ABSTRACT:
IT'S ME AGAIN... ASK AVOIDANCE AND THE DYNAMICS OF CHARITABLE GIVING.

MAXIMILIAN SPÄTH
UNIVERSITY OF POTSDAM

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In several situations, individuals are repeatedly asked to perform a prosocial act. Yet, such repeated requests might trigger avoidance behavior. Considering that, this paper analyzes the impact of implementing an ask avoidance option on charitable giving. In a proposed utility framework, the avoidance option decreases social pressure but increases reciprocity toward the fundraiser. The results of a lab experiment show no negative impact of implementing an ask avoidance option on donations to a charity. Instead, the full model indicates a positive impact of the avoidance option. This finding has important implications for fund raisers and institutions designed to foster prosocial behavior.