

When a charitable gift is not a second-best option – An investigation of charitable gift exchanges

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Cite as:

Pizzetti Marta, Soscia Isabella (2024), When a charitable gift is not a second-best option – An investigation of charitable gift exchanges. *Proceedings of the European Marketing Academy*, 53rd, (119438)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



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Abstract

Non-profit organizations are positioning themselves as sources of charitable gifts, i.e. donation that support a worthy cause done in the name of a gift recipient. Despite the noble intent, gift recipients do not like such charitable gift. The present study investigates through two experimental designs the conditions that increase recipients' appreciation for charitable gifts. The conditions of the gift exchange matter. We hypothesized and tested that when the gift recipients do not reciprocate giving back a gift to givers, they appreciate more the charitable gift. Conversely, when they reciprocate with a gift, they do not like the received charitable gift, especially if they gifted a non-charitable one. Moreover, they tend to overestimate the appreciation for the gift they made compared to the appreciation of the charitable gift they received. This study highlights the relevance of the conditions of gift exchange for charitable gift acceptance.

Subject Areas: *Consumer Behaviour, Customer Satisfaction and Delight*

Track: Public Sector and Non-Profit Marketing