

The influence of idealistic versus pragmatic mindsets on charitable behavior

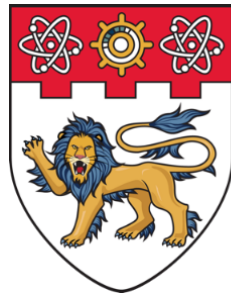
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**THE INFLUENCE OF IDEALISTIC VERSUS
PRAGMATIC MINDSETS ON CHARITABLE BEHAVIOR**

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NANYANG BUSINESS SCHOOL

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THE INFLUENCE OF IDEALISTIC VERSUS PRAGMATIC MINDSETS ON CHARITABLE BEHAVIOR

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A thesis submitted to the Nanyang Technological University
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Doctor of Philosophy

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Statement of Originality

I hereby certify that the work embodied in this thesis is the result of original research, is free of plagiarised materials, and has not been submitted for a higher degree to any other University or Institution.

A handwritten signature in black ink, reading "Shaobo Li". The signature is written in a cursive, flowing style.

[7th, Jan, 2019]

7th, Jan, 2019

Shaobo Li

Supervisor Declaration Statement

I have reviewed the content and presentation style of this thesis and declare it is free of plagiarism and of sufficient grammatical clarity to be examined. To the best of my knowledge, the research and writing are those of the candidate except as acknowledged in the Author Attribution Statement. I confirm that the investigations were conducted in accord with the ethics policies and integrity standards of Nanyang Technological University and that the research data are presented honestly and without prejudice.

[7th, Jan, 2019]

7th, Jan, 2018 9

The image shows two handwritten signatures in black ink. The first signature, on the left, is 'Kuangjie' followed by a stylized flourish. The second signature, on the right, is 'Sharon Ng' with a similar flourish.

Zhang Kuangjie & Sharon Ng

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SUMMARY

There has been a significant difference in the level of charitable giving across different individuals and different countries. For example, around 60% of individuals in the United States donate money, whereas only 8% of individuals in China do so (Charities Aid Foundation 2017). Thus, it is crucial to understand the individual and country differences in motivation of engaging in charitable giving or, more importantly, not engaging in charitable giving. In this research, I move beyond the cultural dimensions (e.g., power distance, individualism versus collectivism) identified by Hofstede many decades ago (Hofstede 1984) to consider how consumers' mindsets, the psychological orientations that shape individuals' information processing and behavior (Murphy and Dweck 2016), influence charitable behaviors at both the individual-level and country-level.

Specifically, I examine the implication of idealistic versus pragmatic mindsets — the tradeoff between placing values and principles above practical concerns versus being practical-oriented in the context of charitable behavior. I propose and show that individuals and countries with a more idealistic mindset, compared to those with a more pragmatic mindset, are more likely to engage in charitable behaviors and this effect is driven by greater intrinsic motivation and less extrinsic motivation underlying their charitable decision-making. Furthermore, consistent with the mediating role of intrinsic versus extrinsic motivation, I show that charitable appeals that emphasize the internal benefits (e.g., warm glow) of charitable giving increase charitable behavior among consumers with a more idealistic mindset but not among consumers with a more pragmatic mindset; in contrast, appeals that emphasize the external benefits (e.g., tax reduction) of charitable giving increase charitable behavior among

consumers with a more pragmatic mindset but not among consumers with a more idealistic mindset.

Theoretically, this research deepens the theoretical understanding of idealism versus pragmatism in the consumer context as prior research on this construct is limited. Further, I introduce a new cultural dimension that may add more nuances to our understanding of how charitable behaviors differ across cultures and societies. Second, by establishing the casual relationship between idealistic and pragmatic mindsets and charitable behavior, I contribute to the broader charitable behavior literature (e.g., Simpson, White, and Laran 2018; Winterich and Zhang 2014). Last but not least, this research contributes to the intrinsic versus extrinsic motivation literature by showing that individuals' difference on mindsets leads to different types of motivation.

This research has clear practical implications as well: first, my findings suggest that charitable organizations may consider encouraging and activating an idealistic mindset among consumers to motivate them to engage in charitable behaviors. Second, my research suggests that charitable organizations should take different strategies (internal benefits versus external benefits) to motivate consumers with different mindsets (idealistic mindset versus pragmatic mindset) to engage in charitable behavior.

INTRODUCTION

Charitable Behavior across Countries and Individuals

The scale of charitable donation in the US reached a record figure of more than \$390 billion in 2016. Notably, individual donors are the most important source of charitable donation that 70% of this record figure comes from individuals, which rose 3.9 percent compared to the previous year (Giving USA Foundation 2017). Although the performance of charitable donation in the US is impressive, the global situation is worrying: individuals' giving tendency is down globally that the donation percentage in 2016 is lower than the donation percentages of the past three years. Further analysis reveals that there has been a significant difference in the level of charitable giving across different individuals and different countries. For example, around 60% of individuals in the United States and the UK donate money, whereas only 8% of individuals in China do so. Similarly, around 35% of individuals in Canada volunteer, whereas only 17% of individuals in South Korea do so (Charities Aid Foundation 2017)¹. Thus, it is crucial to understand the individual and national differences in motivations of engaging in charitable giving or, more importantly, not engaging in charitable giving.

Culture Dimensions and Charitable Behavior

Prior research on how culture dimension influences people's charitable behavior is limited. A few papers provided some preliminary evidence that some cultural values identified by Hofstede, such as masculinity and individualism, influence the relative effect of

¹ Charities Aid Foundation published the World Giving Index. They surveyed more than 150000 people across 140 countries in the world. The aim of the World Giving Index is to provide insight into the nature and scope of charitable giving globally. The questions lie at the heart of the survey are: have you done any of the following in the past month? 1. Helped someone you didn't know who needed help? 2. Donated money to a charity? 3. Volunteered your time to an organization?

different types of charitable appeals (Kemmelmeier, Jambor, and Letner 2006; Nelson et al. 2006). Surprisingly, very limited research examined how culture dimension influences people's charitable intention directly. The only exception is that Winterich and Zhang (2014) explored how power distance belief, the extent to which a society accepts the inequality in power or wealth (Hofstede 2001; Oyserman 2006), influences charitable behavior. According to their research, high power distance leads to weaker perceptions of responsibility to help others and thus decreases charitable behavior. However, one limitation of this research is that they only focused on monetary donations, which is only one type of charitable behaviors that can be used to decrease social inequality. Power distance is not a significant predictor of volunteering behavior after controlling for other cultural and economic dimensions (see Study 1, Winterich and Zhang 2014).

Current Research

The current research adds to the literature on culture and charitable behavior by moving beyond existing cultural dimensions identified by Hofstede many decades ago (Hofstede 1984; Hofstede, Hofstede, and Minkov 2010) to systematically consider how cultural differences in mindset may influence consumers' charitable behavior and the effectiveness of different types of charitable appeals. Specifically, I investigate how the salience of idealistic (vs. pragmatic) mindset differs across culture and individuals impact individuals' willingness to engage in charitable behavior across a myriad of charitable contexts (monetary donations, time volunteering, and blood donation). Furthermore, I demonstrate how charitable organizations should adopt different incentive tactics (e.g., internal benefit vs. external benefit) in charitable appeals to motivate consumers with different mindsets to engage in charitable behaviors.

Drawing from prior research (Danziger, Montal, and Barkan 2012; Kivetz and Tyler

2007), I define an idealistic mindset as being guided by values/principles rather than practical concerns and expressing one's real self, whereas a pragmatic mindset as being guided by practical concerns rather than values/principles. Consumers with an idealistic mindset place value/principles above practical concerns, focus more on identity related concerns (e.g., self-conception, social value), whereas consumers with a pragmatic mindset are guided by the practicality of action, focus more on instrumental concerns (e.g., financial benefits) (Burger and Bless 2016; Danziger et al. 2012; Fischer, Milfont, and Gouveia 2011; Kivetz and Tyler 2007; Trope, Liberman, and Wakslak 2007; Trzebinski 1989). Based on these arguments, I propose that consumers with a more idealistic mindset, compared to those with a more pragmatic mindset, are more likely to sacrifice external resources (e.g., time and money) to engage in charitable behaviors and this effect is driven by greater intrinsic motivation and less extrinsic motivation underlying their charitable decision-making. Drawing on this theorization, I further predict that charitable appeals that emphasize the external benefits of charitable giving will increase charitable behavior among pragmatic consumers but not among idealistic consumers since it is inconsistent with their intrinsic motivation. In contrast, charitable appeals that emphasize the internal benefits of charitable giving will increase charitable behavior among idealistic consumers but not among pragmatic consumers.

The present research makes three broad contributions to the literature. First, there is scant research exploring the impact of idealism versus pragmatism on consumer behavior. The theoretical understanding of idealism versus pragmatism in the consumer context is deepened by empirically examining its consequences for charitable behavior. Further, I introduce a new cultural dimension that may add more nuance to our understanding of how charitable behavior differs across cultures and societies. Second, by establishing the casual relationship between idealistic versus pragmatic mindsets and charitable behavior, I contribute to the broader charitable behavior literature (Han, Lalwani, and Duhachek 2017;

Simpson, White, and Laran 2018; Winterich, Mittal, and Aquino 2013; Winterich and Zhang 2014; Zhou et al. 2011). Last but not least, this research contributes to the intrinsic versus extrinsic motivation literature by showing that individuals' difference on mindsets (idealistic mindset versus pragmatic mindset) lead to different motivations (intrinsic motivation versus extrinsic motivation), which subsequently influence the effectiveness of different tactics (external benefits versus internal meanings) used by charities to motivate people to engage in the charitable behavior.

THEORETICAL FRAMEWORK

Charitable Behavior

Charitable behavior entails actions that intend to benefit a cause and help others (Winterich, Mittal, and Aquino 2013; Winterich and Zhang 2014; Zhou et al. 2011). Past research has focused on uncovering the drivers of charitable behavior and ways to incentivize people to engage in charitable behavior.

A stream of research has shown that individual differences such as moral identity, social class, and education background impact individuals' charitable behavior (e.g., Han, Lalwani and Duhachek 2017; Kimmelmeier et al. 2006; Piff et al. 2010; Reed, Aquino, and Levy 2007; Small and Cryder 2016; Winterich, Zhang, and Mittal 2012). Additionally, it has been shown that situational factors such as personal relationship, feelings of nostalgia, impaired self-control, and time versus money affect people's charitable behavior (e.g., Fennis, Janssen, and Vohs 2008; Liu and Aaker 2008; Small and Simonsohn 2008; Zhou et al. 2011). More importantly, limited but emerging literature has examined how cultural value differences such as individualism, and masculinity influence the relative effect of different types of charitable appeals (Kimmelmeier et al. 2006; Moorman and Blakely 1995; Nelson et al. 2006). Specifically, Kimmelmeier et al. (2006) found that individualism is positively related to charitable giving when the charitable causes are compatible with core individualist values, and other research has investigated the cultural value of masculinity in response to different charitable appeals (i.e., egoistic ads versus altruistic ads) (Nelson et al. 2006). Surprisingly, very limited research examined how culture dimension influences people's charitable intention directly. The only exception is that Winterich and Zhang (2014) showed that high power distance decreases monetary donation through weaker perceptions of responsibilities to help others.

Another stream of research has examined how to motivate individuals to engage in charitable behavior (e.g., Chao 2017; Kristofferson, White, and Peloza 2013; Kulow and Kramer 2016; Lee, Winterich, and Ross 2014; Simpson et al. 2018). Some tactics commonly used by charities are external benefits associated with charitable giving, such as conditional thank-you gifts like t-shirts or mugs (Chao 2017) and publicly recognizing acts of charitable giving (Andreoni and Petrie 2004; Simpson et al. 2018). However, empirical research on the effectiveness of external benefits as a means of stimulating charitable behavior is equivocal. Incentives such as gift cards have been found to increase charitable donations (Goette and Stutzer 2010), and Dawson (1988) found that receiving external benefits (e.g., tax reductions) are positively associated with charitable behavior. However, another stream of research suggests that gifts can reduce donation rates based on the attention-based multi-attribute choice models (e.g., Chao 2017; Newman and Shen 2012). According to this model, people tend to overweigh salient attributes and underweigh shrouded attributes when making choices. If the external benefits are particularly salient attributes of donation, this may lead to underweighing less salient intrinsic motivations for donating, decreasing donating behavior (Chao 2017). Similarly, Alixandra, Berman, and Small (2016) revealed that incentivized advocates for a cause are less effective in motivating people to donate as people perceive it as less sincere than nonincentivized advocates. Recent research revealed that the effectiveness of external benefits depends on individual differences, such as self-construal and karma beliefs (Kulow and Kramer 2016; Simpson et al. 2018). For instance, an independent self-construal, compared to the interdependent self-construal, activates an agentic motive, wherein independents are motivated to make decisions that are guided by their own self-interest and goals instead of being influenced by the expectation and opinion of others. Therefore, external benefits (e.g., public recognition) decrease donation intentions among individuals with independent self-construal.

Though interesting, the research on individual and cultural differences of charitable behavior have primarily focused on how the fit between charitable appeals and individuals' goals or concepts influenced their behavior. However, any act of charitable behavior involves the tradeoff between sacrificing resources and gaining potential benefits of charitable behavior. Specifically, engaging in charitable behavior requires the donor to sacrifice some external resources (e.g., time or money) for different charitable purposes. However, the donor can also gain different types of benefits associated with charitable behavior. For instance, the psychological benefits for the donor ("warm glow") that can result from charitable action (Harbaugh 1998), and social recognition or reward in response to the donations (Pitt et al. 2002). Consumers' perception of the tradeoff between valuable resources (e.g., time and money) and the potential benefits of charitable behavior thus determine their charitable intentions. What we do not yet know is how culture influences individuals' perception of such trade-offs.

The current research adds to the literature on culture and charitable behaviors by moving beyond the existing cultural dimensions identified by Hofstede (Hofstede, 1984) to consider how cultural differences in mindset may influence consumers' evaluation of resource trade-off with the help they may give to beneficiaries at both individual level and culture level. Specifically, I propose that salience of idealistic (vs. pragmatic) mindset differs across cultures and this exerts an important influence on individuals' willingness to engage in charitable behavior by affecting their perception of the tradeoff between external resources (e.g., time and money) and charitable behavior. Further, as prior research on the effectiveness of external benefits as a means for stimulating charitable behavior is equivocal, the current research contributes to this stream of literature by showing that consumers' difference on mindsets (idealistic mindset vs. pragmatic mindset) influence the effectiveness of external rewards in encouraging charitable behavior.

Idealistic versus Pragmatic Mindsets

A mindset is conceptualized by the process that underlies the influence of people's past cognitive process and judgmental criteria on their response to subsequent situations (Xu and Wyer 2007). Prior research has conceptualized the processes that give rise to a mindset in terms of theory on knowledge accessibility (for reviews, see Förster and Liberman 2007; Higgins 1996; Wyer 2008) by arguing that once a judgment has been made, it is used as a basis for subsequent judgments independent of the original information on which it was based (Carlston 1980; Sherman et al. 1978).

Gollwitzer, Heckhausen, and Steller (1990) stimulated the research on the impact of mindset on consumer behavior by documenting a deliberative (versus implemental) mindset, which can be activated by considering the pros and cons of a goal (versus a sequence of actions to attain a goal). Beyond the deliberative mindset, other researchers have revealed some other mindsets such as group mindset (Briley and Wyer 2002), "which-to-buy" mindset (Xu and Wyer 2007), and bolstering versus counterarguing mindsets in persuasion (Xu and Wyer 2012). Another stream of research on mindset examines the impact of a fixed mindset (the human characteristics, such as intelligence, personality, and morality, are stable and fixed) versus a growth mindset (these characteristics can be changed and developed) on consumer behavior (for a review, see Murphy and Dweck 2016). In this research, I extend the research scope of mindset by exploring how idealistic versus pragmatic mindsets influence consumers' charitable behavior at both individual-level and country-level.

As defined earlier, consumers with a more idealistic mindset place values and principles above practical concerns and express their real selves, whereas those with a more pragmatic mindset are action-oriented and primarily guided by practical considerations (e.g., job, spousal choice). For instance, when selecting a college major, idealistic students stick to

their value and principles by choosing a major which they are interested in no matter it is easier for them to get a good job or not, whereas those who are more pragmatic tend to choose a major that is easier for them to get a good job no matter they are interested in this major or not. Despite the ubiquity of the tension between idealism and pragmatism and its influence on people's behavior, there has been limited research in this area. Though there are some philosophical articles written on the idea of idealism and pragmatism (e.g., Moyal 2003; Rorty 2013), this construct has received very limited attention in the psychology and marketing literature. Only a handful of psychological papers have been published in this area.

Kivetz and Tyler (2007) showed that a distal time perspective activates an idealistic (vs. pragmatic) self and this, in turn, leads to a focus on maximizing identity (vs. instrumental) benefits. Danziger and his coauthors (2012) demonstrated that advice is more idealistic and the choice is more pragmatic because of different psychological distances. Specifically, because advisers are more psychologically distant from the choosers' decision, they decipher the dilemma at a higher construal level than do the choosers. Therefore, advisers (vs. choosers) are more influenced by idealistic (vs. pragmatic) considerations that are salient at a high-level (vs. low-level) construal. More recently, Burger and Bless (2016) showed that affect also influences the relative weight of idealistic versus pragmatic concerns in decision-making. Specifically, they showed that positive (vs. negative) affect increases the relative weight of idealistic (vs. pragmatic) concerns. However, in all of these studies, idealism versus pragmatism is always treated as the dependent variable of interest. The impact of idealism versus pragmatism on individuals' behavior is little understood. In the current research, I investigate idealistic versus pragmatic mindsets as an independent variable and examine its influence on consumers' charitable behavior.

The Effect of Idealistic versus Pragmatic Mindsets on Charitable Behavior

In this research, I predict that the idealistic-pragmatic mindset is an important factor that may explain the differences in charitable behavior across individuals and cultures.

In theorizing the effect of idealistic versus pragmatic mindsets, it is important to note that the main difference between these two mindsets lies in the tradeoff between value/principle and practical considerations (Burger and Bless 2016; Danziger et al. 2012; Kivetz and Tyler 2007). Consumers with two different mindsets have different focuses and different value systems. Specifically, consumers with a more idealistic mindset place values and principles above practical concerns, focus more on identity related concerns (e.g., self-conception, social value) and treat their actions as way to signal identity-related information, whereas those with a more pragmatic mindset are guided by the practicality of action, focus more on available opportunities, constraints, and instrumental concerns (e.g., financial benefits, extrinsic rewards) and treat their actions as a way to gain some external benefits (Burger and Bless 2016; Danziger et al. 2012; Fischer et al. 2011; Kivetz and Tyler 2007; Trope et al. 2007). Though there are still variations from person to person, idealism and pragmatism correspond to two opposing poles in the society, which simultaneously espouse attributes like justice, spirituality, and morality, versus materialism, realism, and efficiency (Kivetz and Tyler 2007; Webster's New World International Dictionary 1998). Therefore, in the tradeoff between valuable resources (e.g., time and money) and charitable behavior, consumers with an idealistic mindset are more willing to forgo their resources for the purpose of more symbolic rewards that signal identity-related information (e.g., respect, mindset), whereas consumers with a pragmatic mindset are centered on instrumental benefits (Danziger et al. 2012; Kivetz and Tyler 2007; Schlenker and Weigold 1989; Trzebinski 1989) and are less likely to sacrifice their resources (e.g. time and money) for a particular charitable cause if they don't expect any external rewards.

Given the difference in focuses and value systems between idealistic and pragmatic

mindsets, I theorize that consumers with an idealistic mindset, compared to those with a pragmatic mindset, are more likely to engage in a variety of charitable behaviors.

Additionally, I anticipate that country-level differences for the idealistic-pragmatic mindset will have a similar effect on charitable behavior. Past research on other culture dimensions raises this possibility. Specifically, our prediction is conceptually consistent with power distance belief at the individual-level and power distance at the cultural level, and independent self-construal at the individual-level and individualism at the cultural level (Hofstede 2001; Oyserman 2006; Oyserman and Lee 2007; Winterich and Zhang 2014). For instance, Winterich and Zhang (2014) demonstrated that both individual-level power distance belief and national-level power distance produce conceptually consistent effects on charitable behavior. In the same vein, I predict that both the individual-level and country-level differences of an idealistic-pragmatic mindset will have a similar effect on charitable behavior. For example, I predict that Chinese (vs. Americans) are less (vs. more) likely to engage in charitable behavior, as they are more pragmatic (vs. idealistic).

Both anecdotal evidence and preliminary research on culture support the prediction that Chinese are more pragmatic whereas Americans are more idealistic. Hofstede (2001) argued that the Chinese culture is a pragmatic culture, as Chinese people believe that truth depends on the context and situation. Similarly, Huang and Sisco (1994) conducted a preliminary study on thinking styles among Chinese exchange students compared with their American peers. They found that the Chinese subjects were more pragmatic than the American subjects and suggested that the Chinese pragmatic preference “might have reflected the influence of current trend in seeking ‘whatever works’ in China’s economic reform” (pp. 478-479). Anecdotally, Chinese customers focus on practical value so intensely that brand loyalty is often secondary compared to Western customers who are more idealistic (Atsmon et al. 2010). Drawing on these findings, I predict that since Chinese are more

pragmatic and Americans are more idealistic, Americans, as compared to Chinese, will be more likely to engage in charitable behaviors. More formally, I hypothesize that:

H1a: At individual-level, consumers with an idealistic (vs. pragmatic) mindset have a higher (vs. lower) tendency to engage in charitable behavior.

H1b: At the country-level, countries with a higher idealistic (vs. pragmatic) mindset correspond to higher (vs. lower) charitable behavior.

Moreover, I theorize that the impact of idealistic versus pragmatic mindsets on charitable behavior occurs through differences in motivations of charitable behaviors. Prior research has categorized individuals' behavior into intrinsic or extrinsic motivations (Bénabou and Tirole 2006; Grant 2008; Johnson and Grimm 2010; Ryan and Deci 2000). Intrinsic motivation refers to the desire to expend effort based on interest in and enjoyment of the behavior itself (Amabile et al. 1994; Gagne and Deci 2005; Ryan and Deci 2000). Intrinsic motivation has been associated with the flow (Csikszentmihalyi 1975; Johnson and Grimm 2010) and interest (Renninger 2000; Renniger, Hidi and Krapp 1992), all of which share the characteristic that people gain satisfaction directly from engaging in this behavior (Ryan and Deci 2000). Intrinsic motivation is typically contrasted to extrinsic motivation, the desire to expend effort to obtain outcomes external to the behavior itself, such as rewards or recognition (Amabile 1993; Brief and Aldag 1977).

Correspondingly, consumers' charitable behaviors are driven by two primary motivations: (1) intrinsic motivation: such as internal gratification or the positive feeling of a "warm glow" arising from helping others and doing good (Andreoni 1989; Harbaugh 1998, p. 278), and (2) extrinsic motivation: such as social prestige or material or social returns of charitable behavior (e.g., Winterich et al. 2013). Specifically, consumers engage in charitable behavior out of their own interest (Dawson 1988; Johnson and Grimm 2010), or because they feel good about their actions that can support a particular cause, and enjoy the positive

feelings associated with the behavior itself (Dawson 1988; Supphellen and Nelson 2001). In this case, intrinsic motivation is the drive of consumers' charitable behaviors because they intrinsically enjoy it and derive satisfaction from the action of giving and the knowledge that the giving has helped to support others (Johnson and Grimm 2010). In contrast, extrinsic motivation to give is mostly closely associated with extrinsic benefits such as rewards and social recognition (Eisenberger and Cameron 1996; Johnson and Grimm 2010; Kohn 1993; Kulow and Kramer 2016; Sansone and Harackiewicz 2000). For instance, consumers donate to the construction of a school to gain social status in the community or contribute to an art center for the benefits of gaining access to better seats (e.g., Johnson and Grimm 2010). These individuals are more driven by their extrinsic motivation in charitable behavior, as these benefits are extrinsic to the act of donating.

Even though past research indicates that people's motivation is domain-specific (e.g., Martin 2008; Wigfield 1997). For instance, people's intrinsic motivation of charitable behavior maybe distinct from their intrinsic motivation of learning. I predict that consumers with a more idealistic mindset, compared to those with a more pragmatic mindset, are more driven by their intrinsic motivation and less by extrinsic motivation in different decision makings in different domains. Consumers with a more idealistic mindset focus more on the intrinsic value and principles and less on the extrinsic instrumental benefits. They are not bogged down by practical considerations. They focus on what they would like to do rather than on what they can do, and their actions are more driven by internal personal values, principles, and interests. They tend to define, express, and enhance their sense of true self (Trzebinski 1989; Kivetz and Tyler 2007). In contrast, consumers with a more pragmatic mindset are bogged down by practical considerations. They are "realistic and practical," and their actions are more driven by the extrinsic reward or achievement (Burger and Bless 2016; Kivetz and Tyler 2007). Additionally, consumers with a more pragmatic mindset focus more

on the instrumental benefits and extrinsic inducement even at the cost of more intrinsic values and principles (Danziger et al. 2012; Deci and Ryan 2010). Therefore, idealistic people's actions are more driven by their intrinsic value and principles and pragmatic people are more driven by extrinsic concerns when they are making different decisions in different domains.

Correspondingly, in the charitable donation context, idealistic consumers focus more on the intrinsic value and meaning of the charitable behavior, while the pragmatic consumers focus on the external benefits of engaging in charitable behavior (e.g., social recognition). Consumers with a more pragmatic mindset are more driven by their extrinsic motivation and less by intrinsic motivation in their charitable decision making.

Given that idealistic and pragmatic consumers are more driven by different types of motivations (intrinsic vs. extrinsic), a very important question arises: how would intrinsic versus extrinsic motivations influence consumers' charitable behavior? It has been shown that individuals who are more driven by their intrinsic motivation, compared to those who are more driven by their extrinsic motivation, have more interest, excitement, and confidence, which, in turn, lead to enhanced performance, persistence, and general well-being in a task (e.g., Ryan and Deci 2000). For example, in the academic domain, intrinsically motivated students work on academic tasks because they find them enjoyable and interesting, whereas extrinsically motivated students rely on desirable results and rewards to act as a catalyst for their motivation (Lei 2010). Intrinsic motivation can promote students' learning and achievement much better than extrinsic motivation (Gottfield 1985, 1990; Lei 2010; Lepper, Corpus, and Iyengar 2005). In the organization domain, Grant (2008) found that the higher the intrinsic motivation, the stronger the positive association between prosocial behavior and performance and persistence. Based on the evidence in the education domain and organization domain, intrinsic motivation is associated with better performance from

different perspectives (e.g., task performance, work performance, prosocial behavior et al.)

Extending these findings to the charitable behavior domain, I predict that intrinsic motivation is a stronger predictor of charitable behavior as compared with extrinsic motivation.

Drawing upon these arguments, I propose that an idealistic mindset that prompts the intrinsic motivation of improving society (Reiss, 2004) is related to higher charitable behavior, whereas the pragmatic mindset that prompts the extrinsic motivation of earning more extrinsic rewards is related to lower charitable behavior.

H2: The relationship between idealistic (vs. pragmatic) mindset and charitable behavior is mediated by intrinsic (vs. extrinsic) motivation.

The Effect of Different Types of Benefits on Charitable Behavior

Given that idealistic consumers and pragmatic consumers have different charitable tendencies, how should charitable organizations adopt different tactics to motivate them to engage in charitable behavior?

It is a common practice for charitable organizations to send charitable appeals to potential contributors that emphasize either external benefits or internal benefits of charitable behavior (Johnson, Grimm, and Ellis 2010). External benefits are more related to financial rewards, social recognition, and invitations to special events. For instance, the US government adopts the charitable contribution deduction policy for United States Federal Income Tax (See 26 U.S.C. §170 (C)) to encourage charitable behavior. Similarly, the American Red Cross offered a free shirt for blood donations (Wamsley 2018). In contrast, internal benefits are more related to the intrinsic meaning and value of the charitable behavior and the satisfaction that the donors/volunteers will get from engaging in charitable behavior. For example, some charities go back to the essence of charitable behaviors by emphasizing the warm glow that donor will experience when they are helping others (Linden 2018).

Consistent with the mediating role of extrinsic versus intrinsic motivation, I propose that emphasizing different types of benefits (external benefits vs. internal benefits) in charitable behaviors will influence consumers with different mindsets (idealistic versus pragmatic) oppositely.

It is not a stretch to infer that emphasizing external benefits will increase pragmatic consumers' likelihood to engage in charitable behavior as they are more driven by their extrinsic motivation and treat their actions as a way to gain benefits that are external to their behavior (Sansone and Harackiewicz 2000). The external benefits are consistent with pragmatic consumers' extrinsic motivation and will increase the likelihood that pragmatic consumers to engage in charitable behavior. On the contrary, I anticipate that messages that emphasize external benefits in charitable appeals will not improve idealistic consumers' likelihood to engage in charitable behavior. Prior research has shown that individuals' intrinsic motivation to participate in the activity could be undermined by trying to attract them to participate in an activity as a means to gain extrinsic benefits and rewards (Deci and Ryan 2010; Higgins et al. 1995; Kruglanski, Friedman, and Zeevi 1971; Lepper 1981). For example, Lepper et al. (1982) demonstrated that presenting an activity as a means to earn the opportunity to participate in a second activity decreased subsequent intrinsic motivation to engage in that activity that is presented as the means. The underlying psychological mechanism is based on the notion that when an extrinsic reinforcement is salient as a reasonable explanation for a specific behavior, people tend to attribute that behavior to this controlling contingency instead of to the intrinsic motivation (Kivetz 2005). In the charitable behavior context, Chao (2017) showed that extrinsic rewards (e.g., thank-you gifts) in charitable behavior shifts donors' attention to the extrinsic reward, which causes donors to adopt a more cost-benefit mindset and de-emphasizes their intrinsic motives. Additionally, Kulow and Kramer (2016) demonstrated that consumers with strong karmic beliefs (the

universe bestows rewards for doing right and exacts punishments for doing wrong) respond less favorably to self-gain charitable appeals (e.g., offering incentives for donors) as compared to other-gain charitable appeals. The underlying reason is realizing a self-gain from engaging in charitable behavior challenges their karmic beliefs. As idealistic consumers who are driven by their intrinsic motivation gain satisfaction directly from their behavior (Ryan and Deci 2000), their actions are driven by internal personal preference and value. It is the intrinsic meanings of the charitable behavior and not the external benefits that motivate the consumers who are more driven by their intrinsic motivation. Therefore, I predict that external benefits are inconsistent with idealistic consumers' intrinsic motivation, thus extrinsically focused messages in charitable appeals will not improve the charitable tendency of consumers with an idealistic mindset.

In the same vein, I argue that emphasizing the internal benefits of charitable giving is inconsistent with pragmatic consumers' extrinsic motivation because their actions are more driven by the extrinsic reward or achievement instead of intrinsic meanings. The internal benefits will not, therefore, increase pragmatic consumers' charitable behavior. In contrast, as internal benefits are consistent with idealistic consumers' intrinsic motivation (e.g., placing values and principles above practical considerations and their actions are more driven by internal personal values, principle, and interests), internal benefits are likely to trigger idealistic consumers' charitable motivation and increase their charitable behavior. More formally, I hypothesize that:

H3a: External benefits will increase charitable behavior among pragmatic consumers, but not among idealistic consumers.

H3b: Internal benefits will increase charitable behavior among idealistic consumers, but not among pragmatic consumers.

I present a series of six studies to test our hypotheses. Study 1 provides initial support for the prediction that idealistic (vs. pragmatic) consumers have higher (vs. lower) tendencies to engage in charitable behavior by examining individual-level idealistic and pragmatic mindsets (hypothesis 1a). Study 2 replicates the result of Study 1 at the country-level (hypothesis 1b). Study 3 is a field study that replicates the result of Study 1 and Study 2 within the context of blood donation. Study 4 replicates the results of Studies 1- 3 by temporarily eliciting idealistic (vs. pragmatic) mindset among people instead of measuring it. Further, Study 4 demonstrates the mediating role of intrinsic (vs. extrinsic) motivation in the effect of an idealistic (vs. pragmatic) mindset on charitable behavior (hypothesis 2). Finally, Studies 5 and 6 test how message framings (extrinsically focused messages versus intrinsically focused messages) in charitable appeals impact consumers' charitable behavior (hypothesis 3a and 3b).

STUDY 1

The aim of Study 1 is to test the effect of idealistic (vs. pragmatic) mindset in predicting people's charitable behavior record at the individual-level. As different consumers donate different amount of money and time to charities, I predicted that consumers with a more idealistic mindset donated more as compared to those with a more pragmatic mindset (hypothesis 1a). In doing so, I adopt questions on charitable records from Charities Aid Foundation, which is an organization that releases a World Giving Index of different countries annually (2017).

Method

A total of 101 US residents (43.1% women, average age = 35.68) from Amazon Mechanical Turk (M-Turk) participated in the study in exchange for monetary compensation. Upon entering the study, I asked participants “How much (in \$) did you donate to a charity in the last month?” and “How many times (in hours) did you volunteer your time to an organization in the last month?” (Charities Aid Foundation 2017). Subsequently, participants completed the 10-item idealistic-pragmatic mindset scale (Ng and Li, working paper; see Appendix A)².

Results

The idealistic-pragmatic mindset scale exhibited reliabilities (idealistic mindset subscale $\alpha = .88$; pragmatic mindset subscale $\alpha = .85$). As I am interested in participants’ degree of idealism relative to pragmatism (or degree of pragmatism relative to idealism), I calculated a continuous index of the degree of idealism relative to pragmatism for each individual by using the formula: $(M_{\text{idealism}} - M_{\text{pragmatism}})^3$. This computation allows me to differentiate between individuals who rated high on both sub-scales from those who rated low on both sub-scales. This method is consistent with prior research on mindset and identity (e.g., Park and John 2018; Yang, Stamatogiannakis, and Chattopadhyay 2015).

² This scale is validated in this working paper, the data are available upon request. According to the scale validation, the idealistic-pragmatic mindset scale is different from existing scales, such as the moral identity scale, interdependent-independent scale, maximizing-satisficing scale, construal level scale, regulatory focus, materialism and long term orientation scale.

3. As a robustness check, for this study and the rest of the studies reported in this paper, I also analyzed the data using this computation- $\frac{\text{Idealistic} - \text{Pragmatic}}{\text{Idealistic} + \text{Pragmatic}}$ (Escalas and Bettman 2005). The results were virtually identical to those reported above. Additionally, if we treat idealistic mindset subscale and pragmatic mindset subscale as two separate scales, there is no material difference on the results.

In this data, I observed that a large fraction of participants did not donate or volunteer (i.e., more than 70% of participants choose 0, $M_{\text{donation}} = 8.85$; $M_{\text{volunteer}} = .94$). This scenario represents a corner solution model, which includes a large probability mass around zero (Lee 2009; Wooldridge 2002). Using the example of charitable contributions, Wooldridge (2002) explained that many families contributed \$0 to charity in a given year. This outcome reflects a valid choice outcome. In some sense, these outcome variables should be viewed as a mixture of two distributions: one discrete, i.e., people's initial choice between $y = 0$ and $y > 0$, and the other continuous, i.e., people's second choice about the size of y , given $y > 0$. Under these conditions, prior researchers advocated for the application of a Tobit regression estimator instead of an ordinary least squares estimator (Wooldridge 2002; also see Burch, Ghose and Wattal 2016; Simonsohn 2010).

Thus, using the Tobit model, I regressed participants' donation amount and volunteer amount on idealistic-pragmatic mindset scale, respectively. As expected, the results showed that consumers with a more idealistic mindset both donated more money to charitable organizations ($B = 25.74$, $t(100) = 2.74$, $p = .01$) and volunteered more time for the charitable organizations ($B = 8.62$, $t(100) = 3.19$, $p = .002$) in the last month.

Discussion

This study provides initial support for our prediction by demonstrating the effect of idealistic-pragmatic mindset on charitable behavior at the individual-level that that the more people endorse an idealistic mindset, the more they engage in the charitable behavior (hypothesis 1a). More importantly, I observed the similar effect for monetary donation and time volunteering. As prior research has shown that consumers are more likely to donate time rather than money when they are deemed moral (Reed et al. 2007), the results of this study further indicate that the idealistic-pragmatic scale is different from the moral identity scale. In

the next study, I aim to replicate the results of Study 1 by examining the influence of the idealistic-pragmatic mindset on charitable behavior at the country-level.

STUDY 2

The goal of Study 2 is to examine the effect of idealistic (vs. pragmatic) mindset in predicting people's charitable behavior record at country-level (hypothesis 1b). Specifically, I predicted that Chinese (vs. Americans) are less (vs. more) likely to engage in charitable behavior because Chinese are more pragmatic and less idealistic compared to Americans.

Method

A total of 185 participants (76 Chinese [57.9% women, average age = 33.11] from Sojump, which is an online consumer panel in China and 78 US [53.8% women, average age = 39.67] from Amazon Mechanical Turk) completed the study in exchange for monetary compensation. US participants completed the survey in English, and Chinese participants completed the translated version in Chinese⁴.

First, participants completed the same 10-item idealistic-pragmatic mindset scale used in study 1 (idealistic mindset subscale $\alpha = 0.70$; pragmatic mindset subscale $\alpha = 0.70$). Second, to control for power distance belief that may affect charitable behavior (Winterich and Zhang, 2014), I measured participants' power distance belief by using the 5-item scale from Yoo, Donthu, and Lenartowicz (2011). Finally, I asked participants to imagine that they had \$100 (RMB 600 for Chinese participants) and to indicate how much they would donate to local charities (Winterich and Zhang, 2014). I converted the donation amount to a

⁴ I conducted translation and back-translation to validate the survey in China.

percentage to make the cross-country comparison meaningful (Steenkamp and Baumgartner, 1998; Winterich and Zhang, 2014).

Results

Culture Differences on Power Distance Belief and Idealistic-Pragmatic Mindset. In line with prior research (e.g., Hofstede 2001), I found that US participants indicated a lower power distance belief than Chinese participants ($M_{US} = 2.63$, $SD = 1.15$ vs. $M_{China} = 3.01$, $SD = 1.24$; $F(1, 152) = 4.01$, $p = .05$, $d = .32$). Importantly, I also found that US participants are more idealistic and less pragmatic than Chinese participants ($M_{US} = -.14$, $SD = .68$ vs. $M_{China} = -.37$, $SD = .55$; $F(1, 152) = 5.49$, $p = .02$, $d = .38$), supporting my prediction.

Charitable Behavior by Country and Idealistic-Pragmatic Mindset Scale. First, I ran an ANOVA on the percentage of monetary donations with the country as the independent variable. As five participants did not answer the question about donation amounts, they were excluded from the analysis. The results revealed that US participants donated a higher percentage of money than Chinese participants ($M_{US} = 23\%$, $SD = .20$ vs. $M_{China} = 17\%$, $SD = .12$; $F(1, 147) = 5.86$, $p = .02$, $d = .40$). The US and Chinese data were then pooled and a regression analysis with power distance belief was conducted with the idealistic-pragmatic mindset scale predicting the percentage of monetary donations. Consistent with prior research (Winterich and Zhang 2014), I found that the effect of power distance belief is negative and significant for monetary donations ($B = -.03$, $t(146) = -2.29$, $p = .02$). More importantly, after controlling for power distance belief, I still found that people with a more idealistic mindset (less pragmatic mindset) donated more money ($B = .07$, $t(146) = 3.07$, $p = .003$).

Mediation Analysis. In this part, I tested whether the country-level difference on charitable behavior is mediated by idealistic-pragmatic mindset. To this end, I conducted a mediation analysis (Hayes 2017, PROCESS model 4 with 5,000 bootstrapped samples) with

the country as the independent variable (0 = US, 1 = China), idealistic-pragmatic mindset scale as the mediator, power distance belief as the covariate, and donation percentage as the dependent variable.

First, replicating the ANOVA results, I found that US participants are more idealistic and less pragmatic than Chinese participants ($B = -.27$, $t(146) = -2.62$, $p = .01$). Next, a comprehensive regression predicting donation percentage from country difference conditions and the mediator (pragmatic-idealistic mindset) revealed a significant overall effect of pragmatic-idealistic mindset ($B = .06$, $t(145) = 2.69$, $p = .01$) on donation percentage. Furthermore, The overall index of mediation was significant ($B = -.02$, $SE = .01$, 95% CI = $[-.0360, -.0021]$), supporting my prediction that countries with a higher idealistic (vs. pragmatic) mindset correspond to higher (vs. lower) charitable behavior.

Discussion

The results of Study 2 support the hypothesis that the more people endorse an idealistic mindset, the more they engage in the charitable behavior at the country-level (hypothesis 1b). Further, the results of Study 1 and Study 2 provide convergent evidence that the idealistic-pragmatic mindset influences consumers' charitable behavior at both the individual-level and country-level. Idealistic-pragmatic mindset can be used as an explanation for the individual differences and country differences on charitable giving.

Having found support for both hypotheses 1a and 1b such that the effect of both individual-level and country-level idealistic-pragmatic mindset on charitable behavior is robust, I next seek to replicate the results by examining people's real charitable behavior in a field setting.

STUDY 3

Studies 1 and 2 provide consistent evidence that compared to those with a more pragmatic mindset, consumers with a more idealistic mindset are more likely to engage in charitable behavior. Study 3 aims to replicate the findings from previous studies by examining people's real charitable behavior – blood donation in a field setting.

Method

I conducted this field study in collaboration with the Singapore Red Cross. During Singapore Red Cross's blood donation drive at a major university campus in Singapore, the research assistants acted as the volunteers of the Singapore Red Cross and randomly approached 209 students (48.1% women, average age = 22.84). The research assistants showed participants the poster for the blood donation drive by the Singapore Red Cross (see appendix B), explained the details of this event as suggested by the Singapore Red Cross (e.g., the purpose of this blood donation drive and the procedures of blood donation) and asked them if they were willing to participate by signing the blood donation consent form.

Participants were then asked to fill out a short survey by responding to the same idealistic-pragmatic mindset scale (idealistic mindset subscale $\alpha = .85$; pragmatic mindset subscale $\alpha = .87$) used in Study 1.

During the process described above, the participants were unaware of this experiment since all the research assistants approached and communicated with the participants as the volunteers of the Singapore Red Cross. Each participant got two Singapore dollar as compensation.

Results

In line with Study 1, I combined the idealistic (vs. pragmatic) mindset subscales into a

composite score, where a higher value indicated a more idealistic mindset.

A binary logistic regression model with dummy-coded conditions (0 = No; 1 = Yes) suggested that the more people endorsed an idealistic (vs. pragmatic) mindset, the more they chose to participate in the blood drive ($\beta = .39$, $SE = .17$, $Wald(1) = 2.25$, $p = .02$). More specifically, for one-unit increase in pragmatic-idealistic mindset scale (being more idealistic), we expect to see about 39% increase in the odds of engaging in blood donation. This 39% of increase does not depend on the value that pragmatic-idealistic mindset is held at. This result provided support for my prediction that idealistic consumer, compared to pragmatic consumers, are more likely to participate in blood donation.

Discussion

The result of this study in the field setting provides further evidence for the external validity of the effect observed in previous studies. Individuals' idealistic versus pragmatic mindsets impact their real charitable behavior. One potential limitation of the previous studies is that the idealistic versus pragmatic mindsets were measured and thus our findings only provide correlational evidence. To address this limitation in the next study, I aim to replicate the results of Studies 1 through 3 to provide causal evidence by directly manipulating participants' idealistic versus pragmatic mindsets.

Drawing from social cognition research (Oyserman and Lee 2007) and mindset research (e.g., Chiu, Hong, and Dweck 1997), I theorize that there should be similar effects for primed mindsets on charitable behavior since knowledge and mindset can be situationally activated and accessible. Specifically, even though people may chronically adopt one mindset, the mindset is malleable and can be situationally activated (e.g., Nussbaum and Dweck 2008; Dweck, Chiu, and Hong 1995) or directly changed (see Dweck 2009). For instance, people may chronically hold the fixed mindset or growth mindset, but their fixed

versus growth mindsets can be manipulated by asking them to read a “news article” (Dweck et al.1995).

STUDY 4

Study 1 to Study 3 provide correlational evidence for the hypothesis that consumers with idealistic (vs. pragmatic) mindset have higher (vs. lower) tendency to engage in the charitable behavior. The goal of Study 4 is to provide causal evidence for our hypothesis that people with an idealistic mindset as compared to those with a pragmatic mindset are more likely to engage in charitable behavior. Moreover, I seek to test whether the differential focus on intrinsic versus extrinsic motivation underlies the observed effect. Specifically, I predicted that consumers with an idealistic (vs. pragmatic) mindset are more likely to engage in charitable behaviors because they are more driven by their intrinsic motivation and less by extrinsic motivation in the charitable behavior context.

Method

A total of 265 undergraduate students (57.4% women, average age = 21.15) from a major university in Singapore participated in the study in exchange for course credit.

To manipulate participants’ idealistic versus pragmatic mindsets, I adopted the “news article” methodology that has been widely used to manipulate people’s mindsets (e.g., Chiu et al. 1997). Specifically, I asked participants to read an article (approximately 500 words long) that reported alleged scientific research results that either argued that idealistic people are more likely to be successful and we need to be idealistic (idealistic mindset condition) or that pragmatic people are more likely to be successful and we need to be pragmatic (pragmatic mindset condition) (see appendix C). To increase the readability of the article, I

divided it into three parts and presented each part on a separate screen. After participants finished reading the article, I asked them to summarize its main point. Then, I either asked participants to recall two situations in which they acted idealistically and felt it was the appropriate thing to do (idealistic mindset condition), or recall two situations in which they acted pragmatically and felt it was the appropriate thing to do (pragmatic mindset condition).

As a manipulation check, I asked participants to respond to two questions: “To what extent do you agree that we should behave more idealistically?” and “To what extent you agree that we should behave more pragmatically?” on a scale from 1 (strongly disagree) to 7 (strongly agree).

Subsequently, participants were presented with a flyer describing a fictitious charitable organization – Singapore Welfare Association’s recruiting of volunteers for a fundraising campaign. Specifically, participants were told that “The Singapore Welfare Association is organizing its third fundraising campaign this year. This donation drives aims to support needy families. We are recruiting students to collect donations from the Boonlay and Jurong East residential area”. Following the scenario, participants were asked: “To what extent are you willing to volunteer your time for Singapore Welfare Association?” (1 = *not at all willing*; 10 = *extremely willing*).

Finally, adapting from the Volunteer Functions Inventory Scale of Clary et al. (1998), I applied five items measuring participants’ intrinsic motivation (e.g., “I can do something for a cause that is important to me.”; $\alpha = .85$) and five items measuring participants’ extrinsic motivation (e.g., “Volunteering experience will look good on my resume”; $\alpha = .91$) on a 5-point scale (1 = *does not describe my motivation*; 5 = *describes my motivation very well*; see appendix D).

Results

Five participants were excluded from the sample because they failed to follow the instructions in the manipulation task (e.g., they stated that they did not experience any incidents to report), leaving a sample of 260 participants.

Manipulation Check. The manipulation was successful: participants in the idealistic mindset condition were more likely to agree that we should behave more idealistically than those in the pragmatic mindset condition ($M_{\text{idealistic}} = 5.41$, $SD = 1.00$ vs. $M_{\text{pragmatic}} = 4.34$, $SD = 1.09$; $F(1, 258) = 67.92$, $p < .001$, $d = 1.03$). In contrast, participants in the pragmatic mindset condition were more likely to agree that we should behave more pragmatically than those in the idealistic mindset condition ($M_{\text{idealistic}} = 4.51$, $SD = 1.16$ vs. $M_{\text{pragmatic}} = 5.48$, $SD = 1.01$; $F(1, 258) = 51.55$, $p < .001$, $d = .89$).

Charitable Behavior. An ANOVA analysis on volunteer intention, with mindset as the independent variable (0 = pragmatic mindset condition, 1 = idealistic mindset condition) revealed that participants in the idealistic mindset condition were more likely to volunteer than those in the pragmatic mindset condition ($M_{\text{idealistic}} = 5.86$, $SD = 2.24$ vs. $M_{\text{pragmatic}} = 4.68$, $SD = 2.26$; $F(1, 258) = 17.86$, $p < .001$, $d = .52$).

Intrinsic versus Extrinsic Motivation. As expected, participants in the idealistic mindset condition were higher in intrinsic motivation than those in the pragmatic mindset condition ($M_{\text{idealistic}} = 3.74$, $SD = .86$ vs. $M_{\text{pragmatic}} = 3.52$, $SD = .88$; $F(1, 258) = 4.45$, $p = .04$, $d = .25$). In contrast, participants in the pragmatic mindset condition were higher in extrinsic motivation than those in the idealistic mindset condition ($M_{\text{idealistic}} = 2.05$, $SD = .81$ vs. $M_{\text{pragmatic}} = 2.26$, $SD = 1.00$; $F(1, 258) = 3.44$, $p = .07$, $d = .23$).

Mediation through Intrinsic Motivation versus Extrinsic Motivation. Next, I tested whether the effect of idealistic-pragmatic mindset on volunteer intention was mediated by intrinsic versus extrinsic motivation. To this end, I conducted a mediation analysis (Hayes 2017, PROCESS model 4 with 5,000 bootstrapped samples) with mindset as the independent

variable (0 = pragmatic mindset condition, 1 = idealistic mindset condition), intrinsic motivation and extrinsic motivation as parallel mediators, and volunteer intention as the dependent variable.

First, replicating the ANOVA results, I found that idealistic-pragmatic mindset conditions predicted intrinsic motivation ($B = .23$, $t(258) = 2.11$, $p = .04$) and extrinsic motivation ($B = -.21$, $t(206) = -1.86$, $p = .06$). Next, a comprehensive regression predicting volunteer intention from mindset conditions and the two mediators (intrinsic motivation and extrinsic motivation) revealed a significant overall effect of intrinsic motivation ($B = 1.10$, $t(256) = 7.62$, $p < .001$) and extrinsic motivation ($B = .31$, $t(201) = 2.25$, $p = .03$) on volunteer intention. Furthermore, the index of mediation was significant for both intrinsic motivation ($B = .25$, $SE = .13$, 95% CI = [.0315, .5508]) and extrinsic motivation ($B = -.07$, $SE = .05$, 95% CI = [-.1865, -.0011]).

Discussion

This study provides greater support for my theorization by demonstrating that charitable behavior can differ by a temporarily accessible idealistic versus pragmatic mindsets, while also replicating the effect of idealistic-pragmatic mindset scale in Studies 1 through 3. Further, the results from this study show that a differential focus on intrinsic versus extrinsic motivation mediates the effect of idealistic versus pragmatic mindsets on charitable behavior.

However, one question arises: given that people with different mindsets have different charitable tendencies, how should charitable organizations motivate different groups to engage in charitable behavior? In the next studies, I examine this question.

STUDY 5

The objective of Study 5 is to further test the mediating role of intrinsic versus extrinsic motivation. Specifically, I investigate whether different types of benefits in charitable appeals, either internal benefit or external benefit, have different impacts on the charitable intention of idealistic consumers who are more driven by their intrinsic motivation and pragmatic consumers who are more driven by their extrinsic motivation (hypotheses 3a and 3b).

Method

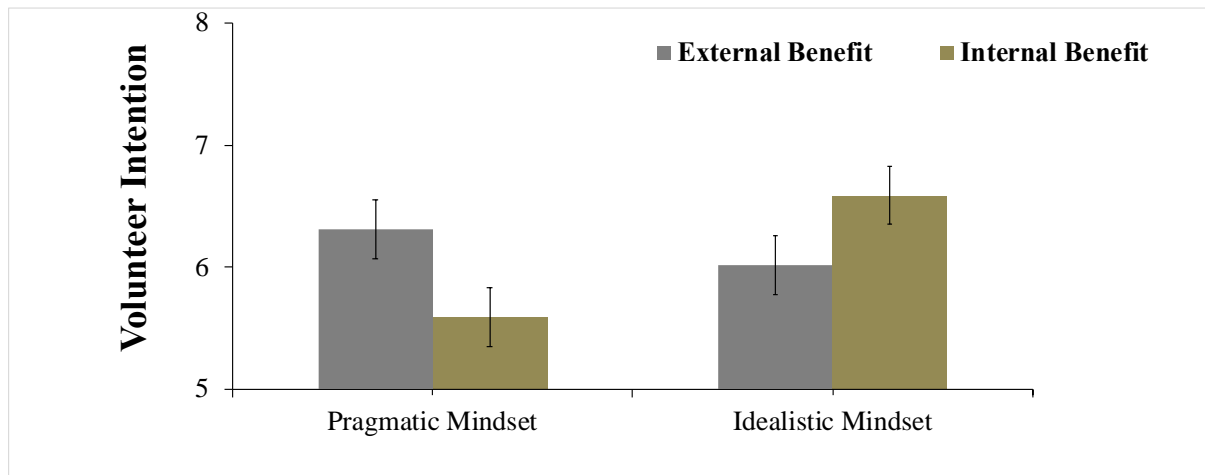
A total of 437 US residents (56.8% women, average age = 37.62) from M-Turk participated in the study in exchange for monetary compensation. The study followed a 2 (mindset priming: idealistic mindset vs. pragmatic mindset) * 2 (benefit type: internal benefit vs. external benefit) between-subjects design. First, I used the same procedure in Study 4 to prime idealistic versus pragmatic mindsets. Next, participants were presented with a poster describing a call for volunteers by the American Heart Association.

In the internal benefit condition, the message focused on the internal meaning of volunteering. For example, the poster emphasized, “*Join us to commit your effort to serve our community. Enjoy the fulfillment of volunteering, and feel good about helping out others in need. Your volunteering will make a difference in our community.*” (see appendix E1). In the external benefit condition, the message focused on the external benefits of volunteering. For example, the poster emphasized, “*Join us to commit your effort to serve our community. Enjoy the preferential rates for heart disease treatment in the future. Your volunteering will create a win-win situation.*” (see appendix E2). All participants were then asked the same question: “To what extent are you willing to volunteer your time for American Heart Association?” (1 = *not at all willing*; 10 = *extremely willing*).

Results

A two-way ANOVA on volunteer intention, with mindset priming and benefit types as independent variables, revealed that only the overall two-way interaction effect was significant ($F(1, 433) = 7.16, p = .01$; see figure 1). The overall effect of mindset ($F(1, 433) = 2.15, p = .14$) and the overall effect of message framing ($F(1, 433) = .09, p = .76$) were not significant. Further contrast analyses showed that, in line with our prediction, participants in the pragmatic mindset condition were more likely to volunteer in the external benefit condition compared to those in the internal benefit condition ($M_{\text{pragmatic-external}} = 6.31, SD = 2.64$ vs. $M_{\text{pragmatic-internal}} = 5.59, SD = 2.44$; $F(1,433)=4.43, p = .04, d = .28$). In contrast, participants in idealistic mindset condition were more likely to volunteer in the internal benefit condition compared to those in the external benefit condition ($M_{\text{idealistic-external}} = 6.02, SD = 2.47$ vs. $M_{\text{idealistic-internal}} = 6.59, SD = 2.50$; $F(1,433) = 2.82, p = .09, d = .23$).

FIGURE 1: IMPACT OF MINDSET PRIMING AND DIFFERENT TYPES OF BENEFITS ON VOLUNTEER INTENTION



Discussion

Results of Study 5 demonstrate the interaction effect between benefit type and mindsets. Specifically, when consumers were primed with a pragmatic mindset, they were

more likely to volunteer in the external benefit condition than in internal benefit condition. However, when consumers were primed with an idealistic mindset, they were more likely to volunteer in the internal benefit condition than in the external benefit condition. These results further support the underlying mechanism of intrinsic versus extrinsic motivation in the effect of idealistic versus pragmatic mindsets on charitable behavior.

However, one potential limitation of this study is that I did not include a control condition, thus it is unclear whether the internal benefit or external benefit was driving the result. For example, it is possible that both the internal benefit and external benefit increased participants' charitable tendency as compared to a control condition that does not emphasize any benefit or meaning of charitable behavior. To address this issue, I include a control condition in the next study to test how different benefit types influence idealistic versus pragmatic consumers' charitable tendency.

STUDY 6

The main objective of Study 6 is to further test the influence of internal benefit and external benefit on consumers' charitable tendencies by including a control condition. The control condition will help me to test whether the internal benefit and external benefit is driving the effect.

Method

A total of 303 US residents (49.5% women, average age = 36.81) from M-Turk participated in the study in exchange for monetary compensation. The study was a 3 (benefit type: internal benefit vs. external benefit vs. control) between-subjects design with idealistic-pragmatic mindset measured as a continuous variable. The study was described as several

unrelated tasks. First, participants were presented with a flyer describing the call for volunteers by Lechain, a special needs organization that hosts children with disabilities. In the internal benefit condition, the poster emphasized that volunteers will “*enjoy the fulfilment of helping those in need and making a world of difference to the children*”. In the external benefit condition, the poster emphasized that volunteers will “*get a \$50 voucher sponsored by Walmart*”. In the control condition, the poster only offered the basic information of the drive, without further extrinsically or intrinsically focused messages. Following the volunteer scenario, participants in both conditions were asked the same question: “To what extent are you willing to volunteer your time for Lechain?” (1 = *not at all willing*; 10 = *extremely willing*). Subsequently, participants completed the 10-item idealistic-pragmatic mindset scale used in Study 1 (idealistic mindset subscale $\alpha = .85$; pragmatic mindset subscale $\alpha = .82$).

Results

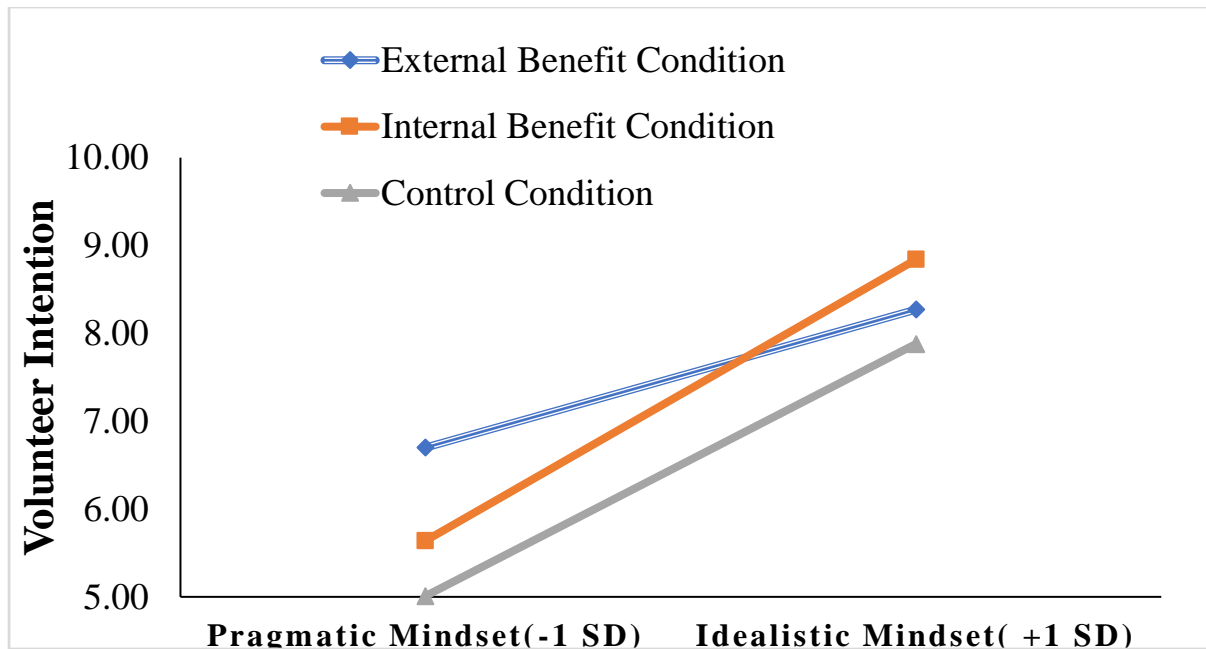
In line with Study 1, I combined the idealistic versus pragmatic mindsets subscales into a composite score, where a higher value indicates a more idealistic mindset. As the independent variable is multi-categorical ($k = 3$), I applied the indicator coding for the three groups. First, to compare the difference between the control condition and extrinsically focused message condition, and the control condition and intrinsically focused message condition, I treated the control condition as the reference group: control condition ($D1 = 0$, $D2 = 0$), external benefit condition ($D1 = 1$, $D2 = 0$), and internal benefit condition ($D1 = 0$, $D2 = 1$) (Darlington and Hayes, 2017; Hayes and Montoya, 2017). Second, to compare the difference between the external benefit condition and the internal benefit condition, and the external benefit condition and the control condition, I treated the external benefit condition as the reference group: external benefit condition ($D1 = 0$, $D2 = 0$), control condition ($D1 = 1$, $D2 = 0$), and internal benefit condition ($D1 = 0$, $D2 = 1$). Next, I conducted the moderation

analysis with 5,000 bootstrapped samples (PROCESS model 1; Hayes, 2017) with benefit type as the independent variable, the idealistic-pragmatic mindset (mean-centered) as the moderator, and volunteer intention as the dependent variable.

To test the difference on volunteer intention between people with an idealistic versus pragmatic mindsets under different conditions, I conducted spotlight analyses at one standard deviation above the mean (participants with an idealistic mindset) and one standard deviation below the mean (participants with a pragmatic mindset) (see figure 2).

Specifically, participants with a pragmatic mindset indicated significantly higher volunteer intention in the external benefit condition than in the control condition ($M_{pragmatic-external} = 6.75$, $M_{pragmatic-control} = 5.07$; $B = 1.68$, $SE = .43$, $t(296) = 3.95$, $p < .001$) and internal benefit condition ($M_{pragmatic-external} = 6.75$, $M_{pragmatic-internal} = 5.42$; $B = -1.33$, $SE = .48$, $t(296) = -2.76$, $p = .01$). However, participants with a pragmatic mindset did not show a significant difference on volunteer intention in the control condition and internal benefit condition ($M_{pragmatic-control} = 5.07$, $M_{pragmatic-internal} = 5.42$; $B = .35$, $SE = .45$, $t(296) = .78$, $p = .44$). In contrast, participants with an idealistic mindset indicated significantly higher volunteer intention in the internal benefit condition than in the control condition ($M_{idealistic-internal} = 9.01$, $M_{idealistic-control} = 7.95$; $B = 1.07$, $SE = .47$, $t(296) = 2.26$, $p = .02$) and the external benefit condition ($M_{idealistic-internal} = 9.01$, $M_{idealistic-external} = 8.18$; $B = .83$, $SE = .46$, $t(296) = 1.81$, $p = .07$). However, participants with an idealistic mindset did not show significant difference on volunteer intention in the control condition and external benefit condition ($M_{idealistic-control} = 7.95$, $M_{idealistic-external} = 8.18$; $B = .24$, $SE = .42$, $t(296) = .56$, $p = .58$).

FIGURE 2: IMPACT OF IDEALISTIC-PRAGMATIC MINDSET SCALE AND DIFFERENT TYPES OF BENEFITS ON VOLUNTEER INTENTION



Discussion

Results of Study 6 further show the interaction effect between benefit type and mindsets. Specifically, external benefits in charitable appeals increase pragmatic consumers' volunteer intention as compared to the control condition, but it does not increase idealistic consumers' volunteer intention. In contrast, internal benefits in charitable appeals increase idealistic consumers' volunteer intention as compared to the control condition, but it does not increase pragmatic consumers' volunteer intention. Results of Studies 5 and 6 demonstrate that marketers should adopt different tactics to motivate consumers to engage in charitable behavior, depending on whether the consumers have an idealistic or pragmatic mindset.

GENERAL DISCUSSION

The present research examines the implication of idealistic versus pragmatic mindsets in the context of charitable behavior. Across various contexts of charitable giving (monetary donation, time volunteering, and blood donation) with idealistic versus pragmatic mindsets

both measured and manipulated, I consistently show that consumers with a more idealistic (vs. pragmatic) mindset are more likely to engage in charitable behaviors at both the individual level and country level. Compared to those with a more pragmatic mindset, consumers with a more idealistic mindset are more likely to engage in charitable behaviors because they are more driven by their intrinsic motivation and less by extrinsic motivation in the charitable giving context. Further, consistent with the mediating role of extrinsic versus intrinsic motivations, I identify that the external benefits increase charitable behavior among pragmatic consumers, but not among idealistic consumers. In contrast, external benefits increase charitable behavior among idealistic consumers, but not among pragmatic consumers.

Theoretical Contributions

The present research makes three important theoretical contributions. First, there is little research that has systematically explored the impact of an idealistic versus pragmatic mindsets on individuals' behavior. There is a lack of clear delineation of the dimensions and behaviors that define idealism versus pragmatism. This research answers calls by prior scholars such as Kivetz and Tyler (2007) for further investigation of the idealistic and pragmatic mindset. Further, my findings also contribute to the cross-cultural literature, which has typically focused on the dimensions identified by Hofstede (e.g., power distance, individualism, and collectivism; Hofstede et al. 2010) many decades ago. I contribute to the cross-culture literature by introducing a new cultural dimension that may add more nuances to our understanding of how charitable behaviors differ across cultures and societies. To sum up, this research deepens the theoretical understanding of idealism versus pragmatism in the consumer context by empirically examining its consequence on charitable behavior at both the individual-level and country-level.

Second, by identifying the casual relationship between idealistic versus pragmatic mindsets and charitable behavior, I contribute to the broader charitable behavior literature (Han et al. 2017; Simpson et al. 2018; Winterich et al. 2013; Winterich and Zhang 2014; Zhou et al. 2011). Recent literature on charitable giving tends to consider the role of culture dimension like power distance (e.g., Winterich and Zhang 2014), social identity (Shang et al. 2008; Winterich and Barone 2011) and emotions (Fisher, Vandenbosch, and Antia 2008; Small and Simonsohn 2008; Zhou et al. 2011). The current research provides insight into the process of another influential mechanism on charitable behavior: idealistic versus pragmatic mindsets influences charitable behavior. According to my research, consumers' idealistic-pragmatic mindset influences their evaluation of resource trade-off with the help they may give to beneficiaries: idealistic consumers, as compared to pragmatic consumers, are more likely to sacrifice the resources (e.g., time and money) for the purpose of charitable behavior since they focus less on extrinsic benefits and more on intrinsic meaning. Moreover, according to the World Giving Index by Charities Aid Foundation (2017) that examined charitable giving by different countries, there are significant differences on giving indexes across countries (e.g., the US versus China). From the perspective of cultural differences, my research confirmed that one of the potential reasons behind this gap is that US societies tend to be more idealistic whereas Chinese societies tend to be more pragmatic. More importantly, the theorization and empirical demonstration of extrinsic versus intrinsic motivation as the mechanism underlying the effect of idealistic versus pragmatic mindsets on charitable behavior is an important contribution to the literature on charitable behavior.

Third, my findings also contribute to the understanding of intrinsic versus extrinsic motivation literature. Charitable appeals adopt a variety of strategies to motivate people to help (e.g., Zhou et al 2011). For example, charities employ social recognition as a technique to boost volunteerism (Fisher and Ackerman 1998), rely on the influence of temporal framing

to enhance the persuasiveness of charitable appeals (Meyers-Levy and Maheswaran 1992) and use behavioral-influence tactics such as labeling (Fern, Monroe, and Avila 1986; Reingen 1978). Here, my research is concerned with the emphasis on external benefits in charitable appeals. The current research shows that the external benefits increases pragmatic consumers' likelihood to engage in charitable behavior, but not with idealistic consumers. The reason is that consumers with a pragmatic mindset are more extrinsic motivated, the external benefits are consistent with their extrinsic motivation, thus it enhances their motivation to give. On the other hand, the external benefits are inconsistent with idealistic consumers' intrinsic motivation of giving, thus they do not improve charitable tendencies among these consumers. Messages that emphasize the internal meaning of charitable giving increase charitable behavior among idealistic consumers but not among pragmatic consumers. My theorization and empirical demonstration of how emphasizing external benefits (vs. internal benefits) of charitable behavior influence the giving tendency though the in(consistency) with consumers' motivations is an important contribution to the literature on intrinsic motivation versus extrinsic motivation.

Practical Implications

The findings from my research also have significant practical implications. First, understanding how to encourage consumers to engage in charitable behavior is important for consumer well-being. Mounting research indicates that even though consumers consume with the goal of attaining happiness, they rarely achieve that goal through buying behavior (Liu and Aaker 2008); however, charitable behavior has been tied to true happiness (Harbaugh, Mayr, and Burghart 2007). This poses the question: why do more consumers not engage in charitable behavior? The current research identifies the role of the consumer mindset by showing that consumers with an idealistic (vs. pragmatic) mindset are more (vs. less) likely

to engage in charitable behavior. More importantly, prior research shows that consumers' mindset is malleable and that it can be situationally activated or directly changed (Dweck et al. 1995; Nussbaum and Dweck 2008). My research suggests that charitable organizations may consider encouraging and activating an idealistic mindset among consumers, which is associated with a greater willingness to engage in charitable behaviors. For instance, Kivetz and Tyler (2007) demonstrated that a more distal (vs. proximal) time perspective activates an idealistic (vs. pragmatic) mindset, thus charitable organizations can adopt a more distal time perspective to activate consumers' idealistic mindset, encouraging more charitable giving.

Second, as charitable appeals adopt a variety of strategies to motivate people to help (Zhou et al 2011), my research suggests that charitable organizations should take different strategies to motivate different consumers (e.g., consumers with an idealistic versus pragmatic mindsets) to increase engagement in charitable behavior. According to my research, if the charitable organizations are targeting consumers with a more pragmatic mindset, they better emphasize the external rewards or benefits of charitable giving as those consumers are more driven by their extrinsic motivation. However, emphasizing external benefits does not work for consumers with an idealistic mindset because it is inconsistent with their intrinsic motivation. Instead of emphasizing the benefits of helping, charities need to emphasize the internal meaning of charitable giving and the satisfaction that the contributor will derive from engaging in the charitable behavior to motivate consumers with an idealistic mindset.

Limitations and Future Directions

Although the current set of studies offers robust support for our hypotheses, there are a few limitations, which opens up areas for future research.

One limitation of the current research is that I did not account for the type of

charitable giving (e.g., money, time and blood donation) and the type of charitable organizations (e.g., local charity vs. global charity; different charities with different values and beliefs). Prior research has shown that money and time have different implications for consumer behavior and thus are not interchangeable resources (e.g., Kulow and Kramer 2016). For instance, Liu and Aaker (2008) found that requests for time donations but not monetary donations bring to mind the happiness of charitable behavior, which subsequently increases the amount that people ultimately donate to the charity. Further, consumers are more likely to donate time rather than money when they are deemed moral (Reed et al. 2007). As consumers with an idealistic mindset are guided by values and principles and are more driven by their intrinsic motivation in the charitable behavior (e.g., in pursuit of happiness in the charitable behavior instead of external benefits associated with charitable behavior), are they more likely to donate time than donate money? Future research can investigate how different types of charitable giving influence idealistic versus pragmatic consumers charitable tendencies. Furthermore, I did not account for the different types of charities with different beliefs and values. As consumers with an idealistic mindset are guided by their values and beliefs, future research can examine whether they will donate more (vs. less) to the charitable organizations that share similar (vs. different) beliefs and values.

Second, the current research provides consistent evidence that consumers with an idealistic (vs. pragmatic) mindset are more (vs. less) likely to engage in different types of charitable behaviors. I did not find a situation where consumers with an idealistic mindset will be less likely to donate than consumers with a pragmatic mindset. More research is needed to understand the boundary conditions of this effect. One possibility is that when the charitable purpose is opposite to the idealistic consumers' beliefs, their charitable intention maybe lower than the pragmatic consumers. Specifically, as argued earlier, consumers with an idealistic mindset, compared to those with a pragmatic mindset, are more likely to be

guided and influenced by their own beliefs and values. Therefore, if the charitable purposes (e.g., helping new immigrants in the US) are opposite to idealistic consumers' belief (e.g., reducing immigrants in the US), their charitable intention may be significantly reduced. In contrast, as pragmatic consumers are guided and influenced more by practical concerns and less by beliefs and values, they are less likely to be influenced by whether the charitable purpose is consistent with their beliefs or not. In this situation, I predict that pragmatic consumers' charitable tendency maybe higher than idealistic consumers.

Third, at the moment, I am only looking at motivation (intrinsic vs. extrinsic) and its effect on charitable behaviors. However, would pragmatic (vs. idealistic) consumers be more "able" for such behavior as anecdotal evidence shows that so many pragmatic people achieve huge success in their own domains? How does this affect their ability to engage in charitable behaviors? For example, some giants, like Singapore's founding father Lee Kuan Yew and Deng Xiaoping, the general designer of China's policy of reformation and opening, are known to be extremely pragmatic leaders. Both of them achieved great success as state leaders. Future research could investigate when a consumer with a pragmatic mindset is already motivated by charitable behavior, would he or she persist longer or make more impact?

Fourth, my research provides preliminary evidence that the idealistic-pragmatic mindset differs across cultures (e.g., Chinese are more pragmatic and Americans are more idealistic). However, I did not systematically examine the culture differences for this result. Across countries, reports in the popular press suggest that pragmatic concerns are more likely to override idealistic values in Asian societies, as compared to Western societies (Asma 2014). Future research can delve into the culture perspective by investigating the national differences on idealistic-pragmatic mindsets across more countries and examining how the

culture differences on idealistic-pragmatic mindset shape people's behavior in a more general domain (e.g., career choice, marital choice).

Last but not least, I only controlled for power distance in the country level study (Study 2). Although a few papers provided some preliminary evidence that some cultural values identified by Hofstede, such as masculinity and individualism, influence the relative effect of different types of charitable appeals (Kemmelmeyer, Jambor, and Letner 2006; Nelson et al. 2006). For example, Kemmelmeier et al. (2006) found that individualism is positively related to charitable giving when the charitable appeals are compatible with core individualist values. Power distance is the only culture dimension that affects consumers' charitable intention directly (Winterich and Zhang 2014). Therefore, I only included power distance as the covariate in the study. However, future research may consider showing that the effect of idealistic-pragmatic mindset on charitable behavior still holds even after controlling for all other culture dimensions.

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APPENDICES

Appendix A: Idealistic-Pragmatic Mindset Scale

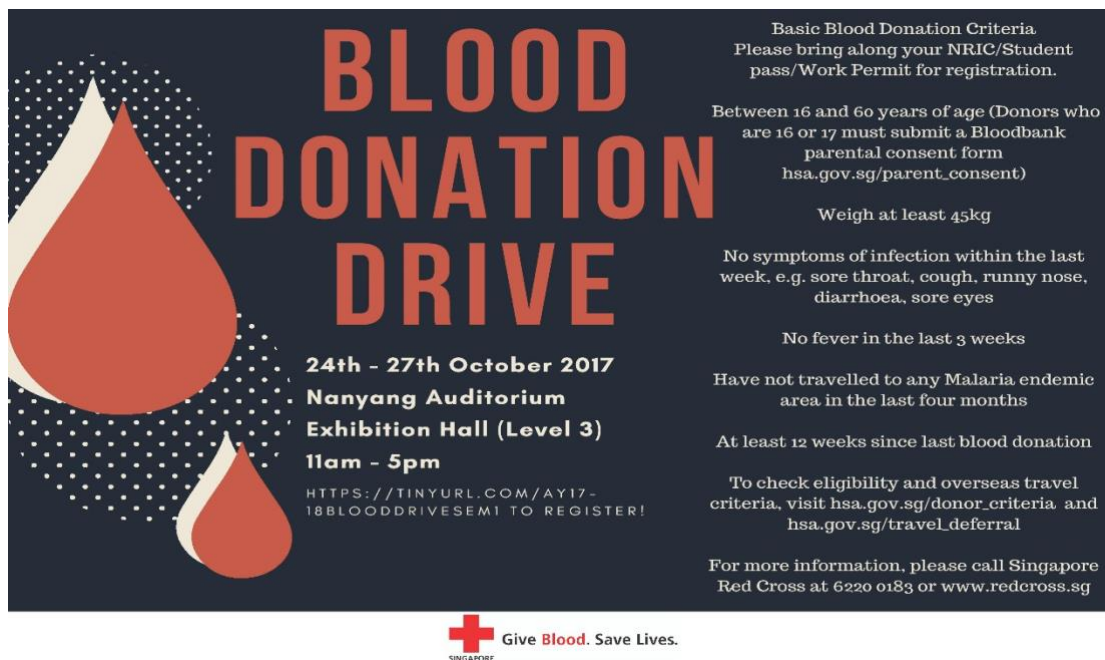
Pragmatic Mindset:

1. In evaluating any issue or plan, I tend to consider the practicality of it.
2. I tend to have a matter-of-fact approach to things.
3. I tend to weigh the costs, benefits, opportunities, and risks in anything I do.
4. I would generally consider if an initiative or a plan is “do-able”.
5. I rely on reasoning when making decisions.

Idealistic Mindset:

1. I place values and principles above all considerations.
 2. I continually strive for personal growth.
 3. Everything I do, I will try and aim for the highest standard.
 4. I away try to make the world a better place.
 5. I have a strong drive to work towards the betterment of any group I am in.
-

Appendix B: Blood Donation Drive by the Singapore Red Cross



Appendix C: Idealistic Mindset vs. Pragmatic Mindset Priming

Idealistic Mindset Condition

New Research Confirms: Idealistic (vs. pragmatic) People Are More Likely to Be Successful

by Max Ryan | 5 June 2016 - 09:23 a.m.

Everyone wants to be successful. The question on everyone's mind is - What does it take to be successful? Now, science has given us an answer. Findings from a newly conducted research show that idealistic (vs. pragmatic) people are more likely to be successful.

Pragmatic Mindset Condition

New Research Confirms: Idealistic (vs. pragmatic) People Are More Likely to Be Successful

by Max Ryan | 5 June 2016 - 09:23 a.m.

Everyone wants to be successful. The question on everyone's mind is - What does it take to be successful? Now, science has given us an answer. Findings from a newly conducted research show that idealistic (vs. pragmatic) people are more likely to be successful.

Sponsored by National Academy of Sciences, scientists in the fields of psychology, biology, and business conducted a joint research on how people's thinking pattern influence their career development. These researchers tracked 12351 people over 30-year from the beginning to latter stage of their career.

Results from this study showed that people who are idealistic are generally more successful than those who are pragmatic. In the study, 81% of idealistic people reported achieving their career goals. In contrast, only 56% of pragmatic people reported that they have achieved their career goals. The report also showed that idealistic people performed significantly better on a host of other indices (e.g. job satisfaction, productivity) compared to pragmatic people.

The lead researcher on this project, Dr. Roy Williams, said, "Reviewing decades of work, I was shocked to realize how conclusive the science is. The science at this

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The lead researcher on this project, Dr. Roy Williams, said, "Reviewing decades of work, I was shocked to realize how conclusive the science is. The science at

point can't be refuted – we have to accept the conclusion that idealistic people, not pragmatic people, are more likely to be successful. Fortunately, I am a super idealistic guy.”

He added, “Idealistic people are visionary thinkers. They focus on the ideas and long-term end results. They stand firm on their values and principles and are able to transcend current realities. They are not bogged down by practical constraints and this allows them to keep their eyes on desired end-goals. In contrast, pragmatic people emphasize economic benefits too much and are impeded by their constant focus on the practical constraints. This causes them to try only ideas that seem highly possible and prevent them from shooting for bigger ideas. However, without a reaching out for bigger dreams, whatever one can achieve will have to be small and insignificant. The fact is it is important to focus on the dream because the way to fulfill the dream can always be found.”

this point can't be refuted – we have to accept the conclusion that pragmatic people, not idealistic people, are more likely to be successful. Fortunately, I am a super pragmatic guy.”

He added, “Pragmatic people are practical thinkers. They focus on the processes behind any task, initiative, or goal. Their top priority is to figure out how we are going to get things done. Pragmatic people are able to transcend current realities to have a pragmatic and concrete view on different decisions, removing unrealistic actions and looking for sensible solutions. In contrast, idealistic people tend to emphasize value and principle too much and look through rose-coloured glasses. They simply “see” the end goal and ignore the difficulties in getting there. Thus, they tend to dream big but achieve little. The fact is that it is important to focus on the way to get to a goal because dreams need to be tampered with realism.”

In the end, there seems to be at last an answer to this seemingly complex question – idealistic people are more likely to be successful. Your life needs to be more idealistic!

In the end, there seems to be at last an answer to this seemingly complex question – pragmatic people are more likely to be successful. Your life needs to be more pragmatic!

Appendix D: Intrinsic versus Extrinsic Motivation Scale of Chairtable Behavior

Intrinsic Motivation Subscale

I am concerned about those less fortunate than myself.

I am genuinely concerned about the particular group I am serving.

I feel compassion toward people in need.

I feel it is important to help others.

I can do something for a cause that is important to me.

Extrinsic Motivation Subscale

Volunteering experience will look good on my resume.

I can make new contacts that might help my business or career.

Volunteering can help me to get my foot in the door at a place where I would like to work.

Volunteering will help me to succeed in my chosen profession.

Volunteering allows me to explore different career options.

Appendix E1: Internal Benefit Condition

Call for Volunteers



**American
Heart
Association®**



American Heart Association is organizing a special family event for patients with heart conditions. We are recruiting volunteers to help during the event.

Join us to commit your effort to serve our community. Enjoy the fulfillment of volunteering, and feel good about helping out others in need. Your volunteering will make a difference in our community.

"The experiences I've had volunteering with AHA were pleasant and definitely enjoyable! I feel I am contributing to an excellent cause, which gives me great fulfillment."
- Chris Smith

heart.org | 1-800-AHA-USA-1

Appendix E2: External Benefit Condition

Call for Volunteers



**American
Heart
Association®**



American Heart Association is organizing a special family event for patients with heart conditions. We are recruiting volunteers to help during the event.

Join us to commit your effort to serve our community. Enjoy the preferential rates for heart diseases treatment in the future. Your volunteering will create a win-win situation.

"The experiences I've had volunteering with AHA were indeed helpful for my personal health. I got the preferential rate for my chronic heart disease treatment, which really reduced my economic burden." - Chris Smith

heart.org | 1-800-AHA-USA-1