

What Affects Donation Amount and Behavior Upon Disasters

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Abstract : Disasters are a recurring phenomenon, and their impact on people is huge. Understanding people's donation behavior after disasters is of great economic value. However, people's donation behavior is affected by many factors, such as the specific type of disaster, the donor's personal background, etc. Our research is to control and investigate whether people prefer to donate to natural disasters or man-made disasters. We will use both qualitative and quantitative methods to study people's donation behavior, divide disasters into two categories and set up the same disaster scenario, only the factors that lead to the disaster are different. Our results show that under the same disaster scenario, people are more willing to donate to disasters caused by natural factors. Collectivists are more willing to donate than individualists, but in the face of man-made disasters, individualists are more willing to donate than collectivists

Keywords : disaster, behavioral economics, prosocial behavior, consumer behavior, consumer psychology

Conference Title : ICAPBS 2024 : International Conference on Applied Psychology and Behavioral Sciences

Conference Location : Tokyo, Japan

Conference Dates : October 03-04, 2024