

Consumers Prefer Donating Possessions Close to Their Hearts to Distant Others

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Abstract

People generally prefer to assist others who are located nearby, rather than far away. Yet we propose and demonstrate across five studies ($N = 2,403$) that consumers prefer to donate items to which they are emotionally attached to more distant others. We argue and show that this preference is driven by consumers' desire to avoid an anticipated discomfort associated with encountering another person using their high-attachment possessions. We suggest that this discomfort stems from a threat to consumers' identity. We further show that the preference to donate high-attachment items to distant locations attenuates among consumers with a lower need for uniqueness, who have a lower need to express their identity through possessions.

Subject Areas: *Attitude, Consumer Behaviour*

Track: Consumer Behaviour