

# Individuals in Need Versus Charities in Need The Effect of Donation Recipient Type on Donors' Preference for Choice

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### **The Effect of Donation Recipient Type on Donors' Preference for Choice**

#### **Abstract**

Three studies investigated the impact of donation recipient type (individuals vs. organizations) on donors' preferences for choice and their behavior when facing a choice. In the first two studies, participants reported their preference for choosing the donation recipient. Preferences for choice were stronger for organization recipients than individual recipients. In the third study, participants were more inclined to opt out of choosing when faced with individuals as recipients rather than organizations as recipients. This was mediated by a moral conflict. Participants experienced a stronger fairness–help moral conflict when facing individual recipients, leading them to avoid donation altogether. Overall, this research sheds light on the complex dynamics of choice and type of donation recipient, and its psychological implications in the context of donation decisions. Theoretical and practical implications are discussed.

*Keywords: choice, charitable giving, identifiable victim*

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