

Donating Cash or Donating Objects? How Donation Type Determines Donation Likelihood

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Cite as:

ZHOU XIAOZHOU, Gonçalves Dilney (2020), Donating Cash or Donating Objects? How Donation Type Determines Donation Likelihood. *Proceedings of the European Marketing Academy*, 49th, (63617)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

Non-profits are concerned that in-kind donations can cause more harm than benefits. Nonetheless, this research provides evidence that donors consistently prefer in-kind donations over cash donations across different situations. This is because the concreteness of in-kind donations allows people to better imagine how their donations can be used, which increases their contribution confidence. We also show that donors' preference for in-kind donations can be attenuated by low construal levels or strengthened by high imaginal processing ability. Our research contributes to the literature of charitable giving and consumer imagination, as well as providing practical implications for donor segmentation.

Keywords: *Imagery; Segmentation; Construal-level*

Track: Public Sector and Non-Profit Marketing