

DOES GENDER AND HOUSEHOLD INCOME AFFECT THE AMOUNT OF MONEY DONATED TO CHARITY ?

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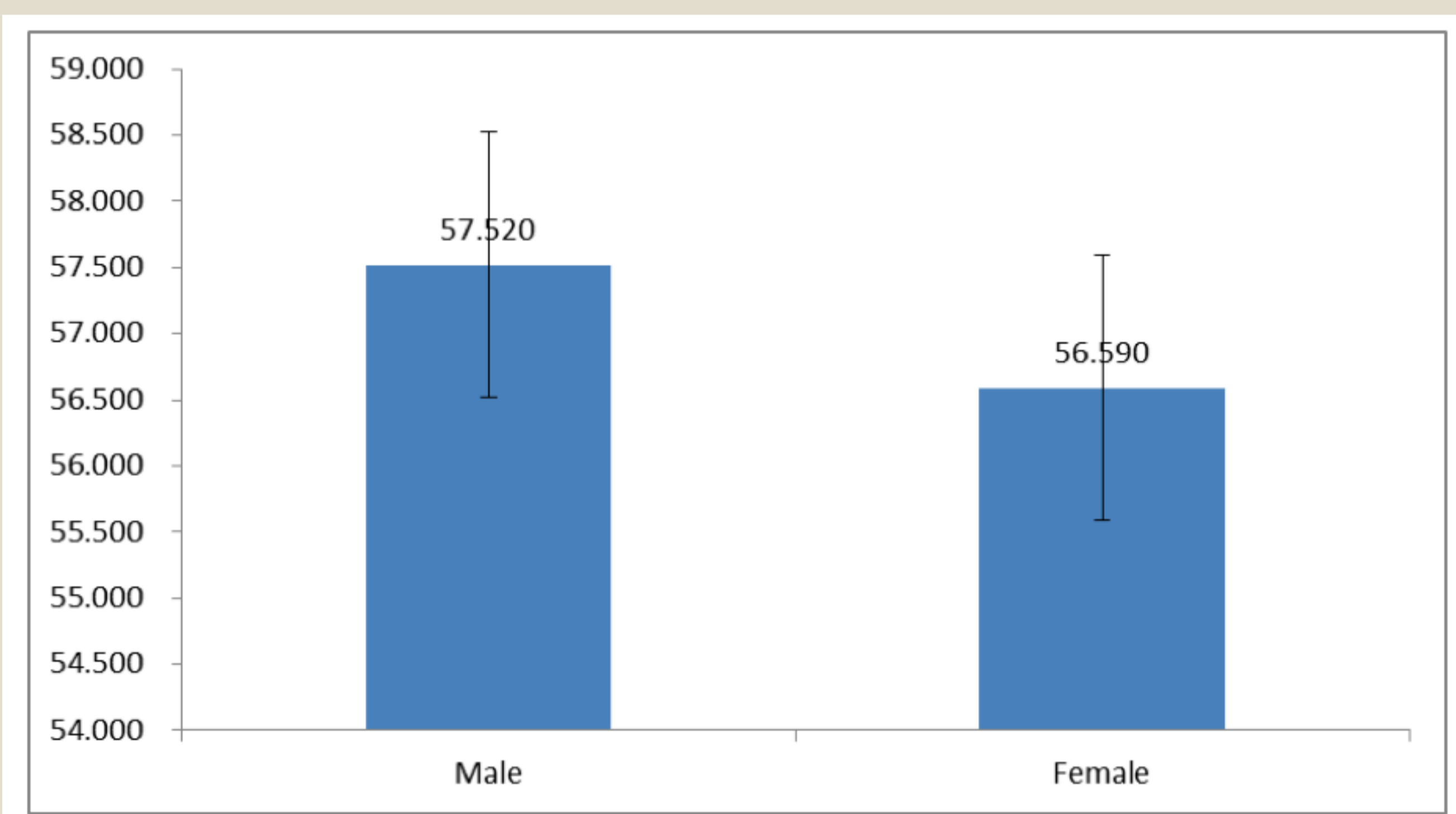
INTRODUCTION

- Previous research has identified that there are differences in the likelihood of donating to charity between males and females (Mesch, Brown, & Moore, 2011). This can be further supported by Lee and Chang that females are more likely to donate larger amounts than males (Lee & Chang, 2007).
- Auten and his colleagues suggested that there was a positive correlation between household income and amount of donation (Auten, Sieg, & Clotfelter, 2002). Additionally, Ottoni-Wilhelm (Ottoni-Wilhelm, Vesterlund, & Xie, 2014b) supported this rationale and believed that person with higher household incomes may be more willing to give more money, but person with lower household incomes may be more resistant to donate money.
- It is hypothesised that gender and household income will significantly affect the amount of donation when a natural disaster strikes.

METHODS

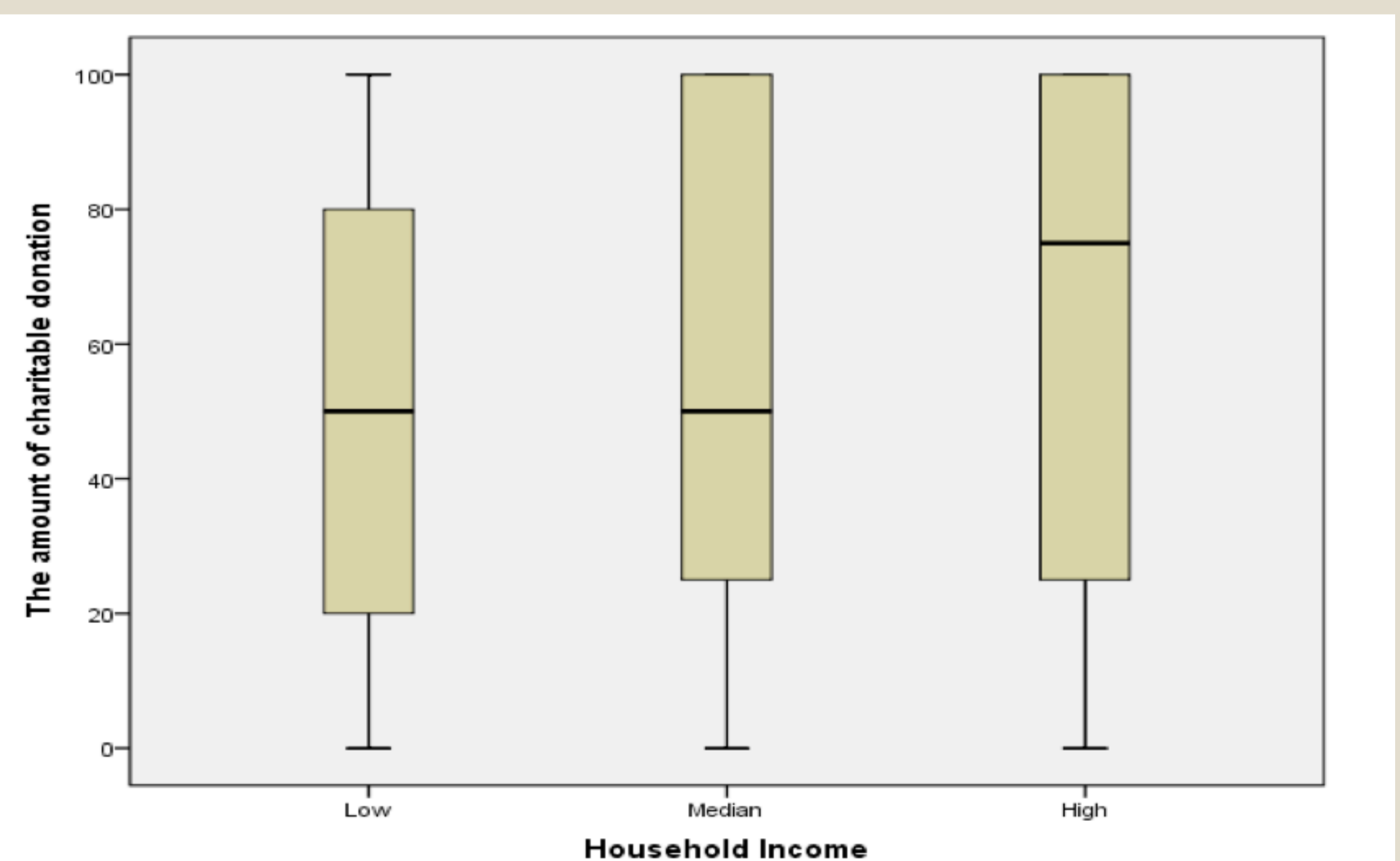
- 620 participants took part in this study and only 518 participants were included for analysis. They were shown a video presentation about a charity in Tuscaloosa, then asked some personal questions and decide how much of \$100 they would like to donate to the charity. One in ten participants were selected to receive \$100, and all of them were allowed to give any amount.
- Independent variables: Gender (259 males and 259 females) and Household income (low-less than \$19999, median-\$20000 to \$74999, high-more than \$75000)
- Dependent variable: the amount of charitable donation (\$0 to \$100)
- Methods: Factorial Repeated Measures ANOVA

RESULTS



There was no significant correlation found between Age and The amount of charitable donation, $F(1,518)=0.154$, $p=0.695$.

There was a significant relationship with Household Income and The amount of charitable donation, $F(2,518)=3,638$, $p=0.027$.



CONCLUSION

- In the previous literatures, females are more likely to donate money than men, but it had the different results in this study. Mainly because it was a terrible disaster, a lot of people injured, both males and females would likely to help them to get out of the troubles.
- We got the same results as the prior literatures, probably because people with higher household income might have a larger discretionary income, they would more likely to make charitable donations.

LITERATURE CITED

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- Lee, Y.-K., & Chang, C.-T. (2007). WHO GIVES WHAT TO CHARITY? CHARACTERISTICS AFFECTING DONATION BEHAVIOR. *Social Behavior and Personality: An International Journal*, 35(9), 1173-1180.
- Mesch, D. J., Brown, M. S., & Moore, Z. I. (2011). Gender differences in charitable giving. *Journal of Nonprofit and Voluntary Sector Marketing*.
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