along with romantic partner) then sometime you try to show yourself in such a way that you please her”* (Participant 73).

***Others make us happy.*** Another theme which is also found is the mood of the donation provider when the romantic partner is present along with him or her. The presence of romantic partner has an effect on the mood of the donation provider which results into change in the chances of donation. As we can see a male participant states *“If the person is with his/her friend the chances for donation depends upon the second person's behavior also. But if two people are romantic partners, they will be in such a good mood that most of the time they feel happy to donate and only few times they feel they get disturbed”* (Participant 53). Another male participant writes, *“The mood of a person varies based upon the intimacy of the companion. Usually we tend to get a highly optimistic/happy mood when we are with our romantic partner. And we have optimistic and enjoyable mood by accompanied by friends; sad and neutral when we are alone”* (Participant 97). Another statement that support the theme given by a male participant was *“If the two people (with romantic partner ) are most of the time they are happy to donate in such a good mood only few times cases they feel get disturbed”* (Participant 54).

Since people are happy and enjoying the presence of their partners, therefore, to maintain their current emotional state, they are more likely to donate.

## **Discussion**

The result shows that chances of donation increases when there is a group of help seekers asking for help than when there are two help seekers or a single help seeker asking for help. When there is a single help seeker people tend to trust less than when there are two help seeker or when there is a group of help seekers. The chance of donating is highest when there is a group of help seekers asking for help as a group of help seeker can influence more and are able to persuade people more. In case of help provider, when the help provider is along with a romantic partner the chance of donating is more than when help provider is alone or along with a friend. When the help provider is alone the chance of donating is the least. The chance of donating is highest when the help provider is along with a romantic partner. The data shows that people tend to donate more when romantic partner is there as compared when the donation provider is along with a friend or alone. The difference may be due to several factors. The qualitative data clearly explains the reason behind the difference between the percentages of donation in three different settings. The reason result shows that people tend to donate more in front of the romantic partner mainly for two reasons. One is to show off himself or herself in front of the romantic partner and second is to impress the romantic partner. Projecting socially desirable image in front of the romantic partner would tend to show them that they are better able and can act as a good romantic partner. Impressing the romantic partner would make better image of himself or herself in the mind of a romantic partner. Moreover when donation provider is along with romantic partner the emotional condition of the

donation provider is different. The emotional condition also has a contribution to the donation provided.

### **Study 2: Donation received in shopping mall**

The present study tries to find out how the number of donation seekers and number of donation providers have an effect on donation. The study is different from the previous study as the present study is a field experiment and looks into real donation rather than chance of donating.

#### **Method**

**Sample.** The data was collected from adult participants in a shopping complex. The number of sample size was 60. The mean age of the participants were 23.98 with SD value of 2.548. The number female participants approached were 32, number of male participants were 16 and number of male and female approached were 12.

**Design and procedure.** The study was a real life field experiment. The study was on the basis of 3X2 factorial design. The first variable was number of help seekers and had three levels. The first variable was number of help seekers asking for help. The three levels of help seeker are 1) when the help seeker was alone; 2) when the help seeker was two in number and 3) when the help seeker was in a group. The second variable was number of help providers. The two levels of second variable were 1) when the help provider was alone and 2) when the help provider was along with another person. In every case only one help provider was asked for help. Only one help seeker will approach and ask for donation for a charitable organization. They were asked for any amount. The

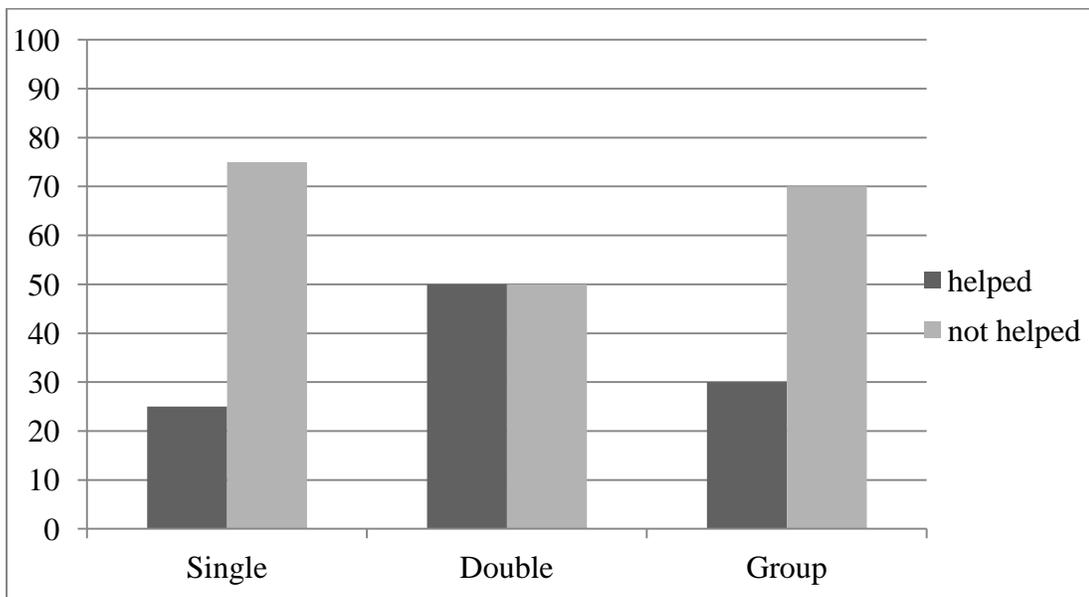
study was conducted in a city centre, Salt Lake, Kolkata. The shoppers were approached by the volunteers from All Childrens Together Trust, a NGO. Every tenth shopper matching the criteria was approached for donation. The shoppers were asked for donation by stating the name and the purpose of the organization. After the help provider helped or did not help, another help seeker debriefed about the experiment and thanked. The help seekers were volunteers from the organization and were kept ignorant about the real hypothesis. The numbers of people helped or not helped were noted along with age and gender of the help provider.

### **Results**

The result of study 2 is given in Table 3 and Table 4. When help seeker was alone the number of people helped was 25% , when number of help seeker was two in number 50% of the people helped but when the number of help seeker was in a group, the number of people helped was reduced to 30%. The Chi square was found to be 3.077;  $p=0.215$  which was insignificant. In case of the help provider when single help provider was there, 33.3% people helped and when there was two help provider, 36.7% people helped. The Chi square was found to be 0.073;  $p= 0.787$  which was again insignificant.

**Table 3: Number of people donated or did not donation when number of help provider changed**

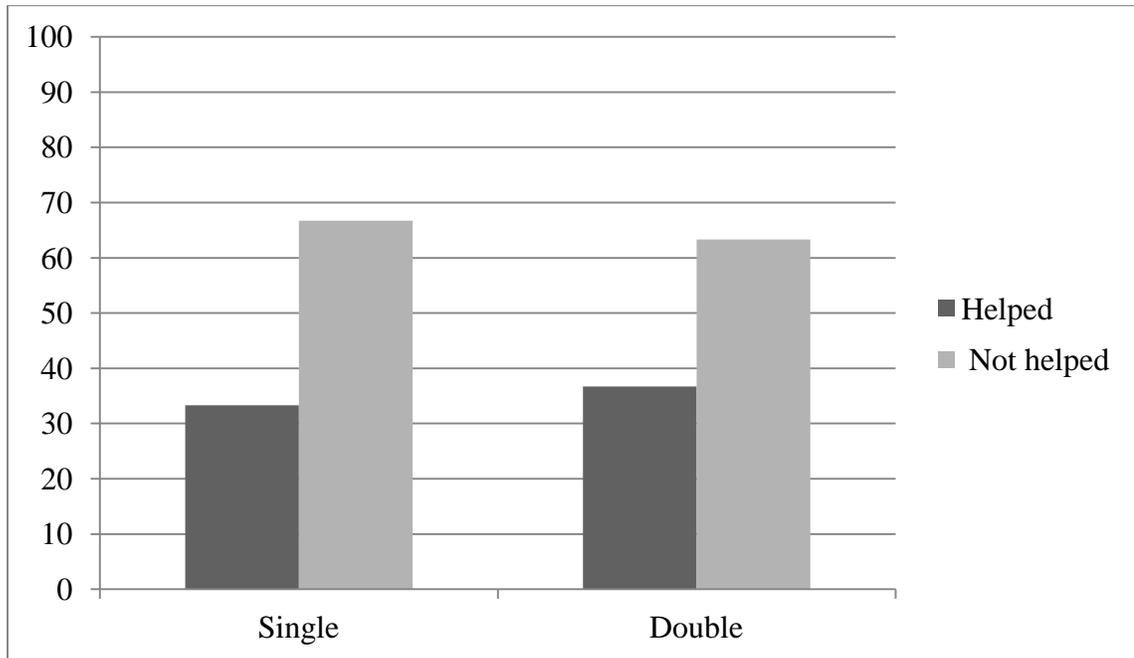
Number of help seeker	Donated	Not donated
Single- When the help seeker was one in number	5(25%)	15(75%)
Double- When the help seeker was two in number	10(50%)	10(50%)
Group- When the help seeker was in a group	6(30%)	14(70%)



**Figure 2: Figure to show the percentage donated or not donated in three situations.**

**Table 4: Number of people donated or did not donation when the number of help seeker changed**

<b>Number of help provider</b>	<b>Donated</b>	<b>Not donated</b>
Single- When the help provider was alone	10 (33.3%)	20 (66.67%)
Double- When the help provider was along with another person	11(36.7%)	19(63.3%)



**Figure 3: Figure to show percentage of people who helped or did not help in two conditions of help provider.**

## **Discussion**

The result showed no significant result. People donated the most when two donation seekers asked for donation. There was not much influence when single donation seeker or group of donation seekers asked for donation. This may be due to the characteristics of the donation seeker. The donation seeker was asking for donation for the first time so could not persuade the donation provider much. It may also be due to the setting of the shopping mall. The results were also not significant for donation provider. But the percentage of donating is more when there are two donation providers as people try to save their face in presence of others.

## CHAPTER 5: ROLE OF SELF-CONSCIOUS EMOTION ON DONATION?

The present chapter consists of two studies which explores how the self-conscious emotion has an effect on donation. Only two self-conscious emotions namely guilt and pride was used in the present research. Both the studies explore how self-conscious emotion – guilt and pride has an effect on donation. Both the studies were lab based experiments. The difference between the first and second study was the difference in methodology of the study.

### Study 1

The present study has tried to find out how guilt and pride has an effect on donation. Participants were made to read scenarios either from guilt scenario or pride scenario.

#### Method

**Sample.** The data was collected among university students. The total number of participants was 24 out of which 10 were male and 14 were female. The mean age of the participants were 22.1875 with SD of 2.52. All the participants were from the Gorkhali community since the scenario used for guilt and pride was based on Gorkhali community.

**Design and procedure.** The present study was a vignette based lab experiment. The study focuses to find out how self-conscious emotion like pride and guilt has an effect on donation. Two scenarios were made for each emotion. The pride scenario reflected good deeds done by Gorkhali and thus imparting to proud feeling. The guilt scenario reflected deeds done by Gorkhali which lead to guilt feeling. The participants were from Gorkhali community only. The participants were called on to the lab and were given computer related tasks and then were given one of the scenarios. Pride or guilt

scenario was given on random fashion. After the scenario was given the participants were given guilt scale (Izard, Libero, Putnam, & Haynes, 1993) and pride scale (Tracy & Robbins, 2007) to check the IV manipulation. The participants were paid ₹150 for participation. The participants were then asked for donation for CRY. After the participant gave or did not give any donation, the donating amount was returned. The participants were debriefed about the experiment and thanked for their participation.

## **Results**

The table 5 shows amount of donation given in pride and guilt scenario. The amount given in pride condition was found to be 81.82 with SD of 54.92 and amount given in guilt condition was found to be 43.08 with SD of 23.23. The  $t(22) = 2.317$ ;  $p = 0.03$ .

**Manipulation check.** The score on guilt scale was found to be 9.15 for guilt condition with a SD of 2.47 and for pride condition it was found to be 6.72 with a SD of 2.96. The  $t_{(22)} = 2.184$ ;  $p = 0.040$ . The score on authentic pride scale was found to 19 with SD of 5.47 for guilt condition and 20.63 with SD of 6.45. The  $t_{(22)} = .672$ ;  $p = 0.780$  which was found to be not significant. The results are also shown graphically in Figure 4. The measures of manipulation check – score on guilt scale and pride scale was different for each scenarios. The score on guilt was significantly different in guilt and pride condition. Although the score on authentic pride scale was not significant but pride scale score was higher for pride condition than on guilt condition.

**Table 5: To show the mean amount given in pride and guilt situation**

	Amount given( In form of ₹)	Standard deviation
Guilt	43.08	23.23
Pride	81.82	54.92



**Figure 4: To show the amount given in guilt and pride condition**

### **Discussion**

The result clearly shows that people when feeling proud donate more than when they feel guilty. The score on guilt scale clearly shows that the manipulation of emotion - guilt and pride was correctly done. The score on pride scale did not show significant difference because of the characteristics of the scale. The pride scale which was used may be culturally different and may not have been relevant for the sample used. People feeling

proud tend to donate more may be because when they feel proud they are happy and thus donate more.

## **Study 2**

The aim of the present study is no different from the first study. The only difference between the two studies was in respect of methodology used to conduct the study.

### **Method**

**Sample.** The data was collected from 40 university students out of which 20 were male and 20 were female.

**Design and procedure.** The present study focused to find out how self conscious emotion has an effect on donating behavior. The study used between subject design in which participants were asked to relive an occasion in which they experienced either guilt or pride. In the present study, the participant was called to the lab and made to write about the incident that made them feel guilty or proud and then based on their feeling they filled up the questionnaire containing guilt scale (Izard, Libero, Putnam, & Haynes, 1993) and pride scale (Tracy & Robbins, 2007). The participants were paid ₹200 for their participation. The participants were then asked for donation for CRY. The amount of donation given was noted. The amount of donation was returned to the participant. The participant was then debriefed about the experiment and thanked for their participation.

### **Results**

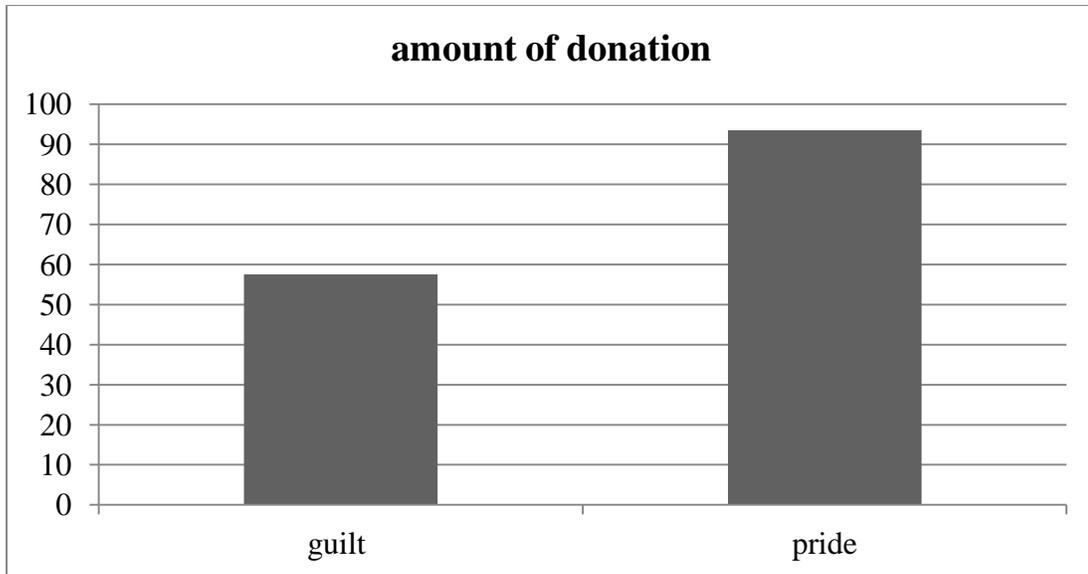
The results of the study have been tabulated in Table 6. The amount of donation given in guilt condition is 57.50 with SD of 40.636 and amount of donation given in pride

condition is 93.50 with SD of 83.68. The  $t_{(38)} = 1.731$ ;  $p = 0.092$  which was found to be insignificant.

**Manipulation check.** The score for guilt condition in guilt scale score was found to be 8.75 with SD of 3.74 and for pride condition it was 5.35 with SD of 3.61. The  $t_{(38)} = 2.923$ ;  $p = 0.006$  which was significant at 0.05 level. The mean authentic pride scale score for guilt and pride condition were 22.70 with SD of 5.32 and 23.20 with SD of 4.53 respectively. The  $t_{(38)} = 0.32$ ;  $p = .75$  which was insignificant. The measures of manipulation check – score on guilt scale and pride scale was different for each scenarios. The score on guilt was significantly different in guilt and pride condition. Although the score on authentic pride scale was not significant but pride scale score was higher for pride condition than on guilt condition.

**Table 6: Shows the amount of donation given in guilt and pride condition**

	Mean of amount of donation given (in ₹)	SD
Guilt	57.50	40.63
Pride	93.50	83.68



**Figure 5: Figure to show the amount of donation in guilt and pride condition**

### **Discussion**

The present research's results go in same vein as the previous study. The present research also shows that people feeling proud tend to donate more than when they feel guilty.

People feeling proud donate more because they feel good about themselves. The reason for people donating when feeling proud than when they are feeling guilty can be explained on the basis of theory of circular motion of happiness.

## CHAPTER 6: GENERAL DISCUSSION

The objective of the present research was to find how the number of donation seeker and donation provider influence donation and also how self-conscious emotions like pride and guilt influence donation. A qualitative study was also done to find out which factors influence donation. The analyses of qualitative study showed that the reason for which donation is asked is important. Most of the people donate feeling empathetic with the condition for which the donation is asked. Previous researchers have found that empathy has been related to prosocial and donating behavior (Eisenberg & Miller, 1987a; 1987b; Miller & Eisenberg, 1988). Present research also shows that individuals also differ in donating behavior. Previous researches have demonstrated altruistic personality (Batson, Bolen, Cross, & Neuringer-Benefiel, 1986; Rushton, 1980), sympathy, social responsibility, ascription of responsibility, and perspective taking (Batson Bolen, Cross, & Neuringer-Benefiel, 1986; Schwartz & Howard, 1984; Staub, 1974) as one of the factors that makes the difference between individuals in making donation. Present research has also found that religion has an impact on donation. Previous researches also show that religion has an effect on donation (Wuthnow, 1991; Alkhwari, Stimson & Warrens, 2005; Wakefeild, Reid & Homewood, 2011).

There are several factors that can lead to donation. The qualitative study other than finding the factors of donation also found how presence of a romantic partner and friend influences donation. The studies in the fourth chapter also try to find out how expected donation and real donation differ when number of donation provider and donation seeker changes. The result of the study clearly shows that people donate more in presence of others and even more in the presence of a romantic partner than when they

are alone. When people are in the presence of others, people tend to maintain their social face (Goffman, 1970). Helping in any form such as donating or any other that is accepted by the society, people behave in a calculative and manipulative manner though they are not aware of the calculation when they are doing it. When people are asked for donation in front of others the donation provider's self-esteem is increased as the person is being preferred over the other person present along with the donation provider. The difference between chances of donating when alone and when along with a friend is due to the presence of the friend which would lead to better consultation and advice seeking and thus, a better decision. When the individual is along with his friend the chances of donation depends both on the donation provider as well as his friend. Moreover the influence of friend is not always in a positive way since consultation and advice can lead to less chance of donating too.

The differences between chances of donating in presence of a romantic partner can be due to several factors. To maintain a romantic relationship people must engage in impression management and projecting a better image. Individuals try to impress their romantic partner by projecting a better image in front of them. People try to impress their romantic partner to have a better image of themselves (Leary, 2003). People also try to show off their good qualities to maintain their relationship and show them that they are appropriate as romantic partners. Showing themselves as charitable has an advantage as people prefer romantic partner having quality of kindness (Fletcher, Tither, O'Loughlin, Friesman, & Overall, 2004). The difference between impression and projecting right image is when people try to impress they try to project themselves in a positive way in front of others, while when we are projecting the right image we are showing our

dominance or upper-handedness against that person. Impression formation is more related to others while show-off is more projecting themselves as bigger and greater in front of others. Tenure of relationship is also another factor which can influence. When the relationship is new people engage more in impression management so that they can continue the relationship and the romantic partner can have a good impression of them. When the relationship has served a long term then people more or less know the romantic partner and romantic partner also knows the characteristics of the person so, people engage less time in impressing the romantic partner. Other factor can be emotional condition. When people are with their romantic partner their mood is good. When along with romantic partner people engage in charity to maintain the mood. Previous research done by Isen and Levin (1972) also show that people in good mood engage more in charity. Another factor that can effect is domination of the romantic partner. When people are along with romantic partner people get dominated from the romantic partner's characteristics. So if the romantic partner is kind then the person would definitely engage in charity as he would like to please the romantic partner by acting according to him/ her.

The result showed that people tend to donate more when there are a group of donation seekers asking for help than when there is a single donation seeker or two donation seekers. It may be due to the reason that group donation seekers can influence the donation provider more and group of donation seekers would be able to persuade more and could make more impact on the donation provider. Previous researches show that number of people also has an impact (Latane, 1981). Even though the expected donation differed when number of donation seeker and donation provider changed, in real field experiment significant difference was not found. It may be due to surrounding

characteristics of the mall (see. chapter 4) or it may be due to the characteristics of the help seeker who was able to ask properly for the donation.

The studies in the fifth chapter tried to find out how self-conscious emotion has an effect on donation. Donation was higher when people were proud than when people were feeling guilty. Very few researches are there that have found how donation will differ in guilt and pride condition. Proud people tend to donate more because when people feel proud they are happy and researches show that happy people donate more (Isen & Levin, 1972; Kazdin & Bryan, 1973). Moreover generous acts can make people happier (Cryder, Loewenstein & Seltman, 2013) and according to warm glow hypothesis people tend to donate more because they get positive feeling in form of a “warm glow” after donating. Theories of circular motion of happiness (Thoits & Howitt, 2001) and sustainable happiness model (Lyubomirsky, Sheldon, & Schkade, 2005) show that people feeling happy tend to engage more in prosocial activity and thus further increasing the happiness and maintaining it. So people who are proud and are happy about themselves tend to donate and thus maintaining the emotion they were feeling. But people who are feeling guilty tend to donate less as compared to proud condition as they are sad and thus being ignorant of the condition of the donation seeker.

## **Conclusion**

Donation is influenced not only by individual characteristics but also by situational and emotional factors. People donate more when a group of donation seeker asks for donation as compared to when single donation seeker or two donation seekers asks for donation. People donate more when there is another person present along with the donation

provider. The chance of donating further increases if the person present along with the person is his/ her romantic partner. In front of romantic partners, people tend to donate more in order to show off and impress. The research also found that self-conscious emotion like pride makes people donate more than self-conscious emotion like guilt.

### **Limitation and future direction**

From the two studies it is not possible to conclude the pattern of donation if the number of donation seeker and number of donation provider changed. More lab experiments need to be done in the same line. Another limitation of the study was that data was collected from the students only. More study can be done to see the effect of presence of romantic partner on donation. More studies can be designed to see how religious donation is effected by different factors.

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## Appendix 1

### Scenario for chapter 4 study 1

#### Type A: When the help seeker is alone

#### Donation in Shopping Complex

Scenario 1: Suppose a person goes alone to a shopping complex for some shopping. While roaming there, one person approach the person and ask the person to donate (Rs. 50) for a charitable organization. The donation seeker looks genuine. What are the chances that the person will donate? (Give your response in percentage) \_\_\_\_\_

Scenario 2: Now suppose the person goes with his /her friend to the shopping complex for some shopping. While roaming there, person approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seeker looks genuine. What are the chances that the person will donate? \_\_\_\_\_

Scenario 3: Now suppose the person goes with his/her romantic partner to the shopping complex for some shopping. While roaming there, one person approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seeker looks genuine. What are the chances that the person will donate? \_\_\_\_\_

Question: If there are differences in your responses among the three scenarios of donation, then please explain the reasons behind the differences. If your responses are same then also please explain the reasons behind your responses.

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**Information about you-**

Gender:                    Male                    Female

Age:                        \_\_\_\_\_

Background:            Village            Town            City            Metro-City

Current resident:      Hostel                    Day-boarding

Economic class:      Upper class            Upper-Middle class            Middle class  
   Lower-Middle class            Lower class

**Type B: When the help seeker is along with another person**

**Donation in Shopping Complex**

Scenario 1: Suppose a person goes alone to a shopping complex for some shopping. While roaming there, two persons approach the person and ask the person to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? (Give your response in percentage) \_\_\_\_\_

Scenario 2: Now suppose the person goes with his /her friend to the shopping complex for some shopping. While roaming there, two persons approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? \_\_\_\_\_

Scenario 3: Now suppose the person goes with his/her romantic partner to the shopping complex for some shopping. While roaming there, two persons approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? \_\_\_\_\_



**Type C: When the help seeker is in a group**

**Donation in Shopping Complex**

Scenario 1: Suppose a person goes alone to a shopping complex for some shopping. While roaming there, a group of four people approach the person and ask the person to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? (Give your response in percentage) \_\_\_\_\_

Scenario 2: Now suppose the person goes with his /her friend to the shopping complex for some shopping. While roaming there, a group of four persons approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? \_\_\_\_\_

Scenario 3: Now suppose the person goes with his/her romantic partner to the shopping complex for some shopping. While roaming there, a group of four persons approach him/ her and ask him/her to donate (Rs. 50) for a charitable organization. The donation seekers look genuine. What are the chances that the person will donate? \_\_\_\_\_

Question: If there are differences in your responses among the three scenarios of donation, then please explain the reasons behind the differences. If your responses are same then also please explain the reasons behind your responses.

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**Information about you-**

Gender:                    Male                    Female

Age:                        \_\_\_\_\_

Background:            Village            Town            City            Metro-City

Current resident:      Hostel                    Day-boarding

Economic class:      Upper class            Upper-Middle class            Middle class  
   Lower-Middle class            Lower class

## Appendix-2

### Pride state scale (Tracy & Robbins, 2007)

**Instructions:** Below are number of words or phrases that describe different feelings and emotion. Read each item and indicate the extent to which you feel this way using the scale given below:

1(Not at all) -----2 (Somewhat) -----3 (Moderately) -----4 (Very much) -----  
5(Extremely)

1	Accomplished	
2	like I am achieving	
3	Confident	
4	Fulfilled	
5	Productive	
6	like I have self-worth	
7	Successful	

1	Arrogant	
2	Conceited	
3	Egotistical	
4	Pompous	
5	Smug	
6	Snobbish	
7	stuck-up	

**Guilt scale (Izard, Libero, Putnam, & Haynes, 1993)**

Below are numbers of phrases that describe different feelings and emotion .Read each item and indicate the extent to which you feel this way using the scale given below:

1(Never) -----2 (Hardly ever) -----3 (Sometimes) -----4 (Often) -----5(Very often)

1	Feel regret, sorry about something you did.	
2	Feel like you did something wrong.	
3	Feel like you ought to be blamed for something	