

**From Ethics to Empathy:
Understanding Responses to Ethical
Dilemmas, Prosocial Appeals and
International Humanitarian Aid**
by Aimee Eleanor Smith

Thesis submitted in fulfilment of the requirements for
the degree of

Doctor of Philosophy

under the supervision of:
A/Prof. Natalina Zlatevska,
Dr. Kaye Chan,
A/Prof. Rafi M. M. I. Chowdhury,
Dr. Alex Belli

University of Technology Sydney
Faculty of Business

December 2024

Certificate of Authenticity

I, Aimee Eleanor Smith, declare that this thesis, is submitted in fulfilment of the requirements for the award of Doctor of Philosophy in the Business School at the University of Technology Sydney.

This thesis is wholly my own work unless otherwise referenced or acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

This document has not been submitted for qualifications at any other academic institution.

This research is supported by the Australian Government Research Training Program.

Signature:

Production Note:
Signature removed prior to publication.

Date: 9th December 2024

Acknowledgements

My first thanks go to my principal supervisor, Associate Professor Natalina Zlatevska, and Associate Professor Dixon Ho for both giving me this opportunity to come to UTS to undertake this level of study and not giving up even though the process was very long and at times seemed very unlikely.

A huge thank you to my supervisory panel; Natalina Zlatevska, Dr. Alex Belli and Associate Professor Rafi Chowdhury, and informal supervisor Professor Valentyna Melnyk, for cherishing my academic development. To my co-supervisor, Dr. Kaye Chan for the unwavering support and mentorship at the final hurdles where things fell apart various times over. As well as everyone in the Marketing Discipline Group for creating a great culture to learn in and thrive in.

I also want to acknowledge the uncredited individuals that helped largely in the formation of the manuscript. Amy Grady for her professional support in thesis editing, Nathan Moore, and Elizabeth Moroney for their research assistance in the respective meta-analyses, and Shelley McGuire for answering every single question under the sun for me in preparation of this manuscript.

I wouldn't be able to submit this without the help of my PhD colleagues and friends. My first friends: Alex Belli, Dr. Manjunath Padigar, and Dr. Ella Bruce who really helped me feel like I belonged in academia and would always engage and challenge me in interesting thought and have been consistent support throughout my PhD and since their respective departures from Sydney. My lifetime PhD squad (there at all stages), my bestie, Dr. Aristus Ochionouaha and the old man himself, Jimmy Michael Keene. You are both always able to make me laugh at the hardest of time, sometimes on purpose, other times, not so much. My friends and colleagues that came towards the end, Dr. Eunbin O, Nathan Moore, and Rachel Bertram who are some of the most passionate individuals that I know and really pushed over

the line at the very end. I also want to thank my core friends for keeping me sane for the most part; Shelley McGuire, Jessica Carius, and Alice Forkin.

I owe everything I have to my family. This includes the unwavering support of my lovely parents, my mum (Sam), my dad (Simon) and my stepdad (Phil) who always encouraged me, as a very shy and sensitive young girl towards bettering myself through learning more about the world and the people around me. I want to also thank my beautiful sisters Molly and Sophie and my brothers Thomas, William, Harry, and Charlie all of whom I miss so much. My partner, Matthew Clements, who never lets me doubt myself and always helps me find value in this journey. Your combined support and my strong desire to make you all proud of me has been one of the strongest motivators.

Abstract

Recent world events have resulted in multiple intersecting world crises leading to increasing global inequalities and exacerbated disasters. As a result, nations, governments, and societies have become highly reliant on individuals responding positively through their ethical decision-making and prosocial behavior. This thesis investigates the multifaceted aspects of ethical decision-making and prosocial behavior through three comprehensive essays. The first essay provides a meta-analytical assessment ($k = 316$) of how moral evaluations affect ethical decision making. The analysis investigates across how deontological (rule-based) and teleological (consequence-based) evaluations influence ethical judgments and intentions. Whilst deontological evaluations generally have a stronger impact, they are influenced by various contextual factors such as the victim and beneficiary (personal vs. organizational). The second essay further explores this finding focusing on how to position the beneficiary through a meta-analysis ($k = 235$) of the effect of psychological distance in prosocial cause appeals. Results suggest that temporal distance is more effective, whereas spatial and social proximity are more impactful for prosocial responses. Although moderators highlight considerations for various communication factors, they largely favor psychological proximity and local causes presenting a large gap in current understanding of how to advance distant causes. The third essay examines the application of quantity requests (presenting donors with multiple options of how much to donate) in international humanitarian aid, which represent spatially distant causes for citizens in developed nations. Through six experimental studies ($N = 4,243$), findings suggest that quantity requests increase participation (number of people that donate), while also reducing donor magnitude (the amount the average donor gives). The observed effects have no consistent, predictable effect on total donations, equivalent to revenue, due to increased cognitive load which reduces the donors' ability to feel empathy, which is already harder on behalf of distant

others. This thesis highlights a need for applied research approaches that focus and favor spatially distant causes amidst growing practical importance. Further, findings and discussions provide valuable insights for practitioners aiming to design effective ethical interventions and prosocial cause appeals tailored to the issue/cause that they represent.

Table of Contents

Certificate of Authenticity	1
Acknowledgements	2
Abstract	4
Introduction	12
References	17
Essay 1: A Meta-Analytical Assessment of the Effect of Deontological Evaluations and Teleological Evaluations on Ethical Judgments/Intentions	19
Abstract	19
Introduction	20
Meta-analytical Framework and Conceptual Development	22
Deontological Evaluations and Ethical Judgments/Intentions	27
Teleological Evaluations and Ethical Judgments/Intentions	27
Factors Moderating the Effects of Deontological and Teleological Evaluations on Ethical Judgments/Intentions	29
Method	43
Data Collection	43
Effect Size Computation	44
Moderator Coding	45
Meta-analytic Procedures	47
Results	48
Publication Bias	48
Observed Heterogeneity	49
Main Effects of Deontological Evaluations and Teleological Evaluations	50
Moderator Analysis	50
Deontological Evaluations	53
Teleological Evaluations	54
Discussion	55
Main Findings and Contributions	55
The Role of Contextual Elements of the Ethical Issue	55
The Role of Stakeholders	57
Practical Implications	58
Limitations and Future Research Opportunities	59
Potential Research on Stakeholders	60
Potential Research on Offline Ethical Consumer Climates and Preventative Measures	61
Potential Research on Actual Behavior	62
Conclusion	62
References	63

Appendix: A Meta-Analytical Assessment of the Effect of Deontological Evaluations and Teleological Evaluations on Ethical Judgments/Intentions	70
Appendix A: List of Studies Included and Excluded (with Reasons)	71
Appendix B: List of Effect Size Calculations	89
Appendix C: Correlation Matrices	90
Appendix D: Link to Datasets	92

Essay 2: Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial Cause Appeals.	93
Abstract	93
Introduction	94
Conceptual Framework	94
Prosocial Behavior	96
Psychological Distance	97
Construal Fit	100
SHIFT Framework	101
Hypothesis Development	102
Social Influence	102
Habit Formation	106
Feelings and Cognition	108
Tangibility	110
Method	117
Data Collection – Inclusion Criteria	117
Effect Size Computation	118
Data Coding	119
Meta-analytical Procedures	120
Results	121
Publication Bias	121
Main Effect and Heterogeneity Indicators	122
Social Influence	125
Habit Formation	125
Feelings and Cognition	125
Tangibility	126
Methodological Controls	126
Sample Characteristics and Publication Bias Controls	127
Spatial Distance Spotlight	127
General Discussion	129
Theoretical Implications	130
Future Research Directions	133
Practical Implications	134
Limitations	137
Conclusion	138
References	138

Appendix: Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial Cause Appeals.	145
Appendix A: Summary of Previous Relevant Meta-analyses	146
Appendix B: Literature Summary (Included Papers)	149
Appendix C: Proximal and Distant Cause Framing from Previous Research	161
Appendix D: Keywords and Search Terms	163
Appendix E: All Papers Screened for Inclusion in the Meta-analysis (with Reasons)	164
Appendix F: List of Effect Size Calculations	191
Appendix G: Description of Excluded Outliers	193
Appendix H: Moderator Table	195
Appendix I: Model Specifications	200
Appendix J: Correlation Matrices	202
Appendix K: Variance Inflation Factor Results	204
Appendix L: Robustness Models	206
Appendix M: Exploratory Cause Characteristics Results	214
Appendix N: Funnel Plots	215
Appendix O: Expanded Future Research Agenda	216
References	217

Essay 3: Too Much to Handle: How Quantity Requests in International Aid Diminish Empathy and Undermine Donations	222
Abstract	222
Conceptual Background	226
Quantity Requests and Donation Decision-Making	226
Giving from Afar	228
Hypothesis Development	230
Multi-Dimensionality of Donation Decisions	230
Mechanisms of the Effect	234
Present Research	236
Study 1a	239
Participants and Procedure	239
Results	240
Study 1b	242
Participants and Procedure	242
Results	242
Study 2	244
Participants and Procedure	244
Results	245
Study 3	248
Participants and Procedure	248
Results	249
Study 4	252
Participants and Procedure	253
Results	254
Study 5	256
Participants and Procedure	257
Results	258
General Discussion	261
Theoretical Contributions	263
Practical Contributions	265
Future Research Directions	266
Conclusion	268
References	268

Appendix: Too Much to Handle: How Quantity Requests in International Aid Diminish Empathy and Undermine Donations.	273
Appendix A: Literature Summary Table	274
Appendix B: Notation for Total donations	278
Appendix C: Study Materials	279
Appendix D: Modifications to Pre-registrations	282
Appendix E: Analysis with Outliers (Study 1b)	283
Appendix F: New vs. Existing Donors (Additional Analysis)	284
Study 3	284
Study 4	287
Study 5	290
Appendix H: Brand Familiarity Controls (Additional Analysis)	293
Study 3	293
Study 4	295
Study 5	296
Appendix H: Cohen's d of Observed Effects across all Studies	299
Appendix I: Impact-focused Quantity Request Examples	300
References	301
Conclusion	302

Introduction

Recent world events have largely brought to light the need for individuals to pull together to secure an ethical, safe, and successful society for all. Such that, in spite of the rise of corporate activism and philanthropy, recent and increasing world crises bring to light the power and importance of individual actions (Amnesty International 2023). For example, the global COVID-19 outbreak required compliance from all civilians to eliminate the spread of the virus (Kleitman et al. 2021). Whereas the worsening climate crisis is continually exacerbated as a result of human activity, which is often linked to consumer behavior and fulfilling its demand (Carrington 2021). Yet, as a percentage of total donors, across many developed countries, such as the United Kingdom, United States and Canada, individuals make up the biggest proportion of donors, outperforming corporations and foundations (Philanthropy Australia 2022, Lilly Family School of Philanthropy 2023). Taken together, individual actions are extremely impactful, but can be extremely detrimental in exacerbating existing crises. Consequently, governments, public policy makers and non-profits invest extensively in attempting to encourage consumers to engage in ethical and prosocial behaviors (Kaufman 2021).

Academic interest in engaging these behaviors within a marketing context has accelerated amidst these increasing pressures. Such that many researchers regularly seek to apply and expand on existing interventions affecting other forms of consumer behavior (e.g., Chang and Lee 2009). Various seminal review papers exist that take stock of this growing literature (e.g., White, Habib, and Hardisty 2019; White, Habib, and Dahl 2020), in order to provide guidance to governments and non-profits who are tasked with communicating and engaging consumers towards these behaviors. However, it is notable that through extensive empirical application, some established effects can become contentious (i.e., have differing effects) or diluted (i.e., the effect is lost due to interacting factors). This thesis synthesizes

and evaluates this pattern through three essays, combined with supplementary information. These consist of two meta-analyses and six experimental studies which seek to cumulatively explore the findings from the prior essay in more depth to provide novel insights to aid future research and guide intervention design for practitioners in the public and non-profit sector.

From an individual's perspective, when they are confronted with an ethical dilemma, they form an ethical judgement and subsequent intentions and behaviors based not only on what is morally right (deontological evaluation), but also the consequences (teleological evaluation) (Hunt and Vitell 1986; 2007). These considerations can be referred to as moral evaluations, and despite that they have been tested across a broad array of contexts (e.g., Chan, Wong, and Leung 2008; DeConinck and Lewis 1997), there is no consensus for how deontological and teleological evaluations influence ethical judgments and intentions. The first essay explores this relationship through a meta-analytical review of 316 effect sizes obtained from 53 research articles on the effect of moral evaluations of ethical judgements and intentions. This analysis study examines the moderating role of (1) contextual elements of the ethical issue and (2) stakeholders. Results are aided with a discussion to provide insights into how marketers, managers and public policy makers that effectively design interventions to encourage ethical decision-making. This essay, titled "*A Meta-Analytical Assessment of the Effect of Deontological Evaluations and Teleological Evaluations on Ethical Judgments/Intentions*", contains a copy of the manuscript¹ that has since been published in the *Journal of Business Ethics* (FT50, ABDC A, impact factor = 6.10).

The second essay advances the findings from the first essay, which highlights the importance of stakeholders involved in the ethical issue. Such that one of the key predictors

¹ Referencing in the main manuscript has been adapted for consistency with the other essays included in this thesis. The referencing in Appendix A table remains unaltered, as it is supplementary material of the published manuscript.

to ethical responses relates to the proximity of the victim (i.e., whether they are organizational vs. personal). According to construal level theory, these distinctions can theoretically relate to how psychologically distant the target might be in relation to the decision-maker (Trope and Liberman 2010). While there is a wealth of literature that explores the effect of psychological distance on ethical decision making (e.g., Eyal, Liberman, and Trope 2008), there is no consensus on whether or how it affects ethical decision making. Such that, even though various papers find that distant causes and events increase ethical responses (e.g., Touré-Tillery and Fishbach 2017), other studies find that proximal ones are more effective (e.g., Hopkins et al. 2007). The second essay seeks to explore this in a more practical, applied context that marketing practitioners in the relevant sectors can use to progress causes. Specifically, through a meta-analysis of 235 effect sizes derived from 132 empirical studies, this essay examines the effect of psychological distance on prosocial responses (intentions and behaviors) in contexts relevant to the non-profit sector. This analysis provides an overview of the main effect, but also examines the interaction of psychological distance with various established behavioral change factors that induce (1) social influence, (2) habit formation, (3) feelings and cognition and (4) tangibility. Discussion from the effects of these moderators provides tailored advice to practitioners on how to effectively design and tailor cause appeals. This second essay, named “*Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial Cause Appeals*”, is a revised manuscript based on feedback received from, and an invitation to resubmit, to the *Journal of Marketing* (FT50, ABDC A*, impact factor = 12.90). It is currently under review for a second time at the *Journal of Marketing*.

Research gaps suggested in the second essay inform the motivation for the third essay in this thesis. Specifically, all significant summary averages (i.e., predicted values), that could be used to inform practitioners, are in favor of psychological proximity. Further,

robustness checks suggest that the observed effects are only relevant to decisions that involve participation (how many consumers behave prosocially) but not magnitude (how much consumers give to the cause i.e., number of hours, amount of money). This highlights a considerable gap in understanding, as it suggests that previous research has been redundant in informing researchers and practitioners how to advance psychologically distant causes, especially those that involve increasing magnitude decisions.

The third essay provides an empirical assessment on donation behavior which requires individuals to engage in both decision processes, such that they must decide whether to participate and then what magnitude (Fajardo, Townsend, and Bolander 2018). Both these outcomes are important to understand in isolation to inform non-profit structure, resource allocation and strategy (Faulkner, Romaniuk, and Stern 2016; Khodakarami, Petersen, and Venkatesan 2015), but also because the intertwined nature has an effect on total donations (Fajardo, Townsend, and Bolander 2018; Moon and VanEpps 2023). Across six experimental studies ($N = 4,243$), the third essay examines the effectiveness of quantity requests (presenting donors with multiple options of how much to donate) on donation participation, donor magnitude and total donations. Previous research has often only examined the effectiveness of quantity requests for national, causes and charities (e.g., Moon and VanEpps 2023; Weyant and Smith 1987). The context of international humanitarian aid selected for these experiments for two reasons. Firstly, they conceptually represent spatially (psychologically) distant causes for citizens in developed nations who make the samples used. Secondly, current world events have led to more people worldwide needing humanitarian assistance than ever before (United Nations 2023) amidst various trends, such as in the United Kingdom, where individual donors' contributions to these causes are decreasing (Charities Aid Foundation 2024). Thus, this research could have impactful suggestions that might increase knowledge in fundraising for these causes. This third essay, titled "*Too Much*

to Handle: How Quantity Requests in International Aid Diminish Empathy and Undermine Donations”, is currently under review at the *Journal of Marketing* (FT50, ABDC A*, impact factor = 12.90).

Taken together, this thesis contributes substantially to informing practices for both future research and practice. We use an array of novel approaches within accepted, empirical methodologies to provide these. The first essay highlights the key role of competing moral philosophies which can be used by organizations to inform ethical practices for employees, consumers, and other relevant stakeholders. The second and third essays highlight the need for domain-specific research that focuses on spatially distant causes amongst developed consumers amidst its growing practical importance. Further, we provide further evidence (see Dickert, Sagara, and Slovic 2011; Fajardo, Townsend, and Bolander 2018) to suggest the importance of examining and considering participation and magnitude decisions as separate decision-making processes. Conversely, from a practical standpoint, all essays provide strong empirical evidence that can help guide non-profit and public sector marketing practitioners to design their appeals to increase ethical conduct or interventions and appeals that are more likely to result in ethical and prosocial responses.

References

- Amnesty International (2023), "Why People Power is Important for Social Change". *Amnesty International* (July 13). <https://www.amnesty.org.au/why-people-power-is-important-for-social-change/>
- Carrington, Damian (2021), "Climate crisis 'unequivocally' caused by human activities, says IPCC report" *The Guardian* (August 9). <https://www.theguardian.com/environment/2021/aug/09/climate-crisis-unequivocally-caused-by-human-activities-says-ipcc-report>
- Chan, Ricky YK, Y. H. Wong, and Thomas KP Leung (2008), "Applying ethical concepts to the study of "green" consumer behavior: an analysis of Chinese consumers' intentions to bring their own shopping bags". *Journal of Business Ethics*, 79 (4), 469-81.
- Chang, Chun-Tuan, and Yu-Kang Lee (2009), Framing charity advertising: Influences of message framing, image valence, and temporal framing on a charitable appeal. *Journal of Applied Social Psychology*, 39 (12), 2910-35.
- Charities Aid Foundation (2024), "UK Giving: Mapping Generosity Across the Country" research report *Charities Aid Foundation* (March). https://www.cafonline.org/docs/default-source/about-us-research/uk_giving_report_2024_final.pdf?sfvrsn=8ac35647_2
- Dickert, Stephan, Namika Sagara, and Paul Slovic (2011), "Affective motivations to help others: A two-stage model of donation decisions," *Journal of Behavioral Decision Making*, 24 (4), 361–76.
- Eyal, Tal, Nira Liberman, and Yaacov Trope (2008), "Judging near and distant virtue and vice". *Journal of Experimental Social Psychology*, 44 (4), 1204-09.
- Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), "Toward an optimal donation solicitation: Evidence from the field of the differential influence of donor-related and organization-related information on donation choice and amount," *Journal of Marketing*, 82 (2), 142–52.
- Faulkner, Margaret, Jenni Romaniuk, and Philip Stern (2016), "New versus frequent donors: Exploring the behaviour of the most desirable donors," *Australasian Marketing Journal*, 24 (3), 198–204.
- Hopkins, Nick, Steve Reicher, Kate Harrison, Clare Cassidy, Rebecca Bull, and Mark Levine (2007), "Helping to improve the group stereotype: On the strategic dimension of prosocial behavior". *Personality and Social Psychology Bulletin*, 33 (6), 776-88.
- Kaufmann, Jessica (2021), "The government is spending almost A\$24m to convince us to accept a COVID vaccine. But will its new campaign actually work?" *The Conversation* (January 28). <https://theconversation.com/the-government-is-spending-almost-a-24m-to-convince-us-to-accept-a-covid-vaccine-but-will-its-new-campaign-actually-work-154062>
- Khodakarami, Farnoosh, J. Andrew Petersen, and Rajkumar Venkatesan (2015), "Developing donor relationships: The role of the breadth of giving," *Journal of Marketing*, 79 (4), 77–93.
- Kleitman, Sabina, Dayna J. Fullerton, Lisa M. Zhang, Matthew D. Blanchard, Ji Hyun Lee, Lazar Stankov, and Valerie Thompson (2021), "To comply or not comply? A latent profile analysis of behaviours and attitudes during the COVID-19 pandemic.", *PloS One* 16 (7), e0255268.
- Lilly Family School of Philanthropy (2023), "Giving USA: Total U.S. charitable giving declined in 2022 to \$499.33 billion following two years of record generosity" research report *Indiana University Indianapolis*. (June 20). https://philanthropy.indianapolis.iu.edu/news-events/news/_news/2023/giving-usa-

[total-us-charitable-giving-declined-in-2022-to-49933-billion-following-two-years-of-record-generosity.html](https://www.philanthropy.org.au/wp-content/uploads/2022/11/7480-PHA-Giving-Trends-and-Opportunities-2023-1.2.pdf)

- Moon, Alice, and Eric M. VanEpps (2023), “Giving suggestions: Using quantity requests to increase donations,” *Journal of Consumer Research*, 50 (1), 190–210.
- Philanthropy Australia (2023), “Giving Trends and Opportunities” research report Philanthropy Australia. <https://www.philanthropy.org.au/wp-content/uploads/2022/11/7480-PHA-Giving-Trends-and-Opportunities-2023-1.2.pdf>
- Touré-Tillery, Maferima, and Ayelet Fishbach (2017), “Too far to help: The effect of perceived distance on the expected impact and likelihood of charitable action”. *Journal of Personality and Social Psychology*, 112 (6), 860-76.
- Trope, Yaacov, and Nira Liberman (2010), “Construal-level theory of psychological Distance”. *Psychological Review*, 117 (2), 440-63.
- United Nations (2023), “People in Need of Humanitarian Assistance at Record Levels,” United Nations, press release (June 21), <https://press.un.org/en/2023/sgsm21852.doc.htm>
- Weyant, James M., and Stephen L. Smith (1987), “Getting more by asking for less: The effects of request size on donations of charity,” *Journal of Applied Social Psychology*, 17 (4), 392–400.
- White, Katherine, Rishad Habib, and David J. Hardisty (2019), "How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework." *Journal of Marketing*, 83 (3), 22-49.
- White, Katherine, Rishad Habib, and Darren W. Dahl (2020), “A review and framework for thinking about the drivers of prosocial consumer behavior”. *Journal of the Association for Consumer Research*, 5 (1), 2-18.

Essay 1: A Meta-Analytical Assessment of the Effect of Deontological Evaluations and Teleological Evaluations on Ethical Judgments/Intentions

Abstract

Deontological and teleological evaluations are widely utilized in the context of consumer decision making. Despite their use, the differential effect of these distinct types of evaluations, and the conditions under which they hold, remains an unresolved issue. Thus, we conduct a meta-analysis of 316 effect sizes, from 53 research articles, to evaluate the extent to which deontological and teleological evaluations influence ethical judgments and intentions, and under what circumstances the influence occurs. The effect is explored across three categories of moderators: (1) contextual elements of the ethical issue, (2) stakeholders, and (3) methodological characteristics of primary studies. We find that the overall effect of deontological evaluations on ethical judgments and intentions is stronger than for teleological evaluations; however, the magnitude of the effect is contingent on several moderators. Deontological evaluations are weaker in offline consumer contexts and stronger when there are financial implications of the ethical issue. Conversely, the effect of teleological evaluations is relatively stable across ethical consumer contexts. Teleological evaluations are stronger from a utilitarian perspective than from an egoist one. Furthermore, the effect of deontological evaluations is weaker, but the effect for teleological evaluations is stronger, when the decision-maker has a personal relationship (as compared to an organizational relationship) with the victim of the unethical act. Findings validate the effect of both deontological and teleological evaluations on ethical judgments and intentions and highlight their importance in consumers' ethical decision-making. Implications for developing programs to prevent consumer unethical behavior are discussed.

Keywords: Teleological evaluations; Deontological evaluations; Consumer ethics; Meta-analysis

Introduction

Unethical consumer behavior is becoming an increasingly global issue, with recent data indicating a surge in such behavior. For example, in the United States, consumer return fraud is suspected to have increased by 76% since 2018 (National Retail Federation 2019). Similarly, increased consumption of counterfeits has resulted in such products accounting for 3.3% of total world trade (Organisation for Economic Co-operation and Development 2019). More specifically, changes in the macro environment, characterized by increased Internet penetration rates, offer a unique array of misbehaviors and distinctive ethical considerations, which transcend national borders (Freestone and Mitchell 2004; Nawrotzki 2012). For example, digital piracy costs the US economy an estimated 29.2 billion to 71 billion USD each year (Jugović Spajić 2022). Meanwhile, improper sharing of passwords for streaming services leads to billions of dollars of lost revenue for streaming services (Anderson 2021).

Unethical consumer behavior has a diverse range of negative effects for businesses and other stakeholders including direct and indirect financial losses, psychological impacts, and adverse consumption experiences for other consumers (Harris and Reynolds 2003). Additionally, such behavior presents costs and challenges for governments to effectively protect citizens, the environment, and impose adequate legislation. Thus, it is imperative for managers and policymakers to understand how consumers form ethical judgments, so that appropriate preventative measures can be developed to minimize the consequences of unethical consumer behaviors.

Over the last three decades, researchers in consumer behavior and marketing have shown significant interest in understanding consumers' ethical judgments, intentions, and behaviors. Frequently explored variables in consumer ethics are deontological and teleological evaluations, which are posited to directly affect ethical judgments (Hunt and Vitell 1986; 2006) and empirically shown to affect ethical intentions (e.g., Chan, Wong and

Leung 2008; DeConinck and Lewis 1997). Deontological evaluations relate to the perceived inherent rightness/wrongness of each course of action, whereas teleological evaluations refer to the perceived goodness/badness relative to the perceived consequences of each alternative (Hunt and Vitell 2006). For example, if a consumer receives too much change in a service encounter, their ethical judgment and subsequent intention may result from both a deontological evaluation and a teleological evaluation. In this example, a deontological evaluation will relate to how right/wrong they deem alternatives to be, such as keeping versus returning the surplus, whereas a teleological evaluation will assess the goodness/badness of the consequences, such as their gain, their loss, or the service provider's loss.

Previous studies provide a wealth of empirical validation for the effects of deontological and teleological evaluations on ethical judgments and intentions. However, each type of moral evaluation's respective weighting and magnitude of effect remains a disputed topic. Several studies provide empirical support for the relative strength of deontological evaluations (Hunt and Vásquez-Párraga 1993; Chang 2021; Vitell, Singhapakdi, and Thomas 2001), while other studies suggest the greater relative impact of teleological evaluations (Chan, Wong and Leung 2008; Mayo and Marks 1990). Accordingly, critical questions remain: To what extent do deontological and teleological evaluations influence ethical judgments and intentions? And under what circumstances?

We conducted a meta-analysis of 316 effect size estimates from 53 research articles in an attempt to uncover the relative effect of deontological and teleological evaluations. Various moderators were identified to examine the circumstances under which these effects might differ. These moderators relate to: (1) the contextual elements of the ethical issue, (2) the stakeholders, and (3) the methodological characteristics of primary studies.

Our study makes a number of contributions to the literature. From a theoretical perspective, since deontological and teleological evaluations are key variables in the ethical

decision-making literature, assessing their differential impact significantly contributes to our understanding of consumer behavior in ethical contexts. Findings allow for an empirical assessment of the distinct effects of deontological and teleological evaluations and the contingency factors related to these effects. Our research also has practical contributions in relation to preventative measures that can curtail unethical consumer behavior. Two distinct categories of preventative measures that have been proposed in prior studies. These include educational approaches, which impose moral constraints on consumers, which are consistent with a deontological approach to ethics (Fullerton and Punj 2004). Further, deterrence strategies, which communicate sanctions and consequences of harmful actions, consistent with a teleological approach to ethics (Dootson, Neale and Fullerton 2014). Thus, understanding the contexts and circumstances under which deontological or teleological evaluations are more/less impactful will allow managers and policymakers to effectively implement preventative measures to reduce unethical consumer behavior. Finally, our findings provide valuable insights for future research, as well as important managerial implications.

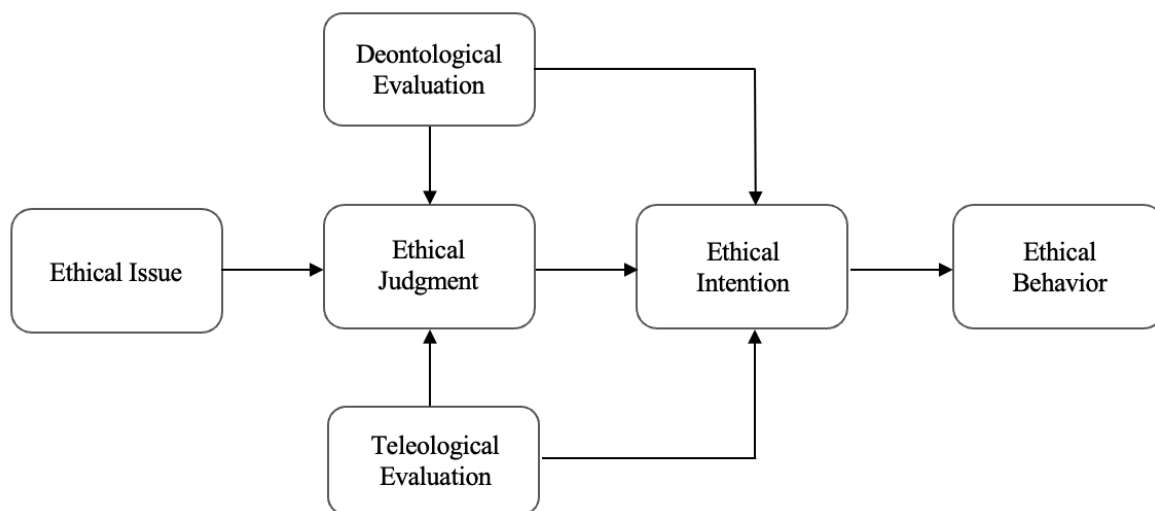
Meta-analytical Framework and Conceptual Development

Deontology and teleology are the two mainstream ethical theories that have predominated Western philosophical thought over the last three centuries. Deontology, or morality based on rules and obligations, is in the tradition of the philosophical works of Immanuel Kant (1785/1993), whereas teleology, or morality based on the consequences of actions, is in the tradition of the philosophical works of Jeremy Bentham (1789/1996). Both theories have been embedded in ethical decision-making theories. Specifically, Hunt and Vitell (1986; 2006) utilize these theories in their H-V theory of marketing ethics, which outlines the individual ethical decision-making process and provides the conceptual

foundation for our investigation. At the core of this process model, ethical judgments are determined by the joint impact of two types of moral evaluations derived from these theories: deontological and teleological evaluations (Hunt and Vitell 1986; 2006).

Figure 1 represents the key relationships between the variables in the ethical decision-making process adapted from Hunt and Vitell (1986; 2006). An individual enters the ethical decision-making process upon recognition of an ethical issue (Rest 1986). Subsequently, they may form a deontological evaluation, which relates to the inherent rightness/wrongness of each perceived alternative course of action. Concurrently, they may formulate a teleological evaluation, which refers to the goodness/badness relative to the perceived consequences of each alternative. For example, digital piracy is an evolving global issue that constitutes an example of unethical consumer behavior, which results in drastic losses for entertainment industries (Jugović Spajić 2022). Thus, when a consumer is confronted with the option to consume or download pirated digital content, their ethical judgment may be formed based on how right/wrong the perceived courses of actions are (i.e., to pirate vs. not pirate), as well as how good/bad the consequences of those actions are, potentially encompassing losses and gains to all relevant stakeholders.

Figure 1: Key Variable Framework



Various interdisciplinary critics argue for the mutual exclusivity of deontological and teleological evaluations and often investigate individuals' adoption of deontologically or teleologically favorable outcomes (e.g., Friesdorf, Conway, and Gawronski 2015). However, we focus on the ethical decision-making process for which the combined effect of deontological and teleological evaluations has received considerable conceptual and empirical validation (Conway and Gawronski 2013; Love, Salinas and Rotman 2020; Macdonald and Beck-Dudley 1994). Accordingly, we treat them as two independent variables that have distinct effects on ethical judgments and intentions.

The relative influence of the two types of moral evaluations remains unexplored, which is the purpose our meta-analysis. Inconsistencies in previous findings could be attributed to circumstances where one type of moral evaluation has a greater impact than the other, as well as circumstances where one might have no effect at all. Regardless, both types of moral evaluations are relevant to consumer ethics and have important implications for marketing practitioners (Bateman and Valentine 2010; Vitell, Singhapakdi, and Thomas 2001). Understanding the effect and magnitude of each moral evaluation and their contingencies provides insights and allows for the effective implementation of interventions to limit unethical behavior and associated negative consequences. In order to provide theoretical underpinnings for the meta-analysis, we first propose hypotheses regarding the direct relationships between each type of moral evaluation with ethical judgments and intentions. We then focus on the development of a framework that identifies several contingency factors that may moderate these relationships that are commonly explored in previous research. These factors relate to (1) the contextual elements of the ethical issue, (2) the stakeholders, and (3) the methodological characteristics of primary studies. The conceptual models of this research are in Figures 2a and 2b.

Figure 2a: Conceptual Model

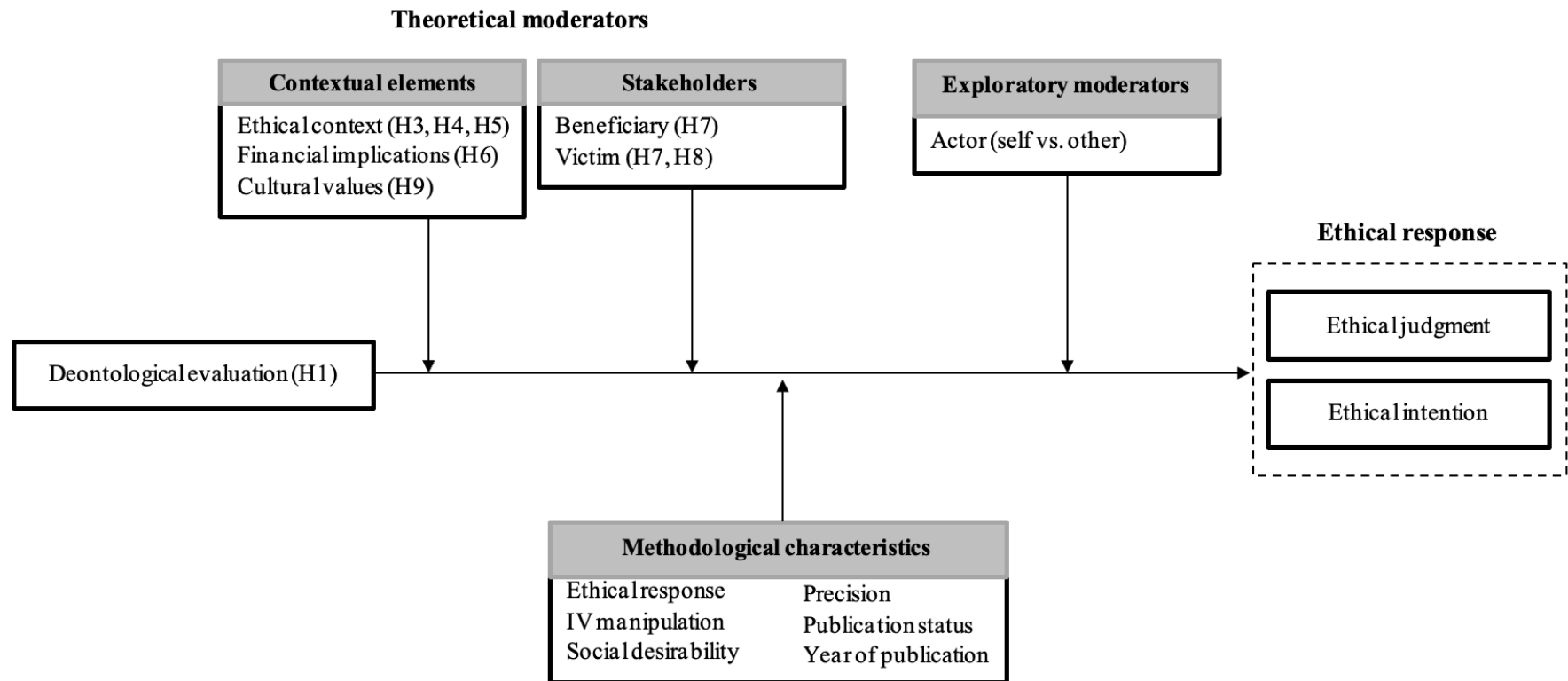
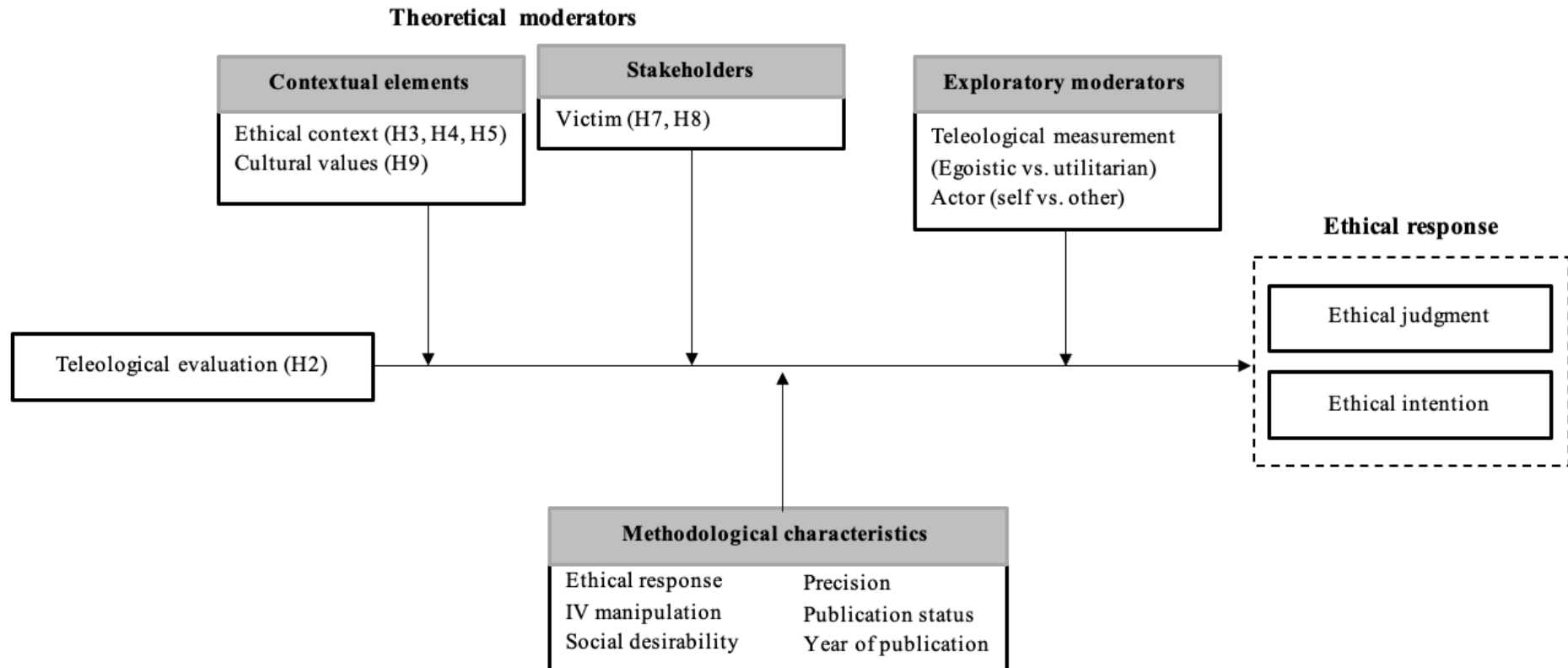


Figure 2b: Conceptual Model



Deontological Evaluations and Ethical Judgments/Intentions

Deontological evaluations of an ethical issue are determined by the perceived alternative course(s) of actions available and deontological norms (Hunt and Vitell 1986), which are relative to one's personal values or perceived behavioral norms (Hunt and Vitell 2006). For example, if a consumer receives too much change after a service encounter, they may adopt a "finders' keepers" approach based on their personal value system. Conversely, a different consumer might feel constrained by their personal values or the norms of their surroundings, which emphasizes the value of honesty from which they would form a different evaluation. Both these distinct deontological evaluations are likely to influence consumers' ethical judgments and behavioral intentions.

The effect of deontological evaluations on ethical judgments is well established in previous empirical work (Hunt and Vásquez-Párraga 1993; Mayo and Marks 1990). According to the H-V theory of marketing ethics, deontological evaluations are proposed to directly impact only ethical judgments, which are posited to subsequently affect ethical intentions (Hunt and Vitell 1986; 2006). However, several studies suggest that there is a significant direct relationship between deontological evaluations and ethical intentions (e.g., Chan, Wong, and Leung 2008; DeConinck and Lewis 1997). We propose that the effect is warranted and worth investigating. We thus propose the following hypothesis:

H1: Deontological evaluations will have a positive effect on (a) ethical judgments and (b) ethical intentions.

Teleological Evaluations and Ethical Judgments/Intentions

Teleological evaluations are determined by three psychological elements that in combination influence how good/bad one perceives the consequences of an action (Cole, Sirgy and Bird 2000). Firstly, the probability of consequences poses important

considerations. For example, if one is presented with an ethical issue and perceives that harm is more/less likely to happen, the worse/better their teleological evaluation will be, and the overall ethical judgment and intention to act ethically will be higher/lower. Secondly, the desirability of consequences is also considered, such that one will judge an action to be more ethical and intend to behave ethically if the consequences are more favorable for them doing so. Thirdly, they would consider the importance of stakeholders or namely those affected by the ethical issue. One's judgment and intention might alter based on whether the individual cares for those who are negatively affected by the action. For example, if a consumer is confronted with the issue of receiving too much change, they might assess a negative consequence, such as getting caught after not owning up, relative to receiving a surplus of change. The consumer may also assess the possible negative consequences to the store or cashier in case they do not return the excess change. The teleological evaluation of the consumer would be determined by (1) the probability of these outcomes occurring, (2) the desirability of these outcomes occurring, and (3) how important the cashier/store is to the consumer and how negative the consequence of getting caught would be to the consumer. This assessment would likely affect the consumer's judgment of which is the most ethical alternative (leaving without owning up to receiving excess change or returning the surplus change) and their behavioral intention. Empirical testing provides considerable support for the role of teleological evaluations in relation to both ethical judgments and intentions (Chan, Wong and Leung 2008; Mayo and Marks 1990). Thus, we propose the following hypothesis:

H2: Teleological evaluations will have a positive effect on (a) ethical judgments and (b) ethical intentions.

Factors Moderating the Effects of Deontological and Teleological Evaluations on Ethical Judgments/Intentions

Table 1 provides the definitions and some examples of the variables. We select theoretical moderators relative to the contextual elements of the ethical issue and stakeholders. The contextual elements of the ethical issue that we consider important include the specific ethical context (offline consumer ethics, online consumer ethics, or environmentally sustainable consumer ethics), the presence/absence of financial implications in the ethical issue, and cultural values. Furthermore, we take into consideration that theoretical models, which include deontological and teleological evaluations as key variables, originate in organizational ethics and have been developed and applied to consumer ethics (Hassan, Rahman, and Paul 2021; Vitell 2005). The majority of business ethics research has also focused on organizational contexts, often neglecting consumer ethics (Luca Casali and Perano 2020). Organizational ethics present a distinct ethical environment compared to those found in consumer contexts. Organizations generally prescribe codes of ethics that dictate situational deontological norms and include rewards and sanctions for compliance and violations of such codes. Hence, as noted earlier, the role of deontological and teleological evaluations in organizational contexts provide a useful reference point to compare these effects with those in consumer contexts. We incorporate original manuscripts in our study that offer effect sizes from organizational contexts to primarily serve as a reference model for our empirical findings in consumer contexts.

However, relative to specific consumer contexts, Vitell, Singhapakdi, and Thomas (2001) find different patterns in the effect of moral evaluations on ethical judgments in consumer ethical issues that happen offline, mostly in retail contexts, such as switching price tags, compared to those that occur online, such as copying software. Given that our focus in the meta-analysis is on consumer ethics, these potential differences between offline and

online consumer ethics are deemed a worthy consideration and relevant for our investigation. Further, an additional consideration pertains to the fact that business exchanges frequently require monetary exchanges, which can be the source of many consumer and organizational ethical issues. For example, ethical issues such as consumers lying for discounts, not paying for software and employees padding expense accounts all have financial implications. Previous studies have identified relevant trends in individual decision-making in the presence/absence of financial implications (Vohs 2015). Thus, it is deemed a relevant variable to include in our meta-analytical framework.

Table 1: Definitions and Operationalizations of Dependent Variable, Moderator Variables and Control Variables for Meta-Analysis

Moderator	Definition and Operationalization
Contextual Elements of the Ethical Issue	
Ethical context	Categorical variable representing the context in which the ethical issue takes place. Dummy coded.
Organizational	Ethical issues that take place in business exchanges (= 0). E.g., Gray market procurement (Zhuang, Herndon, and Tsang 2014); Bribery into a foreign marketplace (Cherry and Fraedrich 2000)
Offline consumer	Ethical issues that consumers experience in offline consumption (= 1). E.g., Switching price tags; Receiving too much change (Bateman and Valentine 2010; Vitell, Singhapakdi, and Thomas 2001)
Online consumer	Ethical issues that consumer encounter in online consumption (= 2). E.g., Digital piracy (Vitell, Singhapakdi, and Thomas 2001); Computer aggression (Han and Vasquez 2020); C2C marketplace fraud (Leonard and Jones 2017)
Environmentally sustainable consumer	Ethical issues that pertain to the relationship between consumers and the natural, ecological environment (coded as victim = 2). E.g., Bike-sharing study (Yin, Qian, and Singhapakdi 2018); Bring your own bag (Chan, Wong, and Leung 2008)
Financial implications	Categorical variable denoting whether the ethical issue has financial implications. Dummy coded.
No	The scenario does not mention financial implications related to the ethical issue (= 0). E.g., Bring your own bag (Chan, Wong, and Leung 2008); Food wastage (Chang 2021).
Yes	The scenario mentions financial implications related to the ethical issue (= 1). E.g., Switching price tags, negotiating the price of a car (Bateman and Valentine 2010); Peer-to-Peer music sharing (Shang, Chen, and Chen 2008).

Moderator	Definition and Operationalization
Traditional values	Continuous variable accounting for a measure of traditional values for the sample's nation in the year of presumed data collection (2 years prior to publication) obtained from the World Values Survey. Mean centered.
Stakeholders	
Victim	Categorical variable reflecting the relation that the most salient person(s)/entity that is negatively affected from the unethical alternative in the scenario has to the protagonist. Dummy coded.
Organizational	The scenario protagonist has a professional relationship with the perceived victim of the unethical alternative(s) implied by the scenario (= 0). E.g., The victim is the client (Akaah 1997) or the organization (Valentine and Rittenburg 2004)
Personal	The scenario protagonist has a personal relationship with the perceived victim of the unethical alternative(s) implied by the scenario (= 1). E.g., The victim is the protagonist (Akaah 1997), friend (Vitell, Singhapakdi, and Thomas 2001) or other consumers (Leonard and Jones 2017).
Beneficiary	Categorical variable reflecting the relational level that the most salient person(s)/entity that is benefitting from the unethical alternative in the scenario has to the protagonist. Dummy coded.
Organizational	The scenario protagonist has a professional relationship with the perceived beneficiary of the unethical alternative(s) implied by the scenario (= 0). E.g., The organization benefits from unethical behavior (Lund 2001) or a colleague (Ayers and Kaplan 2005).
Personal	The scenario protagonist has a personal relationship with the perceived beneficiary of the unethical alternative(s) implied by the scenario (= 1). E.g., the protagonist benefits from unethical behavior (Bateman and Valentine 2010).
Methodological Characteristics	
Ethical response	Categorical variable outlining whether the outcome variable was an ethical judgment or ethical intention. Dummy coded.
Ethical judgment	The effect size is a measure of one's belief of how (un)ethical an alternative course of action is (= 0).
Ethical intention	The effect size is a measure of the participants perceived likelihood to engage in an (un)ethical alternative course of action (=1).
IV manipulation	Categorical variable considering whether the researchers manipulated the independent variable or measured it. Dummy coded.
No	Researchers used a scale-item measure to capture the independent variables (= 0). E.g., Leonard and Jones, 2017; adapt the Multidimensional Ethics Scale (Reidenbach, Robin and Dawson 1991).
Yes	Researchers used a 2 x 2 design to manipulate high deontology (teleology) and low deontology (teleology) (=1). E.g., Researchers create deontologically and teleologically (un)ethical scenarios as a point of comparison (Hunt and Vásquez-Párraga 1993; Han and Vasquez 2020).

Moderator	Definition and Operationalization
Social desirability bias	Categorical variable considering whether the researchers accounted for social desirability bias in their research design. Dummy coded.
No	Researchers have not mentioned any measures or interventions to reduce social desirability bias in the research design (= 0).
Yes	Researchers have taken social desirability bias into account and mentioned it in the methodologies or incorporated in the research design (= 1). E.g., Researchers use social desirability bias measures adapted from the Marlowe-Crowne scale (Chan, Wong, and Leung 2008; Bateman and Valentine 2010). Social desirability was mentioned in considerations of research design (Zhuang, Herndon, and Tsang 2014).
Publication status	Categorical variable representing the publication status of the study. Dummy coded.
Unpublished	The obtained data is not/ is yet to be published (= 0).
Published	The obtained data was featured in published manuscript (= 1).
Precision	Continuous variable. The precision of the effect size, measured as the inverse of the standard error (Stanley and Doucouliagos 2012). Mean centered.
Year of publication	Continuous variable. The year that the manuscript was published (or submitted for unpublished works). Mean centered.
Exploratory Moderators	
Teleological measurement	Categorical variable representing whether the measurement/manipulation of teleological evaluations is relative to the greater good or one's self interest. Dummy coded.
Egoist	The measure reflects the magnitude and valence of consequences relative to one's self interest (= 0). E.g., Vitell, Singhapakdi, and Thomas (2001)
Utilitarian	The measure reflects the magnitude and valence of consequences relative to greater good (= 1). E.g., Chan, Wong and Leung (2008)
Actor	The scenario protagonist that is confronted with the ethical issue. Dummy coded.
Self	The actor in the scenario is the participant (= 0). E.g., The scenario uses second-person wording (Bateman and Valentine 2010); the data collection method asks participants about their response to inanimate stimuli such a piracy (Shang, Chen, and Chen 2008).
Other	The vignette makes use of a third-person protagonist (= 1). E.g., The study uses third-person pronouns and/or an unknown protagonist (Vitell, Singhapakdi, and Thomas 2001; Han and Vasquez 2020)

In addition, previous studies demonstrate that cultural differences moderate the ethical decision-making process through the lens of various cultural frameworks (e.g., Mitchell et al.,

2009; Vitell, Nwachukwu, and Barnes 1993). Studies that examine the effect of deontological and teleological evaluations take place across various national cultures over a span of three decades. Hence, cultural values are an important variable for us to consider. We utilize Inglehart and Baker's (2000) traditional versus secular-rational values framework as it provides a relevant conceptual explanation for the effects of deontological and teleological evaluations on ethical responses and accounts for temporal shifts in cultural values.

An additional likely source of moderation is the role of stakeholders. According to stakeholder theory, there are various important people and entities that are affected by business activities that need to be accounted for (Freeman, Harrison, and Zyglidopoulos 2018; Phillips, Freeman, and Wicks 2003). Thus, when ethical issues arise, stakeholders are a key consideration, which is also emulated in many ethical decision-making models (e.g., Ferrell and Gresham 1985; Hunt and Vitell 1986; Jones 1991). In our analysis, stakeholders are categorized in accordance with common conceptualizations of ethicality. Two important stakeholders — the agent and the patient — can be identified when an ethical issue arises, which corresponds to a common conceptualization of morality, the moral dyad (Gray, Waytz, and Young 2012). The moral dyad refers to individuals' tendency to conceive ethical issues in a bidirectional dyadic fashion where one person/entity is harmed and falls victim while the other benefits (Gray, Waytz, and Young 2012). For example, in the case of not engaging in recycling, the environment is the victim, or the entity that is harmed as a result of the (in)action, whereas the individual or corporation is the beneficiary as they save time, resources or any effort associated with recycling. Thus, in our meta-analysis, we categorize stakeholders as the perceived victim and beneficiary of the ethical issue as a likely source of moderation of the effect of deontological and teleological evaluations on ethical judgments and intentions.

Ferrell and Gresham (1985) posit that individuals do not learn (un)ethical behavior

from society but rather from the norms of and interpersonal exchanges with disparate groups. Relative to business exchanges, there is a clear distinction between the norms of exchanges with personal versus corporate entities. Therefore, in our meta-analysis, victims and beneficiaries are categorized based on the relational level they have with scenario protagonists relative to whether it is corporate or personal.

However, a recent surge in environmentally sustainable consumer ethics research (Nova-Reyes, Muñoz-Leiva, and Luque-Martínez 2020) means that various studies are unable to meet the above-mentioned relational criteria as the victim is neither corporate nor personal. Environmentally sustainable consumer ethics is an important subset of offline consumer ethics, and a key commonality of these ethical issues is that the natural/ecological environment is the victim. Thus, we introduce environmentally sustainable consumer ethics as an additional ethical context that is operationalized as the environment being the victim.

In addition to the theoretically relevant moderators related to the contextual elements and stakeholders, we also consider two other exploratory moderators (see Figures 2A and 2B). Consistent with the moral dyad, the scenario actor (i.e., the agent) offers a source of potential moderation. In order to avoid potential social desirability bias, vignettes are often adopted in ethics research and include third-person protagonists (Wason, Polonsky, and Hyman 2002). Other studies differ in their research design and use first-person protagonists to heighten ecological validity (e.g., Yoon, 2012). Previous studies have suggested that third-person perspective taking often increases ethicality (e.g., Eyal, Liberman, and Trope 2008; Žeželj and Jokić, 2014), yet it is not clear how it may moderate the effect of deontological and teleological evaluations on ethical responses. Thus, we consider this to be an important exploratory variable and include it in our meta-analytical framework.

Furthermore, the importance of stakeholders poses additional considerations, and researchers and scholars frequently distinguish between, and exclusively measure, two

different branches of teleology: egoism and utilitarianism. Egoism is concerned with maximizing one's self-interest, such that an egoist perspective of teleological evaluations focuses on the perceived goodness/badness of consequences relative to the decision maker's interests. In the above example of receiving excess change, a potential gain for the consumer would be through not returning this financial surplus. A potential loss for the consumer would be the possibility of getting caught and being penalized. Conversely, utilitarianism centers on maximizing good for the greatest number of people. Thus, a utilitarian perspective of teleological evaluations would assess the magnitude and valence of consequences relative to greater good, and not solely oneself. In the above example of receiving excess change, a utilitarian perspective would include the potential loss to the store and any negative consequences to the cashier when making evaluations of the acceptability of the act of not returning the excess change.

Another example can be provided in the context of digital piracy. In one's teleological evaluation, an egoist perspective would assess the consequential outcomes relative to their own interests, such as: saving money versus the reduced quality of the product. Alternatively, one could take a utilitarian perspective and give weight to the destructive impact of their actions on the entertainment industry and related stakeholders. We argue that this consistent distinction, combined with the clear conceptual differences between egoism and utilitarianism, poses important considerations and is an interesting exploratory distinction worthy of incorporating into our meta-analytical framework.

The following section offers a discussion of the hypothesized effects that our theoretical moderators (ethical contexts: offline consumer ethics, online consumer ethics, environmentally sustainable ethics; financial implications; cultural values; stakeholders) are expected to have on the effects of deontological and teleological evaluations on ethical judgments and intentions.

Offline Consumer Ethics

Offline consumer ethics refer to the ethical issues like those arising in physical retail stores and servicescapes, such as receiving too much change (Bateman and Valentine 2010) and switching price tags (Vitell, Singhapakdi, and Thomas 2001). In many offline consumption environments, consumers are less bound to a code of ethics and the potential consequences of ethical actions have differing levels of clarity as compared to an organizational context. Individuals in organizations (see Table 1 for examples) are generally bound to an ethical code which dictates deontological norms. Further, these ethical codes often prescribe rewards and sanctions, which communicate respective positive and negative consequential information associated with ethical conduct. Conversely, in a retail environment, which is commonly featured in offline consumer ethics research, and is susceptible to great losses due to unethical consumer behavior, customer satisfaction is a higher priority (Gómez, McLaughlin, and Wittink 2004). Consequently, these codes of ethics are not pursued in the same vein as what is typically seen in organizational contexts to not to be seen as alienating for consumers (Fullerton and Punj 2004). However, previous studies have consistently uncovered the positive effect that these codes of ethics and rewards/sanctions systems have on ethical decision-making (Craft 2013). Thus, due to the established effect of these codes and systems that determine ethical climates and the differences between how they are applied in organizational and offline consumer contexts, we propose the following hypothesis:

H3: Both the effect of **(a)** deontological evaluations and **(b)** teleological evaluations on ethical judgments and ethical intentions will be weaker in offline consumption contexts relative to organizational contexts.

Online Consumer Ethics

Online consumer ethics relate to ethical issues that consumers encounter during online consumption activities. Examples of online consumer ethical issues include piracy (Yoon 2012) and consumer cyber aggression (Han and Vasquez 2020). Research on online consumer ethics is a particularly relevant subset of ethics research due to the increase in global Internet penetration rates (International Telecommunication Union 2020) and the unique, dynamic unethical behaviors that are present in online interactions (Saban, McGivern, and Saykiewicz 2002).

Johnson (1997) outlines three unique features of the Internet that pose different moral considerations. The internet's extended scope, offered anonymity, and possibility of reproducibility allow for more immediacy, a broader reach, faceless crimes, endurance of information, and possibility of permanence unlike offline behaviors (Freestone and Mitchell 2004; Johnson 1997). Chatzidakis and Mitussis (2007) propose that all three dimensions heighten unethical piracy intentions due to decreased negative consequences that are typically associated with such behaviors. Vitell and Muncy (2005) also categorize online unethical consumer actions like software piracy as "no harm, no foul" actions, implying that many consumers do not find these actions to be unethical as they are not viewed as having negative consequences. The lack or absence of perceived consequences will likely reduce the weight of teleological evaluations in an online consumption context compared to an organizational context where there are policies and procedures that outline what happens if there is a violation. Additionally, the uniqueness and dynamic nature of online behaviors, such as digital piracy, implies a lack of deontological norms, as there are less situational constraints and less familiarity with the moral stringency of the act. Thereby, we argue that online consumer ethics have distinct considerations for the role of deontological and teleological evaluations in relation to ethical judgments and intentions. Thus, we propose the following

hypothesis:

H4: Both the effect of **(a)** deontological evaluations and **(b)** teleological evaluations on ethical judgments and ethical intentions will be weaker in online consumption contexts relative to organizational contexts.

Environmentally Sustainable Consumer Ethics

Environmentally sustainable consumer ethics pertain to ethical concerns regarding the relationship between consumers and the natural ecological environment. Examples include recycling, sustainable transport, or pro-environmental shopping practices, etc. (Chan, Wong, and Leung 2008; Yin, Qian, and Singhapakdi 2018). These ethical issues appeal to the greater good of humankind (and other species), whereas ethical issues in organizational and consumer contexts are often relative to a self-serving organization as opposed to all humanity. Therefore, environmentally sustainable consumer ethics relate directly to consequentialism and thus, teleological evaluations. Consequentialist ethics are flexible, as noted by Palmer, McShane, and Sandler (2014, p.431) “environmental ethicists have defended different forms of consequentialism, in particular, by proposing varying views of good outcomes.” Regarding the relationship between teleological evaluations and ethical judgment, Culiberg and Bajde (2013) find that the consequence-focused dimensions of Jones’s (1991) moral intensity theory serve as significant predictors of ethical judgment. In a specific environmentally sustainable consumer ethics context (i.e., bringing your own bag when shopping), Chan, Wong, and Leung (2008) find that teleological evaluations are a significant predictor of ethical judgments and intentions. Hence, we argue that an environmentally sustainable consumer ethical context will lead to significantly positive moderation of the relationship between teleological evaluations and ethical judgments and intentions. Thus, we propose the following hypothesis:

H5: The effect of teleological evaluations on ethical judgments and ethical intentions will be stronger when the environment is the victim relative to an organization.

Financial Implications

Financial gain or loss is a pivotal element in many ethical issues. For example, various ethical issues such as piracy and gray market procurement arise for individuals to undercut industry prices (e.g., Wan et al. 2009; Zhuang, Herndon, and Tsang 2014). A universal moral value is respecting property rights by honoring another's possessions (Curry, Mullins, and Whitehouse 2019). Specifically, honoring one's territory and possessions is a universal teaching that is integral to conceptualizations of deontology (Sandberg 2013). For example, various religious teachings and judiciaries condemn stealing and coveting another's possessions. Although, studies suggest that money has a negative effect on ethical responses (e.g., Gino and Mogilner 2014; Kouchaki et al. 2013; Vohs 2015), they also reveal moderating conditions that directly relate to deontological fundamentals including property rights. These conditions include the legality of how it was obtained (Yang et al., 2013) and who it belongs to (Polman, Effron, and Thomas 2018). Thus, the deontological norm of respecting property rights is likely prompted when for consumers there are financial implications.

Further, given the nature of some of the industries included for organizational effect sizes in our meta-analysis, such as: accountancy (Burns and Kiecker 1995; Shapeero, Koh, and Killough 2003), market research (Mayo and Marks 1990), and sales (Cherry and Fraedrich 2000; Lund 2001), it is likely that individuals that represent an organization act as surrogate shoppers who are empowered to act with others' money. Systems that designate the role of surrogate shoppers rely heavily on reputation/trust and are susceptible to abuse; thus, in such scenarios individuals are bound to a structure that hosts a code of ethics and strong

deontological norms (Hollander and Rassuli 1999). We suggest that individuals' deontological evaluations would be more influential in forming ethical responses when there are financial implications. Thus, we propose the following hypothesis:

H6: The effect of deontological evaluations on ethical judgments and intentions will be stronger when there are financial implications.

Cultural Values

Empirical testing of the effect of deontological and teleological evaluations has been conducted across various national cultures, but most consistently the United States. Inglehart and Baker (2000) propose a cultural framework related to ethical decision-making. They state that nations differ on cultural values, which correlates with economic development. This suggests that traditional values, which are more prominent in less economically developed countries, are highly correlated with, thus reflected through, idealist responses to moral absolutes, which are rigid ethical beliefs regarding the universal rightness/wrongness of an action (Forsyth, O'Boyle, and McDaniel 2008). Conversely, individuals from more secular-rational societies are more flexible and less punitive in response to such moral absolutes (Inglehart 2006). For example, in traditional societies, individuals are more likely to attend religious institutions and shun those who do not abide by their teachings, whereas the opposite is typically the norm in secular-rational societies (Inglehart 2006). Thus, individuals with stronger traditional values are more likely to be influenced by rigid beliefs when forming ethical judgments and intentions, which correspond with deontological evaluations (Mitchell and Chan 2002). Alternatively, those with higher secular-rational values are less likely to have inflexible moral beliefs and are more likely to consider the relative consequences of actions when forming ethical judgments and intentions. This distinction in the moral foundations of ethical decision-making between traditional values-based societies

and secular-rational values-based societies (i.e., western, educated, industrialized, rich, and democratic societies or WEIRD) was proposed by Haidt (2012). Thus, we propose the following hypotheses:

H7a: The effect of deontological evaluations on ethical judgments and intentions will be stronger when traditional values are higher.

H7b: The effect of teleological evaluations on ethical judgments and intentions will be stronger when secular-rational values are higher.

Stakeholders

The importance of stakeholders is often related to teleological evaluations but is not posited to be related to deontological evaluations (Hunt and Vitell 1986; 2006). However, based on research in stakeholder theory (e.g., Gibson 2000; Mansell 2013), we argue that this is a significant oversight. Stakeholders play an important role in the effects of deontological evaluations, particularly when they are victims of unethical actions. Gibson (2000) and Mansell (2013) argue that deontological claims offer strong moral bases for stakeholder theory. Businesses often stress moral obligations that internal actors have relative to external stakeholders (Gibson 2000). For example, moral duties that employees have to consumers to provide effective and safe products/services form a prevalent part of many organizational ethical environments. Thus, stakeholders play a crucial part in forming deontological norms in organizations. Deontological norms are more likely to be enforced in exchanges with professional entities compared to individual consumers. We anticipate that this will strengthen the impact of deontological evaluations when the victim or beneficiary of an unethical act is an organization related entity rather than a personal acquaintance. In other words, the relationship between deontological evaluations and ethical judgments/intentions will be weaker when the victim or beneficiary is a personal relation as opposed to an

organizational relation. Thus, we propose the following hypothesis:

H8: The effect of deontological evaluations on ethical judgments and ethical intentions will be weaker when individuals have a personal relationship with (a) the victim and (b) the beneficiary relative to an organizational relationship.

Additionally, stakeholders pose important considerations for the formation of teleological evaluations and their effects on ethical responses. Since stakeholders are those affected by, or those who bear the consequences of the (un)ethical act, they are important from the perspective of both organizational and personal relations. It is likely there are distinct effects for affective responses (such as empathy) to stakeholder outcomes depending on whether there is an organizational or personal relationship with the affected stakeholder. Empathy is triggered when the victim of an unethical act is identifiable (Bloom 2013) and is defined as “feeling what others feel” (Jordan, Amir, and Bloom 2016, p. 1107). Findings suggest that empathy is subject to in-group bias, and higher empathetic responses are exhibited when an in-group member falls victim to an unfavorable consequence (Bloom 2017). We posit that one’s personal relationship to the victim is consistent with this view (i.e., being a member of a person’s in-group). Empathy has been consistently correlated with individuals’ ethical responses (e.g., Chowdhury and Fernando 2014; Mencl and May 2009). Thus, we expect that when the victim is a personal relation, a higher empathetic response will be triggered, which will strengthen the effect of the teleological evaluation. Thus, we propose the following hypothesis:

H9: The effect of teleological evaluations on ethical judgments and ethical intentions will be stronger when individuals have a personal relationship with the victim relative to an organizational relationship.

Method

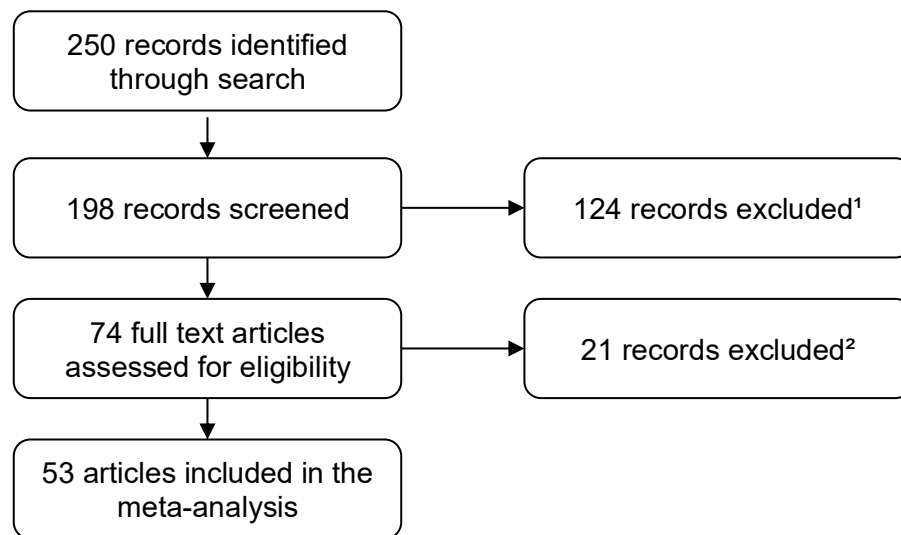
Data Collection

To conduct the meta-analysis, we conducted extensive literature searches of published and unpublished studies in March 2021 and February 2022. Data retrieval methods were consistent with previous meta-analyses published in consumer ethics research (see Eisend, 2019; Pan and Sparks, 2012). First, we searched electronic databases [i.e., Scopus, Google Scholar, ScienceDirect, SSRN, ResearchGate, and OATD (Open Access Theses and Dissertations)] – with main keywords such as: “teleological”, “deontological”, “ethical”, and “moral”. Later searches also included words that are synonymous with deontology and teleology in the ethics literature such as: “egoism”, “utilitarianism”, “consequentialism”, “formalism” and “contractualism”. Second, using the same keywords, we manually searched through archives of academic journals, including: *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of Business Ethics*, *Journal of Business Research*, *Journal of Macromarketing*, etc. Third, conceptual articles and review papers were identified by relevance and citation count (e.g., Hunt and Vitell 1986; Pan and Sparks 2012; Reidenbach, Robin, and Dawson 1991). A backward and forward reference search of these papers was conducted to screen for potential studies. Fourth, references for all obtained manuscripts were examined to identify other articles for potential inclusion in our meta-analysis.

In Figure 3, we outline the PRISMA search flow (see Appendix A for full reference list). A study was eligible for inclusion in our meta-analysis if it met the following criteria: (1) the independent variables (deontological evaluations and teleological evaluations) are mutually exclusive constructs; (2) the dependent variable captures a measure of the participants’ ethical judgments and/or ethical intentions; (3) the scenario took place in a business context (either organizational or consumer); and (4) the study was empirical in

nature. In total, we screened 250 papers, 124 of which were excluded due to not fulfilling our criteria, leaving 74 eligible for inclusion. Although we contacted first authors whose papers did not contain the correct statistical information, a further 21 papers were still excluded due to lack of usable data. Thus, we coded the 53 eligible papers published between 1990 and 2021 that were available during February 2022 from which we obtained 316 effect sizes. 33 of the papers were related to organizational ethics and 20 were related to consumer ethics, which allowed for a relatively even split of organizational ($k = 135$) and consumer ($k = 181$) effect sizes in the final dataset.

Figure 3: PRISMA Search Flow



Adapted from Moher et al. (2009)

¹ 60 articles had a dependent variable which did not meet the criteria, 64 had the incorrect operationalization of the independent variable.

² 21 articles were excluded due to lack of statistical information.

Effect Size Computation

We chose Pearson's r as our effect size metric. The size of r provides an estimate of the strength of association between two variables and its direction (Eisend 2019). If r was not available, t -values and Cohen's d were obtained and converted following common meta-

analysis guidelines (see Appendix B for effect size calculations).² Various studies employed 2 X 2 experimental designs (e.g., Burns and Kiecker 1995; Vitell, Singhapakdi, and Thomas 2001). In such cases, we obtained mean differences and standard deviations, and effect sizes were re-calculated when the study presented no alternative methods of interpreting the data. Once we obtained all correlations, the coefficients were disattenuated. Disattenuation considers the internal reliability of measurement items and accounts for the weakened effect of effect sizes due to measurement errors, thus it is necessary to obtain the true effect size (Zimmerman and Williams 1997). It is not uncommon for disattenuated coefficients to result in $r > 1.00$; effect sizes outside of $-1.00 < r < 1.00$ were determined as outliers and omitted from the analysis. We converted r into Fisher's z -scores to avoid potential biases that could arise from the non-normal distribution of r . Fisher's z -scores were then transformed back to r for predictive values, which report mean effect sizes.

Moderator Coding

We developed a coding system to identify any moderators (see Table 1). These moderators relate to: (1) the contextual elements of the ethical issue, (2) the stakeholders, and (3) the methodological characteristics of primary studies. Two exploratory moderators were also included.

First, for the contextual elements of the ethical issue, we considered the ethical context, which delineated whether the ethical scenario was in an organizational context, offline consumer context, online consumer context, or environmentally sustainable consumer context. Second, we coded the financial implications of the scenario for whether monetary

² For studies that measured the effect of individuals' moral evaluations on unethical behaviors, we reverse coded the relationship.

exchanges or consequences were included in the scenario. Third, we included cultural indexes to account for sample differences that could be related to national culture. We obtained a continuous measure of each relevant nation's traditional versus secular-rational values from the World Values Survey (Inglehart et al. 2014). The data were obtained from the most recent data collection relative to the year of presumed data collection (two years before the year of publication) and mean centered to provide an accurate metric. We assumed that the metrics from when the study's data were collected was a more accurate representation of a nation's economy, which like cultural values, fluctuates. Thus, the data do not reflect a fixed cultural trait, but rather a dynamic reflection on how cultural values evolve and fluctuate with national economies. Fourth, for stakeholders, we distinguished between the victim and beneficiary, which was operationalized at the relational level with the study participant (i.e., organizational, personal, or the environment).

As mentioned above, we also investigated two exploratory moderators. The first was related to whether the teleological measurement was egoistic or utilitarian. The second was whether the actor (the scenario protagonist) was the self (first person perspective) or other (third person perspective). In addition, various variables that relate to methodological characteristics of primary studies were identified. These related to both study-level characteristics and publication bias controls. We controlled for study-level characteristics that related to two contrasting approaches in methodologies that reflected the measurement of deontological and teleological evaluations. First, we accounted for whether researchers directly manipulated or measured the independent variable. Second, we coded for whether researchers measured for, or considered, potential social desirability bias in their research design. Third, we coded to control for the outcome measurement or type of ethical response. Thus, we noted whether the ethical response was a judgment or an intention. We introduced publication bias controls to account for potential selective publication of studies (Ferguson

and Brannick 2012), which could be due to sample sizes, contradictory results, or null effects (Duval and Tweedie 2000). Thus, we included the status of publication (unpublished vs. published), year of publication [to ensure that there was no inflation of novel effects in earlier papers (Camerer et al. 2018)], and a precision measure. The precision measure was computed as the inverse of the standard error to account for the potentially negative relation between the effect size and the study's sample size (Stanley and Doucouliagos 2012). All the categorical variables were dummy-coded, and the continuous variables were mean-centered. To increase the confidence in our coding, a sub-sample of effect sizes were double coded by an external researcher who was not part of the research team. The intercoder reliability was $r = 0.72$, and any disagreements were settled through discussion.

Meta-analytic Procedures

We employed a three-level model in our meta-analytic procedures. A multi-level approach would account for the dependencies and variation within the data that could be assumed from a multitude of effect sizes (Van den Noortgate and Onghena 2008). Each level was incorporated to account for biases that can occur due to effect sizes being derived from the same paper, the same study, and the same sample. We used a three-level, random-effects, maximum-likelihood model with the “metafor” package in R Studio to generate effects (Viechtbauer 2010). We ran influential case diagnostics to identify any potential outliers that could distort conclusions taken from the data (Viechtbauer and Cheung 2010). We found several effect sizes had high standardized residuals (> 2.57 ; Belli et al. 2021), so they were omitted from further analysis. Among remaining effect sizes, we correlated the variables to detect any potential multicollinearity (see Appendix C for correlation matrices). Multicollinearity was not detected, as all significant correlations were $-0.70 \leq r \leq 0.70$.

Due to effect size computational procedures, we next separated effect sizes relevant to

each independent variable. We favored random effects models based on the assumption that true effect sizes vary among participants and treatments (Borenstein et al. 2009). The nature of the data is consistent with this assumption, and a random effects model also allows for “an explicit generalization beyond the observed studies” (Hedges and Vevea 1998, p.487). We also analyzed H1-2 to provide an estimate of the Q -stat and its significance to assess the level of heterogeneity that would warrant running additional meta-regression models. We ran two multi-level, random-effects meta-regression models, which incorporated two-tailed significance testing, with the consideration that several papers include single-subject experimental designs (e.g., Burns and Kiecker 1995; Vitell, Singhapakdi, and Thomas 2001).

Results

Publication Bias

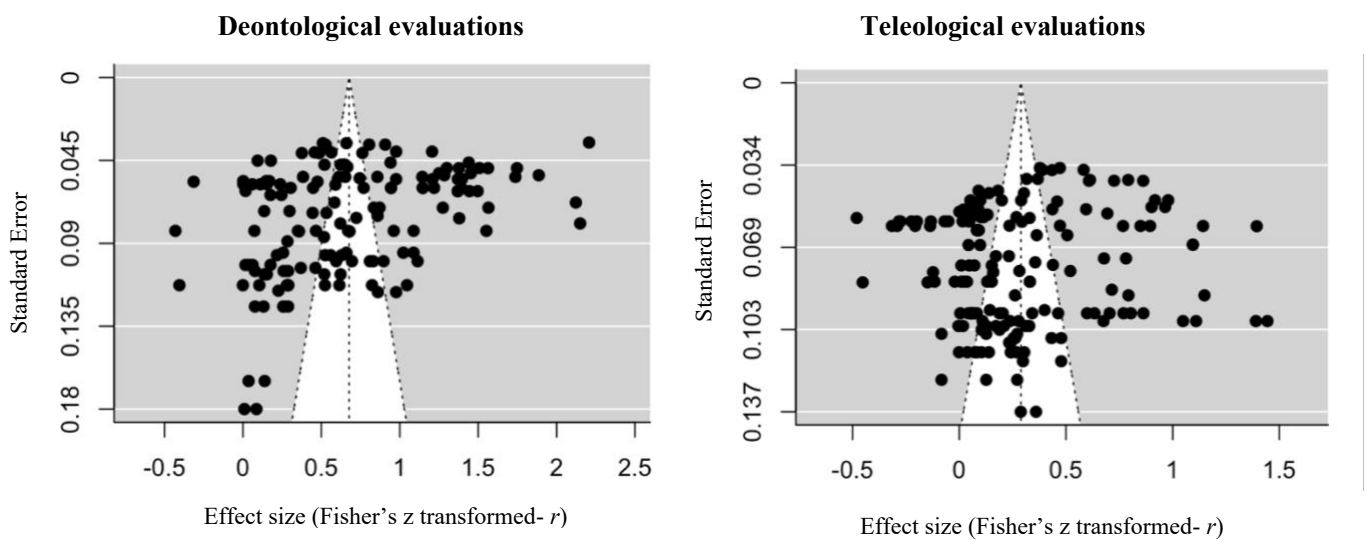
We used three indicators to assess the susceptibility of our findings to publication bias. First, we performed both Rosenthal (1979) and Rosenberg’s (2005) fail-safe N , which respectively reveal how many null effect sizes would be needed to take results below a $p < 0.05$ significance level and the number of studies needed to support the null hypotheses (Carrillat, Legoux, and Hadida 2018). Table 2a shows that our results passed both tests exceeding the recommended $N > 5k + 10$ (Zlatevska, Dubelaar, and Holden 2014). Second, in Figure 4, we provide funnel plots. Superficially, the funnel plots reveal multiple effect sizes outside of the funnel, thus we proceeded to apply a trim-and-fill approach (Duval and Tweedie 2000). Trim and fill tests revealed asymmetry for both the deontological and teleological evaluations analyses (21 and 29 missing studies on the right side respectively). Third, we conducted an Egger’s regression (Sterne and Egger 2005) in which a significant z -value suggests the possibility of publication bias. The results reveal a significant score for deontological evaluations (z -value = -5.00, $p < 0.01$), but not for teleological evaluations (z -

value = -0.25, $p = 0.81$). Various indicators suggest that models for teleological evaluations may be susceptible to publication bias.

Table 2a: Publication Bias Indicators

Model	Fail-safe N (Rosenthal)	Fail-safe N (Rosenberg)	Trim-and-Fill	Egger's test (p -value)
Deontological	948,138	858,528	21 right side	-5.00 (< 0.01)
Teleological	200,101	172,444	29 right side	-0.25 (0.81)

Figure 4: Funnel Plots



Observed Heterogeneity

For overall summary effect sizes, we used three metrics to assess heterogeneity; I^2 for between-effect size variance, τ^2 for sample estimates of between-effect size variance, and Q -statistics for effect size dispersion (Carrillat, Legoux, and Hadida 2018). Tables 2b, 3a and 3b provide the results for the heterogeneity indicators. Significant Q -statistics, $\tau^2 > 0$, and $I^2 > 50\%$ highlight the between-study variance in the summary effect models, which warranted the running of conditional models. Heterogeneity indicators for meta-regression models also included R^2 as an additional metric for variance explained by the model.

Table 2b: Summary Values and Heterogeneity Indicators

Model	Univariate β	Grand mean \bar{r} (s.e.)	τ^2 (s.e.)	I ²	Q-Statistic
Deontological	0.69	0.60 (0.05)	0.28 (0.03)	98.59 %	10,696.55***
Teleological	0.38	0.37 (0.04)	0.13 (0.01)	96.73 %	5,200.07***

Main Effects of Deontological Evaluations and Teleological Evaluations

Multi-level random effect analyses reveal significant summary effects of both deontological evaluations ($\beta = 0.69, p < 0.01$) and teleological evaluations ($\beta = 0.38, p < 0.01$) on ethical judgments and intentions. Predicted values reveal that deontological evaluations had a stronger effect on ethical judgments (grand mean $\bar{r} = 0.77$) than intentions (grand mean $\bar{r} = 0.51$). This pattern was also observed for teleological evaluations of judgments (grand mean $\bar{r} = 0.45$) and intentions (grand mean $\bar{r} = 0.23$). Our analyses of conditional models further strengthened this claim. We found that for ethical intentions in the meta-regression models there was significant negative moderation for the effect of both deontological ($\beta = -0.25, p < 0.001$) and teleological evaluations ($\beta = -0.17, p < 0.001$). Such findings provide support for H1 and H2 and provide validation for the wider application of the effect of deontological and teleological evaluations on ethical judgments and intentions across various domains. We found a significant difference between the summary effect of deontological evaluations ($r = 0.60, \text{s.e.} = 0.05$) and teleological evaluations ($r = 0.37, \text{s.e.} = 0.04$) through a Wald-type test ($z\text{-value} = 3.60, p < 0.05$). Thus, our findings suggest that deontological evaluations have a stronger overall effect on ethical responses.

Moderator Analysis

Tables 3a-b depict the meta-regression models for our moderators and control variables. The moderators account for substantial variance across both deontological and teleological models, identified through moderate residual heterogeneity ($R^2 = 53.20\%$ and 33.78% , respectively), as well as significant Q -statistics ($p > 0.001$) and $I^2 > 50\%$.

Table 3a: Meta-regression Model for Deontological Evaluations

Variable	k	N	β (s.e.)	CI 95%	Predicted value \bar{r} [CI 95%]
Intercept ¹			1.14 (0.22)***	[0.71; 1.58]	
Ethical context: Offline consumer	53	7940	-0.16 (0.07)**	[-0.30; -0.01]	0.56 [0.41; 0.71]
Ethical context: Online consumer	30	2609	-0.11 (0.06)	[-0.24; 0.01]	0.60 [0.47; 0.74]
Ethical context: Environmentally sustainable consumer	12	4371	-0.28 (0.26)	[-0.85; 0.15]	0.49 [0.04; 0.94]
Financial implications: No	29	5777			0.40 [0.21; 0.58]
Financial implications: Yes	116	10256	0.30 (0.09)**	[0.11; 0.48]	0.69 [0.57; 0.82]
Traditional values			-0.10 (0.08)	[-0.27; 0.07]	
Victim: Organizational	99	10409			0.78 [0.66; 0.90]
Victim: Personal	34	2907	-0.53 (0.05)***	[-0.64; -0.43]	0.25 [0.10; 0.40]
Beneficiary: Organizational	41				0.82 [0.66; 0.99]
Beneficiary: Personal	104		-0.26 (0.09)**	[-0.44; -0.08]	0.56 [0.43; 0.69]
Actor: Self	52	9210			0.81 [0.58; 1.04]
Actor: Other	93	6508	-0.27 (0.16)	[-0.58; 0.04]	0.54 [0.38; 0.70]
Ethical response: Judgments	69	12175			0.77 [0.65; 0.88]
Ethical response: Intentions	76	13885	-0.25 (0.01)***	[-0.28; -0.23]	0.51 [0.40; 0.63]
IV manipulation: No	93	11682			0.50 [0.36; 0.64]
IV manipulation: Yes	52	4036	0.37 (0.14)**	[0.09; 0.65]	0.87 [0.65; 1.10]
Social desirability: No	118	12794			0.56 [0.43; 0.70]
Social desirability: Yes	27	2924	0.38 (0.16)*	[0.07; 0.69]	0.94 [0.67; 1.22]
Precision			0.06 (0.01)***	[0.03; 0.08]	
Publication status: Unpublished	30	1846			0.86 [0.57; 1.15]
Publication status: Published	115	13872	-0.29 (0.17)	[-0.61; 0.04]	0.57 [0.44; 0.70]
Year of publication			0.01 (0.01)	[-0.01; 0.02]	
	τ^2 (s.e.)		I ²	Q-Statistic	R ²
	0.13 (0.02)		96.94%	4148.43***	53.20%

¹ Average effect size on ethical judgments of individuals in organizational contexts with corporate stakeholders

k = number of effect sizes; N= number of unique participants; CI 95%= 95% confidence intervals; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Table 3b: Meta-regression Model for Teleological Evaluations

Variable	k	N	β (s.e.)	CI 95%	Predicted value \bar{r} [CI 95%]
Intercept ¹			0.24 (0.19)	[-0.16; 0.63]	
Ethical context: Offline consumer	50	5192	0.02 (0.07)	[-0.12; 0.17]	0.37 [0.21; 0.53]
Ethical context: Online consumer	48	2158	0.01 (0.06)	[-0.12; 0.14]	0.36 [0.21; 0.51]
Ethical context: Environmentally sustainable consumer	12	2977	0.59 (0.24)*	[0.11; 1.07]	0.88 [0.43; 1.34]
Financial implications: No	37	4745			0.31 [0.16; 0.46]
Financial implications: Yes	134	9007	0.06 (0.05)	[-0.04; 0.16]	0.37 [0.24; 0.50]
Traditional values			0.05 (0.04)	[-0.02; 0.13]	
Victim: Organizational	107	8449			0.29 [0.15; 0.42]
Victim: Personal	52	3088	0.09 (0.04)*	[0.01; 0.17]	0.38 [0.23; 0.53]
Beneficiary: Organizational	47	4694			0.46 [0.31; 0.61]
Beneficiary: Personal	124	9253	-0.14 (0.06)*	[-0.26; -0.01]	0.32 [0.18; 0.46]
Teleological measurement: Egoistic	95	6988			0.31 [0.29; 0.55]
Teleological measurement: Utilitarian	76	8251	0.11 (0.02)***	[0.07; 0.16]	0.42 [0.29; 0.55]
Actor: Self	51	5950			0.42 [0.25; 0.59]
Actor: Other	120	7880	-0.09 (0.09)	[-0.26; 0.07]	0.33 [0.19; 0.47]
Ethical response: Judgments	75	8688			0.45 [0.32; 0.58]
Ethical response: Intentions	96	13067	-0.17 (0.01)***	[-0.19; -0.15]	0.28 [0.15; 0.41]
IV manipulation: No	111	9467			0.42 [0.26; 0.58]
IV manipulation: Yes	60	4174	-0.19 (0.16)	[-0.50; 0.13]	0.23 [-0.02; 0.49]
Social desirability: No	141	11054			0.39 [0.25; 0.54]
Social desirability: Yes	30	2507	-0.21 (0.16)	[-0.53; 0.11]	0.18 [-0.11; 0.47]
Precision			-0.05 (0.01)***	[-0.07; -0.03]	
Publication status: Unpublished	32	1870			0.04 [-0.28; 0.36]
Publication status: Published	139	11765	0.39 (0.18)*	[0.03; 0.74]	0.43 [0.29; 0.57]
Year of publication			0.00 (0.01)	[-0.02; 0.01]	
	τ^2 (s.e.)		I ²	Q-Statistic	R ²
	0.08 (0.01)		95.01%	2854.82***	33.78%

¹ Average effect size on ethical judgments of individuals in organizational contexts with corporate stakeholders

k = number of effect sizes; N= number of unique participants; CI 95%= 95% confidence intervals; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

Deontological Evaluations

We next assessed the moderation effects of the relation between deontological evaluations and ethical responses. The results are in Table 3a. We find that ethical context is a strong source of moderation, consistent with H3a but not with H4a. The results reveal that in offline consumer contexts, the effect of deontological evaluations is weaker on ethical responses in comparison to organizational contexts ($\beta = -0.16, p = 0.03$). The results also reveal that in online consumer contexts, the effect of deontological evaluations is not significantly weaker on ethical responses in comparison to organizational contexts ($\beta = -0.11, p = 0.08$). Thus, H3a is supported, but H4a is not. The presence of financial implications in the ethical scenario positively moderated the effect of deontological evaluations, such that they had a stronger effect ($\beta = 0.30, p < 0.01$). Thus, H6 is supported. Consistent with our predictions, there was significant negative moderation when the victim ($\beta = -0.53, p < 0.001$) and the beneficiary ($\beta = -0.26, p < 0.01$) of the scenario was a personal relation in comparison to an organizational relation. Thus, H8 is fully supported. Our findings also highlight that traditional values exert no significant effect ($p = 0.24$). Hence, H7a was not supported.

Additionally, moderation from the actor was not significant ($\beta = -0.27, p = 0.08$), but various methodological characteristics of primary studies that were incorporated in the model as controls reached a $p < 0.05$ significance level. The findings indicate that when the independent variable was manipulated and not measured, the effect of deontological evaluations on ethical judgments and intentions was stronger ($\beta = 0.37, p < 0.01$). We also observed this pattern when researchers accounted for social desirability bias in their research design ($\beta = 0.38, p = 0.02$). The other identified methodological characteristics were not statistically significant.

Teleological Evaluations

Our analysis of the moderation for the effect of teleological evaluations on ethical responses revealed fewer significant effects. No significant moderation was found for ethical context, such that no difference was uncovered between offline consumer ethical issues ($p = 0.77$) and organizational ethics. Similarly online consumer ethical issues ($p = 0.88$) did not show any difference compared to organizational ethics. This was further demonstrated by the similarly weighted predicted values across organizational ($\bar{r} = 0.35$), offline consumer ($\bar{r} = 0.37$), and online consumer ethical issues ($\bar{r} = 0.36$). However, we found significant moderation in the case of environmentally sustainable consumer ethics ($\beta = 0.59, p = 0.02$). Therefore, neither H3b nor H4b were supported while H5 was supported.

Victim type exerted significant moderation, and teleological evaluations were stronger when the protagonist had a personal relationship with the victim ($\beta = 0.08, p = 0.03$). Thus, H9 is supported. Conversely, we also find that when the protagonist had a personal relationship with the beneficiary, there was a significant negative effect in comparison to an organizational beneficiary ($\beta = -0.14, p = 0.03$). Further, there was no significant moderation for financial implications ($p = 0.32$) nor cultural values ($p = 0.18$). Thus, H7b was not supported.

Finally, our exploratory moderators reveal interesting findings, such that actor did not have a significant effect ($p = 0.27$), but utilitarianism had a significant effect compared to egoism ($\beta = 0.11, p < 0.001$), and the relation between teleological evaluations on ethical responses was stronger when the teleological evaluation measured or manipulated consequences related to the greater good. The findings from the meta-regression also suggest publication bias for the effect of teleological evaluations on ethical responses, which is consistent with the previous publication bias diagnostics. Specifically, the effect of teleological evaluations was stronger in published paper than from unpublished sources ($\beta =$

0.39, $p = 0.03$) and there was a significant negative moderation of the effect size precision ($\beta = -0.05, p < 0.01$). Table 4 provides a summary of the results in relation to the hypotheses that we examined.

Discussion

Main Findings and Contributions

We conducted an empirical assessment to validate the effects of deontological and teleological evaluations on ethical judgments and intentions. Our meta-analytical findings provide two key contributions. First, we provide a summary effect that clarifies the impact of two well-established types of moral evaluation in the consumer ethics literature. We add to the ethical decision-making models (Hunt and Vitell 1986; 2006) by highlighting the strength and weighting of such evaluations. Second, we posit a range of contingency factors that moderate such effects. Our findings pinpoint distinct patterns of effects for deontological and teleological evaluations relative to ethical contexts (offline consumer ethics, online consumer ethics, environmentally sustainable consumer ethics, organizational ethics), the presence of financial implications, and different types of stakeholders (based on their relationships with the decision-maker). All these factors suggest important implications for researchers and practitioners alike.

The Role of Contextual Elements of the Ethical Issue

We identify distinct patterns of the effects of deontological evaluations between organizational and offline consumer contexts. The ethical environment, which in part predetermines deontological norms (Singhapakdi and Vitell 1991), is likely to be less enforced in offline consumer contexts. Although our study includes data from both organizational and consumer contexts, the ethical environments have been explored less in

Table 4: Summary of Hypotheses Testing

Hypotheses	Result
Hypothesis 1 – Deontological main effects	
(a) DE → EJ (+)	Supported
(b) DE → EI (+)	Supported
Hypothesis 2 – Teleological main effects	
(a) TE → EJ (+)	Supported
(b) TE → EI (+)	Supported
Hypothesis 3 - Offline consumer ethical contexts	
(a) DE → EJ & EI (-)	Supported
(b) TE → EJ & EI (-)	Not supported
Hypothesis 4 - Online consumer ethical contexts	
(a) DE → EJ & EI (-)	Not supported
(b) TE → EJ & EI (-)	Not supported
Hypothesis 5 – Environmentally sustainable consumer contexts	
TE → EJ & EI (+)	Supported
Hypothesis 6 - Financial implications	
DE → EJ & EI (+)	Supported
Hypothesis 7 - Cultural values	
(a) DE → EJ & EI (+) traditional	Not supported
(b) TE → EJ & EI (+) traditional	Not supported
Hypothesis 8 - Personal relationship	
(a) DE → EJ & EI (-) victim	Supported
(b) DE → EJ & EI (-) beneficiary	Supported
Hypothesis 9 - Personal relationship	
TE → EJ & EI (+) victim	Supported

DE = Deontological evaluation; TE = Teleological evaluation;
EJ = Ethical judgements; EI = Ethical intentions

the context of consumers than in organizations (Craft 2013). We propose that the difference in ethical environments could be responsible for the weaker effect of deontological evaluations in offline consumption. Conversely, the findings reveal no contextual differences regarding teleological evaluations, apart from a stronger effect when the issue relates to the environment. However, the predicted grand means were still significant, which suggests that teleological evaluations have a general application across the organizational and consumer contexts we explored.

Further, financial implications resulted in stronger deontological evaluations. For consumers, these material consequences likely prompt property rights concerns, which are central to established deontological teachings and judiciaries. On the other hand, for individuals in organizations, this can be due to ethical climates that foster ethical decision making when money is involved.

The Role of Stakeholders

Deontological evaluations had a weaker effect in personal relationships (i.e., greater social proximity) involving anticipated victims, yet teleological evaluations had a stronger effect. Previous studies that explore the effect of proximity on ethical responses report mixed results, such that some find that increased social proximity results in stronger ethical judgments (e.g., Eyal, Liberman, and Trope, 2008; Lo, Tsarenko, and Tojib 2019), while others find the opposite effect (e.g., Choi et al. 2017). However, our results suggest that this could be due to the differing effect that proximity with the victims may have on the moral evaluations that form ethical responses: stronger (weaker) effects for teleological (deontological) evaluations.

Practical Implications

The effect of deontological evaluations has practical managerial relevance in consumer contexts, as they correspond to preventative measures, namely educational approaches. Educational approaches stress the moral constraints of an act or provide contextual cues on normative ethical behavior expectations (Fullerton and Punj 2004). For example, the use of visual communications in a servicescape that stress the inherent rightness/wrongness associated with an action appeal directly to a deontological evaluation. Our findings complement extant literature that stresses the role of an ethical environment (e.g., Craft 2013) by suggesting that in consumer settings, educational approaches that stress deontological norms may help foster stronger ethical climates. This also has important public policy implications in terms of developing and supporting normative standards for online and offline consumer behavior.

On the other hand, teleological evaluations are more likely to relate to deterrence strategies (Dootson, Neale, and Fullerton 2014). Some previous studies examine the impact and effectiveness of various deterrence methods (Dawson 1993; Saine et al. 2021). Dootson, Neale, and Fullerton (2014) show that varying the size of a corporate victim did not influence the perceived acceptability of unethical consumer behavior. Our results advance this finding, as we show that relational levels with the victim have varying effects on both types of moral evaluations that influence ethical responses. Teleological (deontological) evaluations' effect on ethical responses is stronger (weaker) when there is a personal relationship with the victim. Thus, efforts to accentuate the victim on a relational level in a deterrence strategy could be more effective. For example, when communicating consequential information about fines or procedures following an episode of unethical behavior, management could relate the personal relationship the victim of the unethical behavior has with the perpetrator.

An additional consideration pertains to the stronger effect of teleological evaluations

from a utilitarian perspective as opposed to an egoist one. Teleological evaluations are stronger when individuals consider the consequences relative to the greater good rather than to their own self-interest. Thus, managers can signal collective sanctions or the harm/benefit of (un)ethical behavior to the greater good to encourage consumers to behave ethically. For example, to stop people smoking in hospitality venues, visual communications that portray the negative consequences to others (e.g., showing the dangers of second-hand smoke) could be utilized.

In a similar vein, our findings have relevance for sustainability practices and ecological organizations. Given that consumers rely substantially on teleological evaluations in forming ethical responses in environmentally sustainable consumer contexts, marketing efforts can be employed as a means of encouraging environmentally sustainable behavior. Such efforts could focus on deterrence strategies, such as imposing sanctions for behaving unethically in relation to the environment or by presenting beneficial consequences of doing well by it.

Limitations and Future Research Opportunities

Our study adopts the common assumption in a meta-analysis relating to research integrity and relevant disclosure of the original authors (Van Laer, Feiereisen, and Visconti 2019). We focused on accounting for methodological differences that could skew/impact the results as control variables. In addition, due to insufficient statistical information, we were unable to obtain the potential effect sizes of all previous empirical studies. An approximate 30% exclusion is not uncommon in marketing and consumer behavior meta-analyses (Eisend 2009), to which our 28% exclusion rate corresponds adequately. However, our results should still be interpreted with caution.

It should be noted that due to the nature of meta-analysis, researchers are only able to

account for contingencies with information provided in published papers or supplemented by the original authors. Therefore, there are various potential confounding variables that are unable to be accounted for. For example, due to the large range of scenarios included across studies, moderation due to differences in moral seriousness is neglected. Previous studies reveal differences in the ethical responses to different ethical issues (e.g., see Vitell and Muncy 2005) that may vary in moral seriousness. For example, in our dataset, ethical issues that relate to shoplifting (e.g., Vitell, Singhapakdi, and Thomas 2001) are likely to be perceived as more serious than issues such as improper bike-sharing (e.g., Yin, Qian, and Singhapakdi 2018).

Potential Research on Stakeholders

We argue that categorizing stakeholders on a relational level is a valid means of addressing their role in moderating the effects of ethical evaluations. This approach is consistent with arguments from existing ethical decision-making models that formed the conceptual basis for our study. For example, Hunt and Vitell's (1986) importance of stakeholders and Ferrell and Gresham's (1985) contingency framework. Such relational categorizations arguably alter psychological distance. Commonly, there is greater observed social distance between individuals in organizational relationships than in personal ones and differentiating between entities on a relational level is a frequently adopted psychological distance manipulation in experimental research (e.g., Lo, Tsarenko, and Tojib 2019). However, relational differences are only one way of establishing social distances (see Karakayali 2009; Trope, Liberman, and Wakslak 2007) and due to the nature of meta-analysis, relational properties are speculative. For example, one could have a personal relationship with their boss or colleague that is not disclosed in the paper. Thus, future research could further explore the moderating role of social distance on the relationship

between moral evaluations and ethical responses in relation to the perceived victim and/or beneficiary.

Potential Research on Offline Ethical Consumer Climates and Preventative Measures

Another key consideration worthy of future examination is the ethical climates in offline consumer contexts. We propose that the differences revealed in the effects of deontological evaluations are due to a weaker ethical climate in consumer contexts as compared to organizational contexts. However, to our knowledge, this has not yet been explored. The findings from such research would uncover the feasibility, effectiveness, and conditional restraints of preventative measures.

Although we posit the relevance that each moral evaluation (deontological and teleological) has regarding Fullerton and Punj's (2004) and Dootson, Neale, and Fullerton's (2014) conceptualization of preventative measures (educational approaches vs. deterrence strategies), there is no empirical evidence to substantiate these claims. Various measures have been studied in isolation, mainly deterrence strategies; for example, the use of CCTV (Dawson 1993), employee vigilance (Esmark, Noble, and Breazeale 2017), and manipulating victim size (Dootson, Neale, and Fullerton 2014). However, previous studies point out contentions in the literature about the effectiveness of preventative measures (Sidebottom et al. 2017) and argue that their implementation can have negative effects (Dawson 1993). We support Mitchell and Chan's (2002) argument that preventative measures are necessary, as they prevent associated losses a priori. We contest that for it to be effective, the correct approach must be adopted. Moral evaluations (deontological and teleological) offer a strong exploratory basis that is relevant to selecting the most effective preventative measure for encouraging ethical consumer behavior. Future research could explore the moderating role of moral evaluations regarding the effectiveness of different preventative measures on

consumers' ethical responses.

Potential Research on Actual Behavior

An additional potential future research path pertains to the effect of deontological and teleological evaluations on ethical behavior. The relation between judgments and intentions is theoretically (Fishbein and Ajzen 1975; Hunt and Vitell 1986) and empirically established (Albarracín et al. 2001; Madden, Ellen, and Ajzen 1992). These types of measures in ethics research are susceptible to social desirability bias (Randall and Fernande 1991). Self-reported data is also a common methodological approach (Lewandowski and Strohmetz 2009) and has been criticized in terms of validity concerns, from which business ethics research is no exception (Randall and Fernandes 1991). We focused on ethical judgments and ethical intentions, but not specifically on ethical behavior. Most of the prior studies on the effects of deontological and teleological evaluations have also examined ethical judgments and intentions, rather than behavior as the dependent variable. Although Vitell and Hunt (2015, p.32) argue that there is a strong consistency between intentions and behavior, others (see Fishbein and Ajzen 1975) note that there can be discrepancy between behavioral intentions and actual behavior. Future research should examine the link between deontological evaluations and teleological evaluations with actual consumer behavior.

Conclusion

Our meta-analytical study validated the effects of deontological and teleological evaluations on ethical judgments and ethical intentions. We also identify several contingency factors that moderate these relationships. In addition, we identify useful practical implications and fruitful avenues for future research. Overall, the findings further the understanding of consumer ethics.

References

- Akaah, Ishmael P (1997), "Influence of Deontological and Teleological Factors on Research Ethics Evaluations". *Journal of Business Research*, 39 (2), 71–80.
- Albarracín, Dolores, Blair T. Johnson, Martin Fishbein, and Paige A. Muellerleile (2001), "Theories of Reasoned Action and Planned Behavior as Models of Condom Use: A Meta-Analysis." *Psychological Bulletin*, 127 (1), 142–61.
- Anderson, Mae. (2021). Passing on your password? Streaming services are past it. *The Denver Post*, (May 14). <https://www.denverpost.com/2021/05/14/sharing-your-password-streaming-services-netflix-hulu-apple-hbo/>
- Ayers, Susan and Steven E. Kaplan (2005), "Wrongdoing by Consultants: An Examination of Employees' Reporting Intentions," *Journal of Business Ethics*, 57 (2), 121–37.
- Bateman, Connie R., and Sean R. Valentine (2010), "Investigating the Effects of Gender on Consumers' Moral Philosophies and Ethical Intentions". *Journal of Business Ethics*, 95 (3), 393–414.
- Belli, Alex, François A. Carrillat, Natalina Zlatevska, and Elizabeth Cowley (2022), "The Wellbeing Implications of Maximizing: A Conceptual Framework and Meta-analysis". *Journal of Consumer Psychology*, 32 (4), 573–96.
- Bentham, Jeremy. (1789/1996). *An introduction to the principles of morals and legislation*. Oxford, UK: Clarendon.
- Bloom, Paul. (2013). The baby in the well. *The New Yorker*, (May 13). <https://www.newyorker.com/magazine/2013/05/20/the-baby-in-the-well>.
- Bloom, Paul. (2017). "Empathy and Its Discontents". *Trends in Cognitive Sciences*, 21 (1), 24–31.
- Borenstein, Michael, Larry V. Hedges, Julian PT Higgins, and Hannah R. Rothstein. (2009). *Introduction to Meta-Analysis*. Chichester, U.K: John Wiley & Sons.
- Burns, Jane. O., and Pamela Kiecker (1995), "Tax practitioner ethics: an empirical investigation of organizational consequences". *The Journal of the American Taxation Association*, 17 (2), 20-49.
- Camerer, Colin F., Anna Dreber, Felix Holzmeister, Teck-Hua Ho, Jürgen Huber, Magnus Johannesson, Michael Kirchler, Gideon Nave, Brian A. Nosek, Thomas Pfeiffer, Adam Altmeld, Nick Buttrick, Taizan Chan, Yiling Chen, Eskil Forsell, Anup Gampa, Emma Heikensten, Lily Hummer, Taisuke Imai, Siri Isaksson, Dylan Manfredi, Julia Rose, Eric-Jan Wagenmakers, and Hang Wu (2018), "Evaluating the replicability of social science experiments in Nature and Science between 2010 and 2015," *Nature Human Behaviour*, 2 (9), 637–44.
- Carrillat, François A., Renaud Legoux, and Allègre L. Hadida (2018), "Debates and assumptions about motion picture performance: a meta-analysis," *Journal of the Academy of Marketing Science*, 46 (2), 273–99.
- Chan, Ricky Y. K., Y. H. Wong, and T. K. P. Leung (2008), "Applying Ethical Concepts to the Study of 'Green' Consumer Behavior: An Analysis of Chinese Consumers' Intentions to Bring their Own Shopping Bags," *Journal of Business Ethics*, 79 (4), 469–81.
- Chang, Hsiu-Hua (2022), "Is it unethical to waste food? exploring consumer's ethical perspectives and waste intentions," *Current Psychology*, 41 (12), 8434–48.
- Chatzidakis, Andreas and Darryn Mitussis (2007), "Computer ethics and consumer ethics: the impact of the internet on consumers' ethical decision-making process," *Journal of Consumer Behaviour*, 6 (5), 305–20.
- Cherry, John., and John Fraedrich (2000), "An empirical investigation of locus of control and the structure of moral reasoning: examining the ethical decision-making processes of sales managers". *The Journal of Personal Selling and Sales Management*, 20 (3), 173-88.

- Choi, Sungwoo, Anna S. Mattila, Hubert B. Van Hoof, and Donna Quadri-Felitti (2017), "The Role of Power and Incentives in Inducing Fake Reviews in the Tourism Industry," *Journal of Travel Research*, 56 (8), 975–87.
- Chowdhury, Rafi M. M. I. and Mario Fernando (2014), "The Relationships of Empathy, Moral Identity and Cynicism with Consumers' Ethical Beliefs: The Mediating Role of Moral Disengagement," *Journal of Business Ethics*, 124 (4), 677–94.
- Cole, Dennis, M. Joseph Sirgy, and Monroe Murphy Bird (2000), "How Do Managers Make Teleological Evaluations in Ethical Dilemmas? Testing Part of and Extending the Hunt-Vitell Model," *Journal of Business Ethics*, 26 (3), 259–69.
- Conway, Paul and Bertram Gawronski (2013), "Deontological and utilitarian inclinations in moral decision making: A process dissociation approach.," *Journal of Personality and Social Psychology*, 104 (2), 216–35.
- Craft, Jana L. (2013), "A Review of the Empirical Ethical Decision-Making Literature: 2004–2011," *Journal of Business Ethics*, 117 (2), 221–59.
- Culiberg, Barbara and Domen Bajde (2013), "Consumer recycling: An ethical decision-making process," *Journal of Consumer Behaviour*, 12 (6), 449–59.
- Curry, Oliver Scott, Daniel Austin Mullins, and Harvey Whitehouse (2019), "Is It Good to Cooperate? Testing the Theory of Morality-as-Cooperation in 60 Societies," *Current Anthropology*, 60 (1), 47–69.
- Dawson, Scott (1993), "Consumer Responses to Electronic Article Surveillance Alarms". *Journal of Retailing*, 69 (3), 353–62.
- DeConinck, James B., and William F. Lewis (1997), "The Influence of Deontological and Teleological Considerations and Ethical Climate on Sales Managers' Intentions to Reward or Punish Sales Force Behavior". *Journal of Business Ethics*, 16 (5), 497–506.
- Dootson, Paula, Larry Neale, and Sam Fullerton (2014), When size matters: exploring perceptions and justifications of deviant consumer behavior. In J. Cotte & S. Wood (Eds.), *Advances in Consumer Research Vol. 42* (pp. 298-301). Duluth, MN, Association for Consumer Research.
- Duval, Sue, and Richard Tweedie (2000), "Trim and Fill: A Simple Funnel-Plot-Based Method of Testing and Adjusting for Publication Bias in Meta-Analysis". *Biometrics* 56 (2): 455–63.
- Eisend, Martin (2009), "A Meta-Analysis of Humor in Advertising". *Journal of the Academy of Marketing Science*, 37 (2), 191–203.
- Eisend, Martin (2019), "Morality Effects and Consumer Responses to Counterfeit and Pirated Products: A Meta-Analysis". *Journal of Business Ethics*, 154 (2), 301–23.
<https://doi.org/10.1007/s10551-016-3406-1>.
- Esmark, Carol L., Stephanie M. Noble, and Michael J. Breazeale (2017), "I'll Be Watching You: Shoppers' Reactions to Perceptions of Being Watched by Employees". *Journal of Retailing*, 93 (3), 336–49.
- Eyal, Tal, Nira Liberman, and Yaacov Trope (2008), "Judging near and Distant Virtue and Vice". *Journal of Experimental Social Psychology*, 44 (4), 1204–9.
- Federal Bureau of Investigation. (2020). *Internet Crime Report 2020*. Internet Crime Complaint Center. https://www.ic3.gov/Media/PDF/AnnualReport/2020_IC3Report.pdf.
- Ferguson, Christopher J. and Michael T. Brannick (2012), "Publication bias in psychological science: Prevalence, methods for identifying and controlling, and implications for the use of meta-analyses.," *Psychological Methods*, 17 (1), 120–28.
- Fishbein, Martin, and Icek Ajzen (1975), *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Forsyth, Donelson R., Ernest H. O'Boyle, and Michael A. McDaniel (2008), "East Meets West: A Meta-Analytic Investigation of Cultural Variations in Idealism and Relativism".

- Journal of Business Ethics*, 83 (4), 813–33.
- Freeman, R. Edward., Jeffery S. Harrison, and Stelios Zyglidopoulos. (2018). *Stakeholder theory: concepts and strategies*. Cambridge, UK: Cambridge University Press.
- Freestone, Oliver, and Vince Mitchell. 2004. “Generation Y Attitudes Towards E-Ethics and Internet-Related Misbehaviours”. *Journal of Business Ethics*, 54 (2), 121–28.
- Friesdorf, Rebecca, Paul Conway, and Bertram Gawronski (2015), “Gender Differences in Responses to Moral Dilemmas: A Process Dissociation Analysis”. *Personality and Social Psychology Bulletin*, 41 (5), 696–713.
- Fullerton, Ronald. A., and Girish. Punj (2004), “Repercussions of Promoting an Ideology of Consumption: Consumer Misbehavior”. *Journal of Business Research*, 57 (11), 1239–49.
- Gibson, Kevin (2000), “The moral basis of stakeholder theory”. *Journal of Business Ethics*, 26 (3), 245–57.
- Gino, Francesca, and Cassie Mogilner (2014), “Time, Money, and Morality”. *Psychological Science*, 25 (2), 414–21.
- Gómez, Miguel I., Edward W. McLaughlin, and Dick R. Wittink (2004), “Customer Satisfaction and Retail Sales Performance: An Empirical Investigation”. *Journal of Retailing*, 80 (4), 265–78.
- Gray, Kurt, Adam Waytz, and Liane Young (2012), “The Moral Dyad: A Fundamental Template Unifying Moral Judgment”. *Psychological Inquiry*, 23 (2), 206–15.
- Haidt, Jonathan. (2012). *The Righteous Mind*, London, UK: Penguin Group.
- Han, Mei and Arturo Z. Vasquez (2019), “Examination of cyber aggression by adult consumers: ethical framework and drivers,” *Journal of Information, Communication and Ethics in Society*, 18 (2), 305–19.
- Harris, Lloyd C., and Kate L. Reynolds (2003), “The Consequences of Dysfunctional Customer Behavior”. *Journal of Service Research*, 6 (2), 144–61.
- Hassan, Syed Masroor, Zillur Rahman, and Justin Paul (2021), “Consumer Ethics: A Review and Research Agenda”. *Psychology & Marketing*, 39 (1), 111–30.
- Hedges, Larry V. and Jack L. Vevea (1998), “Fixed- and random-effects models in meta-analysis,” *Psychological Methods*, 3 (4), 486–504.
- Hollander, Stanley C. and Kathleen M. Rassuli (1999), “Shopping with other People’s Money: The Marketing Management Implications of Surrogate-Mediated Consumer Decision Making,” *Journal of Marketing*, 63 (2), 102–18.
- Hunt, Shelby D. and Arturo Z. Vasquez-Parraga (1993), “Organizational Consequences, Marketing Ethics, and Salesforce Supervision,” *Journal of Marketing Research*, 30 (1), 78–90.
- Hunt, Shelby D. and Scott Vitell (1986), “A General Theory of Marketing Ethics,” *Journal of Macromarketing*, 6 (1), 5–16.
- Hunt, Shelby D. and Scott J. Vitell (2006), “The General Theory of Marketing Ethics: A Revision and Three Questions,” *Journal of Macromarketing*, 26 (2), 143–53.
- Inglehart, Ronald. (2006). “Mapping global values”. *Comparative Sociology*, 5 (2-3), 115–36.
- Inglehart, Ronald and Wayne E. Baker (2000), “Modernization, cultural change, and the persistence of traditional values”. *American Sociological Review*, 65 (1), 19–51.
- Inglehart, Ronald, Christian Haerpfer, Alejandro Moreno, Christian Welzel, Kseniya Kizilova, Jaime Diez-Medrano, Marta Lagos, Pippa Norris, Eduard Ponarin, and Bi Puranen (2014), *World Values Survey: Round Six—Country-Pooled Datafile Version*. Madrid, Spain: JD Systems Institute.
- International Telecommunication Union. (2020). *Measuring Digital Development Facts and Figures 2020*. <https://www.itu.int/en/ITU-D/Statistics/Documents/facts/FactsFigures2020.pdf>.

- Johnson, Deborah. G. (1997), "Ethics online". *Communications of the ACM*, 40 (1), 60-69.
- Jones, Thomas M (1991), "Ethical Decision Making by Individuals in Organizations: An Issue-Contingent Model". *The Academy of Management Review*, 16 (2), 366-95.
- Jordan, Matthew R., Dorsa Amir, and Paul Bloom (2016), "Are Empathy and Concern Psychologically Distinct?" *Emotion*, 16 (8), 1107-16.
- Jugović Spajić, Damjan. (2022). Piracy Is Back: Piracy Statistics for 2022. *DataProt*. February 9. <https://dataprot.net/statistics/piracy-statistics/>.
- Kant, Immanuel. (1785/1993). *Grounding for the Metaphysics of Morals*, 3rd ed., trans. J. W. Ellington. Indianapolis, IN: Hackett.
- Karakayali, Nedim. (2009). Social distance and affective orientations 1. In *Sociological Forum* (Vol. 24, No. 3, pp. 538-562). Oxford, UK: Blackwell Publishing Ltd.
- Kouchaki, Maryam, Kristin Smith-Crowe, Arthur P. Brief, and Carlos Sousa. (2013). "Seeing Green: Mere Exposure to Money Triggers a Business Decision Frame and Unethical Outcomes". *Organizational Behavior and Human Decision Processes*, 121 (1), 53-61.
- Leonard, Lori N. K. and Kiku Jones (2017), "Ethical Awareness of Seller's Behavior in Consumer-to-Consumer Electronic Commerce: Applying the Multidimensional Ethics Scale," *Journal of Internet Commerce*, 16 (2), 202-18.
- Lewandowski Jr, Gary W. and David B. Strohmets (2009), "Actions Can Speak as Loud as Words: Measuring Behavior in Psychological Science," *Social and Personality Psychology Compass*, 3 (6), 992-1002.
- Lo, Carolyn J., Yelena Tsarenko, and Dewi Tojib (2019), "Does consumer-firm affiliation matter? The impact of social distance on consumers' moral judgments," *Psychology & Marketing*, 36 (12), 1215-25.
- Love, Ed, Tara Ceranic Salinas, and Jeff D. Rotman (2020), "The Ethical Standards of Judgment Questionnaire: Development and Validation of Independent Measures of Formalism and Consequentialism," *Journal of Business Ethics*, 161 (1), 115-32.
- Luca Casali, Gian, and Mirko Perano (2021), "Forty Years of Research on Factors Influencing Ethical Decision Making: Establishing a Future Research Agenda". *Journal of Business Research*, 132, 614-30.
- Lund, Daulatram, B (2001), "Deontological and teleological influences on marketing research ethics". *Journal of Applied Business Research*, 17 (2), 65-82.
- Macdonald, James E. and Caryn L. Beck-Dudley (1994), "Are deontology and teleology mutually exclusive?," *Journal of Business Ethics*, 13 (8), 615-23.
- Madden, Thomas J., Pamela Scholder Ellen, and Icek Ajzen (1992), "A Comparison of the Theory of Planned Behavior and the Theory of Reasoned Action," *Personality and Social Psychology Bulletin*, 18 (1), 3-9.
- Mansell, Samuel (2013), "Shareholder Theory and Kant's 'Duty of Beneficence,'" *Journal of Business Ethics*, 117 (3), 583-99.
- Mayo, Michael A. and Lawrence J. Marks (1990), "An empirical investigation of a general theory of marketing ethics," *Journal of the Academy of Marketing Science*, 18 (2), 163-71.
- Mencl, Jennifer and Douglas R. May (2009), "The Effects of Proximity and Empathy on Ethical Decision-Making: An Exploratory Investigation," *Journal of Business Ethics*, 85 (2), 201-26.
- Mitchell, Vince W., George Balabanis, Bodo B. Schlegelmilch, and T. Bettina Cornwell (2009), "Measuring Unethical Consumer Behavior Across Four Countries," *Journal of Business Ethics*, 88 (2), 395-412.
- Mitchell, V.-W. and Joseph Ka Lun Chan (2002), "Investigating UK Consumers' Unethical Attitudes and Behaviours," *Journal of Marketing Management*, 18 (1-2), 5-26.
- Moher, David, Alessandro Liberati, Jennifer Tetzlaff, Douglas G. Altman, and The PRISMA

- Group (2009), "Preferred Reporting Items for Systematic Reviews and Meta-Analyses: The PRISMA Statement," *PLoS Medicine*, 6 (7), e1000097.
- Muncy, James A. and Scott J. Vitell (1992), "Consumer ethics: An investigation of the ethical beliefs of the final consumer," *Journal of Business Research*, 24 (4), 297–311.
- National Retail Federation. (2019). *Consumer Returns in the Retail Industry 2019*. <https://apprissretail.com/wp-content/uploads/sites/4/2020/01/AR3019-2019-Customer>Returns-in-the-Retail-Industry.pdf>.
- Nawrotzki, Raphael J. (2012), "The Politics of Environmental Concern: A Cross-National Analysis," *Organization & Environment*, 25 (3), 286–307.
- Nova-Reyes, Andrés, Francisco Muñoz-Leiva, and Teodoro Luque-Martínez (2020), "The Tipping Point in the Status of Socially Responsible Consumer Behavior Research? A Bibliometric Analysis," *Sustainability*, 12 (8), 3141.
- Organisation for Economic Co-operation and Development. (2019). *Trade in fake goods is now 3.3% of world trade and rising*. [oecd.org/governance/trade-in-fake-goods-is-now-33-of-world-trade-and-rising.htm](https://www.oecd.org/governance/trade-in-fake-goods-is-now-33-of-world-trade-and-rising.htm).
- Organisation for Economic Co-operation and Development. (2020). COVID-19 and the retail sector: impact and policy responses. <https://www.oecd.org/coronavirus/policy-responses/covid-19-and-the-retail-sector-impact-and-policy-responses-371d7599/>
- Palmer, Clare, Katie McShane, and Ronald Sandler (2014), "Environmental Ethics," *Annual Review of Environment and Resources*, 39 (1), 419–42.
- Pan, Yue and John R. Sparks (2012), "Predictors, consequence, and measurement of ethical judgments: Review and meta-analysis," *Journal of Business Research*, 65 (1), 84–91.
- Phillips, Robert, R. Edward Freeman, and Andrew C. Wicks (2003), "What Stakeholder Theory is Not," *Business Ethics Quarterly*, 13 (4), 479–502.
- Polman, Evan, Daniel A Effron, and Meredith R Thomas (2018), "Other People's Money: Money's Perceived Purchasing Power Is Smaller for Others Than for the Self," *Journal of Consumer Research*, (V. Morwitz and P. Aggarwal, eds.), 45 (1), 109–25.
- Randall, Donna M. and Maria F. Fernandes (1991), "The social desirability response bias in ethics research," *Journal of Business Ethics*, 10 (11), 805–17.
- Reidenbach, R. Eric, Donald P. Robin, and Lyndon Dawson (1991), "An application and extension of a multidimensional ethics scale to selected marketing practices and marketing groups," *Journal of the Academy of Marketing Science*, 19 (2), 83–92.
- Rest, James. R (1986), *Moral Development: Advances in Research and Theory*. New York: Praeger.
- Rosenberg, Michael S. (2005), "The file-drawer problem revisited: a general weighted method for calculating fail-safe numbers in meta-analysis," *Evolution*, 59 (2), 464–68.
- Rosenthal, Robert (1979), "The file drawer problem and tolerance for null results.," *Psychological Bulletin*, 86 (3), 638–41.
- Saban, Kenneth A., Elaine McGivern, and Jan Napoleon Saykiewicz (2002), "A Critical Look at the Impact of Cybercrime on Consumer Internet Behavior," *Journal of Marketing Theory and Practice*, 10 (2), 29–37.
- Saine, Ruby, Alexander J. Kull, Ali Besharat, and Sajeev Varki (2021), "I See Me: The Role of Observer Imagery in Reducing Consumer Transgressions," *Journal of Business Ethics*, 168 (4), 721–32.
- Sandberg, Joakim (2013), "Deontology," in *Encyclopedia of Sciences and Religions*, A. L. C. Runehov and L. Oviedo, eds., Dordrecht: Springer Netherlands, 603–8.
- Shang, Rong-An, Yu-Chen Chen, and Pin-Cheng Chen (2008), "Ethical Decisions About Sharing Music Files in the P2P Environment," *Journal of Business Ethics*, 80 (2), 349–65.
- Shapeero, Mike, Hian Chye Koh, and Larry N. Killough (2003), "Underreporting and

- premature sign-off in public accounting,” *Managerial Auditing Journal*, 18 (6/7), 478–89.
- Sidebottom, Aiden, Amy Thornton, Lisa Thompson, Jyoti Belur, Nick Tilley, and Kate Bowers (2017), “A systematic review of tagging as a method to reduce theft in retail environments,” *Crime Science*, 6 (1), 7.
- Singhapakdi, Anusorn and Scott J. Vitell (1991), “Research note: Selected factors influencing marketers’ deontological norms,” *Journal of the Academy of Marketing Science*, 19 (1), 37–42.
- Stanley, Tom D., and Hristos Doucouliagos. (2012). *Meta-regression Analysis in Economics and Business*. London, UK: Routledge.
- Sterne, Jonathan AC, and Matthias Egger. (2005). “Regression methods to detect publication and other bias in meta-analysis”. In H. R. Rothstein, A. J. Sutton, & M. Borenstein (Eds.), *Publication Bias in Meta-Analysis: Prevention, Assessment, and Adjustments* (pp. 73-98). London, UK: Routledge.
- Trope, Yaacov, Nira Liberman, and Cheryl Wakslak (2007), “Construal Levels and Psychological Distance: Effects on Representation, Prediction, Evaluation, and Behavior,” *Journal of Consumer Psychology*, 17 (2), 83–95.
- United Nations Statistics Division. (2021). *Per capita GNI at current prices - US dollars*. <http://data.un.org/Data.aspx?d=SNAAMA&f=grID:103;currID:USD;pcFlag:1>.
- Valentine, Sean R. and Terri L. Rittenburg (2004), “Spanish and American Business Professionals’ Ethical Evaluations in Global Situations,” *Journal of Business Ethics*, 51 (1), 1–14.
- Van Den Noortgate, Wim and Patrick Onghena (2008), “A multilevel meta-analysis of single-subject experimental design studies,” *Evidence-Based Communication Assessment and Intervention*, 2 (3), 142–51.
- Van Laer, Tom, Stephanie Feiereisen, and Luca M. Visconti (2019), “Storytelling in the digital era: A meta-analysis of relevant moderators of the narrative transportation effect,” *Journal of Business Research*, 96, 135–46.
- Viechtbauer, Wolfgang (2010), “Conducting Meta-Analyses in R with the **metafor** Package,” *Journal of Statistical Software*, 36 (3).
- Viechtbauer, Wolfgang and Mike W.-L. Cheung (2010), “Outlier and influence diagnostics for meta-analysis,” *Research Synthesis Methods*, 1 (2), 112–25.
- Vitell, Scott J. and Shelby D. Hunt (2015), “The general theory of marketing ethics: the consumer ethics and intentions issues,” in *Handbook on Ethics and Marketing*, A. Nill, ed., Edward Elgar Publishing.
- Vitell, Scott J. and James Muncy (2005), “The Muncy–Vitell Consumer Ethics Scale: A Modification and Application,” *Journal of Business Ethics*, 62 (3), 267–75.
- Vitell, Scott J., Saviour L. Nwachukwu, and James H. Barnes (1993), “The effects of culture on ethical decision-making: An application of Hofstede’s typology,” *Journal of Business Ethics*, 12 (10), 753–60.
- Vitell, Scott J., Anusorn Singhapakdi, and James Thomas (2001), “Consumer ethics: an application and empirical testing of the Hunt-Vitell theory of ethics,” *Journal of Consumer Marketing*, 18 (2), 153–78.
- Vohs, Kathleen D. (2015), “Money priming can change people’s thoughts, feelings, motivations, and behaviors: An update on 10 years of experiments,” *Journal of Experimental Psychology: General*, 144 (4), e86–93.
- Wan, Wendy W. N., Chung-Leung Luk, Oliver H. M. Yau, Alan C. B. Tse, Leo Y. M. Sin, Kenneth K. Kwong, and Raymond P. M. Chow (2009), “Do Traditional Chinese Cultural Values Nourish a Market for Pirated CDs?,” *Journal of Business Ethics*, 88 (S1), 185–96.
- Wason, Kelly D., Michael J. Polonsky, and Michael R. Hyman (2002), “Designing Vignette Studies in Marketing,” *Australasian Marketing Journal*, 10 (3), 41–58.

- Yang, Qing, Xiaochang Wu, Xinyue Zhou, Nicole L. Mead, Kathleen D. Vohs, and Roy F. Baumeister (2013), "Diverging effects of clean versus dirty money on attitudes, values, and interpersonal behavior.," *Journal of Personality and Social Psychology*, 104 (3), 473–89.
- Yin, Juelin, Lixian Qian, and Anusorn Singhapakdi (2018), "Sharing Sustainability: How Values and Ethics Matter in Consumers' Adoption of Public Bicycle-Sharing Scheme," *Journal of Business Ethics*, 149 (2), 313–32.
- Yoon, Cheolho (2012), "Digital piracy intention: a comparison of theoretical models," *Behaviour & Information Technology*, 31 (6), 565–76.
- Žeželj, Iris L. and Biljana R. Jokić (2014), "Replication of Experiments Evaluating Impact of Psychological Distance on Moral Judgment: (;)," *Social Psychology*, 45 (3), 223–31.
- Zhuang, Guijun, Neil C. Herndon, and Alex S.L. Tsang (2014), "Impact of firms' policies on Chinese industrial purchasers' ethical decision making," *Journal of Purchasing and Supply Management*, 20 (4), 251–62.
- Zimmerman, Donald W. and Richard H. Williams (1997), "Properties of the Spearman Correction for Attenuation for Normal and Realistic Non-Normal Distributions," *Applied Psychological Measurement*, 21 (3), 253–70.
- Zlatevska, Natalina, Chris Dubelaar, and Stephen S. Holden (2014), "Sizing up the Effect of Portion Size on Consumption: A Meta-Analytic Review," *Journal of Marketing*, 78 (3), 140–54.

**Appendix: A Meta-Analytical Assessment of the Effect of Deontological Evaluations
and Teleological Evaluations on Ethical Judgments/Intentions**

The materials below are provided to aid the understanding of Essay 1. These are referred to at various points in the manuscript in reference to the relevant discussion.

Appendix A: List of Studies Included and Excluded (with Reasons)

Full reference	Included	Reason for exclusion
Agag, G., & Colmekcioglu, N. (2020). Understanding guests' behavior to visit green hotels: The role of ethical ideology and religiosity. <i>International Journal of Hospitality Management</i> , 91, 102679.	×	This paper's independent variable is ineligible.
Ahmad, N. H., Ansari, M. A., & Aafaqi, R. (2005). Ethical reasoning: The impact of ethical dilemma, egoism and belief in just world. <i>Asian Academy of Management Journal</i> , 10 (2), 81–101.	×	This paper's dependent variable is ineligible.
Akaah, I. P. (1997). Influence of Deontological and Teleological Factors on Research Ethics Evaluations. <i>Journal of Business Research</i> , 39 (2), 71-80.	✓	This paper is eligible for inclusion in the meta-analysis.
Alder, G. S. (1998). Ethical issues in electronic performance monitoring: A consideration of deontological and teleological perspectives. <i>Journal of Business Ethics</i> , 17 (7), 729-743	×	This paper is not empirical.
Alder, G. S., Schminke, M., Noel, T. W., & Kuenzi, M. (2008). Employee reactions to internet monitoring: The moderating role of ethical orientation. <i>Journal of Business Ethics</i> , 80 (3), 481-498.	×	This paper's independent variable is ineligible.
Andersch, H., Arnold, C., Seemann, A. K., & Lindenmeier, J. (2019). Understanding ethical purchasing behavior: Validation of an enhanced stage model of ethical behavior. <i>Journal of Retailing and Consumer Services</i> , 48, 50-59.	×	This paper's independent variable is ineligible.
Arias-Oliva, M., Pelegrín-Borondo, J., Almahameed, A. A., & Andrés-Sánchez, J. D. (2021). Ethical Attitudes toward COVID-19 Passports: Evidences from Spain. <i>International Journal of Environmental Research and Public Health</i> , 18 (24), 13098.	×	This paper's dependent variable is ineligible.
Arli, D., Tjiptono, F., & Porto, R. (2015). The impact of moral equity, relativism and attitude on individuals' digital piracy behaviour in a developing country. <i>Marketing Intelligence & Planning</i> , 33 (3), 348-365.	×	This paper's independent variable is ineligible.
Arli, D., & Tjiptono, F. (2021). The effect of consumers' religiosity on consumer ethics: the mediating role of ethical ideology. <i>Asia Pacific Journal of Marketing and Logistics</i> .	×	This paper's independent variable is ineligible.
Ayers, S., & Kaplan, S. E. (2005). Wrongdoing by consultants: An examination of employees' reporting intentions. <i>Journal of Business Ethics</i> , 57 (2), 121-137.	✓	This paper is eligible for inclusion in the meta-analysis.
Babin, B. J., Griffin, M., & Boles, J. S. (2004). Buyer reactions to ethical beliefs in the retail environment. <i>Journal of Business Research</i> , 57 (10), 1155-1163.	×	This paper's dependent variable is ineligible.
Bancroft, P. C. (2002). <i>An investigation of moral reasoning as a predictor of ethical awareness, ethical intention and ethical orientation</i> . [Unpublished Doctoral Dissertation]. Nova Southeastern University.	✓	This paper is eligible for inclusion in the meta-analysis.
Barbarossa, C., Beckmann, S. C., De Pelsmacker, P., Moons, I., & Gwozdz, W. (2015). A self-identity based model of electric car adoption intention: A cross-cultural comparative study. <i>Journal of Environmental Psychology</i> , 42, 149-160.	✓	This paper is eligible for inclusion in the meta-analysis.

Barbarossa, C., & De Pelsmacker, P. (2016). Positive and negative antecedents of purchasing eco-friendly products: A comparison between green and non-green consumers. <i>Journal of Business Ethics</i> , 134 (2), 229-247.	×	This paper's dependent variable is ineligible.
Barnett, T., Bass, K., Brown, G., & Hebert, F. J. (1998). Ethical ideology and the ethical judgments of marketing professionals. <i>Journal of Business Ethics</i> , 17 (7), 715-723.	×	This paper's independent variable is ineligible.
Barnett, T., & Vaicys, C. (2000). The moderating effect of individuals' perceptions of ethical work climate on ethical judgments and behavioral intentions. <i>Journal of Business Ethics</i> , 27 (4), 351-362.	×	This paper's independent variable is ineligible.
Barry, B., Olekalns, M., & Rees, L. (2019). An ethical analysis of emotional labor. <i>Journal of Business Ethics</i> , 160 (1), 17-34.	×	This paper is not empirical.
Bass, K., Barnett, T., & Brown, G. (1998). The moral philosophy of sales managers and its influence on ethical decision making. <i>Journal of Personal Selling & Sales Management</i> , 18 (2), 1-17.	×	This paper's independent variable is ineligible.
Bateman, C. R., & Valentine, S. R. (2010). Investigating the Effects of Gender on Consumers' Moral Philosophies and Ethical Intentions. <i>Journal of Business Ethics</i> , 95 (3), 393-414.	✓	This paper is eligible for inclusion in the meta-analysis.
Bateman, C. R., Valentine, S., & Rittenburg, T. (2013). Ethical decision making in a peer-to-peer file sharing situation: The role of moral absolutes and social consensus. <i>Journal of Business Ethics</i> , 115 (2), 229-240.	×	This paper's independent variable is ineligible.
Beekun, R. I., Stedham, Y., Yamamura, J. H., & Barghouti, J. A. (2003). Comparing business ethics in Russia and the US. <i>The International Journal of Human Resource Management</i> , 14 (8), 1333-1349.	✓	This paper is eligible for inclusion in the meta-analysis.
Beekun, R. I., Hamdy, R., Westerman, J. W., & HassabElnaby, H. R. (2008). An exploration of ethical decision-making processes in the United States and Egypt. <i>Journal of Business Ethics</i> , 82 (3), 587-605.	✓	This paper is eligible for inclusion in the meta-analysis.
Beekun, R. I., Stedham, Y., Westerman, J. W., & Yamamura, J. H. (2010). Effects of justice and utilitarianism on ethical decision making: A cross-cultural examination of gender similarities and differences. <i>Business Ethics: A European Review</i> , 19 (4), 309-325.	✓	This paper is eligible for inclusion in the meta-analysis.
Bimpli, I. (2015). <i>Investigating Ethical Decision Making in Marketing Research: An Exploratory Study Towards the Interaction of Different Moral Agents in Marketing Research</i> . [Unpublished Doctoral Dissertation]. University of Bradford	×	This paper is not empirical.
Bouguerra, A., Mzoughi, N., Garrouch, K., & Bouazza, H. (2011). The impact of the sellers perceived ethical behaviour on consumers emotions and behaviour intention. <i>International Journal of Psychology and Counselling</i> , 3 (4), 79-89.	×	This paper's dependent variable is ineligible.

Blodgett, J. G., Lu, L. C., Rose, G. M., & Vitell, S. J. (2001). Ethical sensitivity to stakeholder interests: A cross-cultural comparison. <i>Journal of the Academy of Marketing Science</i> , 29 (2), 190-202.	×	This paper's independent variable is ineligible.
Bowen, S. (2004). Organizational factors encouraging ethical decision making: An exploration into the case of an exemplar. <i>Journal of Business Ethics</i> , 52 (4), 311-324.	×	This paper is not empirical.
Bregman, R., Peng, D. X., & Chin, W. (2015). The effect of controversial global sourcing practices on the ethical judgments and intentions of U.S. consumers. <i>Journal of Operations Management</i> , 36 (1), 229-243.	✓	This paper is eligible for inclusion in the meta-analysis.
Brinkmann, J. (2004). Looking at consumer behavior in a moral perspective. <i>Journal of Business Ethics</i> , 51 (2), 129-141.	×	This paper is not empirical.
Burns, J. O. & Kiecker, P. (1995). Tax practitioner ethics: An empirical investigation of organizational consequences. <i>The Journal of the American Taxation Association</i> , 17 (2), 20-49.	✓	This paper is eligible for inclusion in the meta-analysis.
Casali, G. L. (2011). Developing a multidimensional scale for ethical decision making. <i>Journal of Business Ethics</i> , 104 (4), 485-497	×	This paper is for scale development.
Caulfield, J. L., Baird, C. A., & Lee, F. K. (2020). The Ethicality of Point-of-Sale Marketing Campaigns: Normative Ethics Applied to Cause-Related Checkout Charities. <i>Journal of Business Ethics</i> , 1-16.	×	This paper is not empirical.
Clark, J. W., & Dawson, L. E. (1996). Personal religiousness and ethical judgements: An empirical analysis. <i>Journal of Business Ethics</i> , 15 (3), 359-372.	×	This paper's independent variable is ineligible.
Chan, R., Wong, Y., & Leung, T. (2008). Applying Ethical Concepts to the Study of "Green" Consumer Behavior: An Analysis of Chinese Consumers' Intentions to Bring their Own Shopping Bags. <i>Journal of Business Ethics</i> , 79 (4), 469-481.	✓	This paper is eligible for inclusion in the meta-analysis.
Chang, H.-H. (2021). Is it unethical to waste food? exploring consumer's ethical perspectives and waste intentions. <i>Current Psychology</i> . https://doi.org/10.1007/s12144-020-01257-3	✓	This paper is eligible for inclusion in the meta-analysis.
Chang, S. H. & Chou, C. H. (2018). Consumer Intention toward Bringing Your Own Shopping Bags in Taiwan: An Application of Ethics Perspective and Theory of Planned Behavior. <i>Sustainability</i> , 10 (6).	✓	This paper is eligible for inclusion in the meta-analysis.
Charters, D. (2002). Electronic monitoring and privacy issues in business-marketing: The ethics of the doubleclick experience. <i>Journal of Business Ethics</i> , 35 (4), 243-254.	×	This paper is not empirical.
Cherry, J., & Fraedrich, J. (2000). An Empirical Investigation of Locus of Control and the Structure of Moral Reasoning: Examining the Ethical Decision-Making Processes of Sales Managers. <i>The Journal of Personal Selling and Sales Management</i> , 20 (3), 173-188.	✓	This paper is eligible for inclusion in the meta-analysis.
Cherry, J., & Fraedrich, J. (2002). Perceived risk, moral philosophy and marketing ethics: mediating influences on sales managers' ethical decision-making. <i>Journal of Business Research</i> , 55 (12), 951-962.	✓	This paper is eligible for inclusion in the meta-analysis.
Cherry, J., Lee, M., & Chien, C. S. (2003). A Cross-Cultural Application of a Theoretical Model of Business Ethics: Bridging the Gap between Theory and Data. <i>Journal of Business Ethics</i> , 44 (4), 359-376.	✓	This paper is eligible for inclusion in the meta-analysis.

Chiang, L. & Lee, B. (2011). Ethical Attitude and Behaviors Regarding Computer Use. <i>Ethics & Behavior</i> , 21 (6), 481-497.	×	This paper's independent variable is ineligible.
Chudzicka-Czupala, A. (2013). Ethical ideology as a predictor of ethical decision making. <i>International Journal of Management and Business</i> , 4 (1), 28-41.	×	This paper's independent variable is ineligible.
Christensen, A. L., & Woodland, A. (2018). An Investigation of the Relationships Among Volunteer Income Tax Assistance (VITA) Participation and Ethical Judgment and Decision Making. <i>Journal of Business Ethics</i> , 147 (3), 529–543.	×	There is a lack of statistical information to be able to include this paper.
Cohen, J. (2001). Appreciating, understanding and applying universal moral principles. <i>Journal of Consumer Marketing</i> , 18 (7), 578–595.	×	This paper is not empirical.
Cole, D., Sirgy, M. J., & Bird, M. M. (2000). How do managers make teleological evaluations in ethical dilemmas? Testing part of and extending the Hunt-Vitell model. <i>Journal of Business Ethics</i> , 26 (3), 259-269.	×	This paper's independent variable is ineligible.
Conway, P., & Gawronski, B. (2013). Deontological and utilitarian inclinations in moral decision making: a process dissociation approach. <i>Journal of Personality and Social Psychology</i> , 104 (2), 216.	×	This paper's independent variable is ineligible.
Conway, E., & Kotera, Y. (2020). Ethical judgement and intent in business school students: the role of the psyche?. <i>International Journal of Ethics Education</i> , 5 (2), 151-186.	✓	This paper is eligible for inclusion in the meta-analysis.
Cornelissen, G., Bashshur, M. R., Rode, J., & Le Menestrel, M. (2013). Rules or consequences? The role of ethical mind-sets in moral dynamics. <i>Psychological Science</i> , 24 (4), 482-488.	×	This paper's independent variable is ineligible.
Cruz, C. A., Shafer, W. E., & Strawser, J. R. (2000). A multidimensional analysis of tax practitioners' ethical judgments. <i>Journal of Business Ethics</i> , 24 (3), 223-244.	×	There is a lack of statistical information to be able to include this paper.
Davis, M. A., Andersen, M. G., & Curtis, M. B. (2001). Measuring ethical ideology in business ethics: A critical analysis of the ethics position questionnaire. <i>Journal of Business Ethics</i> , 32 (1), 35-53.	×	This paper's independent variable is ineligible.
DeConinck, J. B., & Good, D. J. (1989). Perceptual differences of sales practitioners and students concerning ethical behavior. <i>Journal of Business Ethics</i> , 8 (9), 667-676.	×	This paper's independent variable is ineligible.
DeConinck, J. B., & Lewis, W. F. (1997). The influence of deontological and teleological considerations and ethical climate on sales managers' intentions to reward or punish sales force behavior. <i>Journal of Business Ethics</i> , 16 (5), 497-506.	✓	This paper is eligible for inclusion in the meta-analysis.
Desmond, J., & Crane, A. (2004). Morality and the consequences of marketing action. <i>Journal of Business Research</i> , 57 (11), 1222-1230.	×	This paper is not empirical.
Dierksmeier, C. (2013). Kant on virtue. <i>Journal of Business Ethics</i> , 113 (4), 597-609.	×	This paper is not empirical.
Dong, R., Lu, T., Hu, Q., & Ni, S. (2021). The effect of formalism on unethical decision making: The mediating effect of moral disengagement and moderating effect of moral attentiveness. <i>Business Ethics, the Environment & Responsibility</i> , 30 (1), 127-142.	×	This paper's independent variable is ineligible.

Donoho, C. L., Polonsky, M. J., Roberts, S., & Cohen, D. A. (2001). A cross-cultural examination of the general theory of marketing ethics: does it apply to the next generation of managers? <i>Asia Pacific Journal of Marketing and Logistics</i> , 13 (2), 45–63	×	There is a lack of statistical information to be able to include this paper.
Douglas, M. A., & Swartz, S. M. (2017). Knights of the Road: Safety, Ethics, and the Professional Truck Driver. <i>Journal of Business Ethics</i> , 142 (3), 567-588.	✓	This paper is eligible for inclusion in the meta-analysis.
Dražček, M., Rejc Buhovac, A., & Mesner Andolšek, D. (2021). Moral pragmatism as a bridge between duty, utility, and virtue in managers' ethical Decision-Making. <i>Journal of Business Ethics</i> , 172 (4), 803-819.	×	This paper's independent variable is ineligible.
Dubljević, V., Sattler, S., & Racine, E. (2018). Deciphering moral intuition: How agents, deeds, and consequences influence moral judgment. <i>PloS One</i> , 13 (10).	×	This paper's independent variable is ineligible.
Eisend, M. (2019). Morality Effects and Consumer Responses to Counterfeit and Pirated Products: A Meta-analysis. <i>Journal of Business Ethics</i> , 154 (2), 301–323.	×	This paper is a meta-analysis.
Ellis, T. & Griffith, D. (2000). The evaluation of IT ethical scenarios using a multidimensional scale. <i>The Data Base for Advances in Information Systems</i> , 32 (1), 75–85.	×	There is a lack of statistical information to be able to include this paper.
Fajrianti, S. P., & Abraham, J. (2019, December). Moral Judgment behind Prosocial Value Endorsing Online Crowdfunding Behavior: Consequentialism vs. Deontology. In <i>Proceedings of the Third Workshop on Multidisciplinary and Its Applications</i> , WMA-3, 11-14.	×	This paper's independent variable is ineligible.
Fan, Y. H. (2008). <i>The Impact of Chinese Auditors' Values on their Ethical Decision-Making in China</i> . [Unpublished Doctoral Dissertation] Curtin University of Technology.	×	This paper's independent variable is ineligible.
Fennell, D. A., & Malloy, D. C. (1999). Measuring the ethical nature of tourism operators. <i>Annals of Tourism Research</i> , 26 (4), 928–943.	×	This paper's independent variable is ineligible.
Ferguson De Jong. (2002). <i>An Empirical Investigation Regarding the Effects of Individual and Situational Factors on Ethical Decision Making in Business Situations</i> . [Unpublished Doctoral Dissertation] Oklahoma State University.	×	This paper's dependent variable is ineligible.
Fleischman, G. M., Johnson, E. N., Walker, K. B., & Valentine, S. R. (2019). Ethics versus outcomes: Managerial responses to incentive-driven and goal-induced employee behavior. <i>Journal of Business Ethics</i> , 158 (4), 951-967.	×	There is a lack of statistical information to be able to include this paper.
Fok, L. Y., Payne, D. M., & Corey, C. M. (2016). Cultural values, utilitarian orientation, and ethical decision making: A comparison of US and Puerto Rican professionals. <i>Journal of Business Ethics</i> , 134 (2), 263-279.	×	This paper's independent variable is ineligible.
Fraedrich, J. P. (1988). Philosophy type interaction in the ethical decision-making process of retailers. [Unpublished Doctoral Dissertation]. Texas A&M University.	×	This paper's independent variable is ineligible.
Fraedrich, J., & Ferrell, O. C. (1992). Cognitive consistency of marketing managers in ethical situations. <i>Journal of the Academy of Marketing Science</i> , 20 (3), 245-252.	×	This paper's independent variable is ineligible.

Fraedrich, J. P. (1993). The ethical behavior of retail managers. <i>Journal of Business Ethics</i> , 12 (3), 207-218.	×	This paper's independent variable is ineligible.
Fraedrich, J., & Iyer, R. (2008). Retailers' major ethical decision making constructs. <i>Journal of Business Research</i> , 61 (8), 834-841.	×	This paper's independent variable is ineligible.
Franchi, R., & Llanos, L. F. Ethical choices among millennials: cultural differences between the United States and Mexico. <i>Journal of International Business and Cultural Studies</i> , 11.	×	This paper's independent variable is ineligible.
Frecknall-Hughes, J., Moizer, P., Doyle, E., & Summers, B. (2017). An examination of ethical influences on the work of tax practitioners. <i>Journal of Business Ethics</i> , 146 (4), 729-745	×	This paper's dependent variable is ineligible.
Friesdorf, R., Conway, P., & Gawronski, B. (2015). Gender differences in responses to moral dilemmas: a process dissociation analysis. <i>Personality and Social Psychology Bulletin</i> , 41 (5), 696-713.	×	This paper's independent variable is ineligible.
Ge, L., & Thomas, S. (2008). A cross-cultural comparison of the deliberative reasoning of Canadian and Chinese accounting students. <i>Journal of Business Ethics</i> , 82 (1), 189-211.	×	This paper's dependent variable is ineligible.
Gotsis, G., & Kortezi, Z. (2008). Philosophical foundations of workplace spirituality: A critical approach. <i>Journal of Business Ethics</i> , 78 (4), 575-600.	×	This paper is not empirical.
Gotsis, G. N., & Kortezi, Z. (2010). Ethical considerations in organizational politics: Expanding the perspective. <i>Journal of Business Ethics</i> , 93 (4), 497-517.	×	This paper is not empirical.
Graham, K. A., Resick, C. J., Margolis, J. A., Shao, P., Hargis, M. B., & Kiker, J. D. (2020). Egoistic norms, organizational identification, and the perceived ethicality of unethical pro-organizational behavior: A moral maturation perspective. <i>Human Relations</i> , 73 (9), 1249-1277.	×	This paper's independent variable is ineligible.
Granitz, N., & Loewy, D. (2007). Applying Ethical Theories: Interpreting and Responding to Student Plagiarism. <i>Journal of Business Ethics</i> , 72 (3), 293-306.	×	This paper is not empirical.
Gudigantala, N., & Bicen, P. (2019). Do Consumers' Ethical Judgments Matter for Purchase Intentions in Online Gray Markets?. <i>Journal of Marketing Development and Competitiveness</i> , 13 (4), 27-43.	✓	This paper is eligible for inclusion in the meta-analysis.
Ha, & Lennon, S. J. (2006). Purchase Intent for Fashion Counterfeit Products: Ethical Ideologies, Ethical Judgments, and Perceived Risks. <i>Clothing and Textiles Research Journal</i> , 24 (4), 297-315.	×	This paper's independent variable is ineligible.
Han, M., & Vasquez, A. Z. (2019). Examination of cyber aggression by adult consumers: ethical framework and drivers. <i>Journal of Information, Communication and Ethics in Society</i> , 18 (2), 305-319.	✓	This paper is eligible for inclusion in the meta-analysis.
Harris, J. R. (1990). Ethical values and decision processes of business and non-business students: A four-group study. <i>Journal of Legal Studies Education</i> , 9 (2), 215-232.	×	This paper's dependent variable is ineligible.
Harris, J. R., & Sutton, C. D. (1995). Unravelling the ethical decision-making process: Clues from an empirical study comparing Fortune 1 000 executives and MBA students. <i>Journal of Business Ethics</i> , 14 (10), 805-817.	×	This paper's independent variable is ineligible.

Henderson, B. C., & Kaplan, S. E. (2005). An examination of the role of ethics in tax compliance decisions. <i>Journal of the American Taxation Association</i> , 27 (1), 39-72.	×	There is a lack of statistical information to be able to include this paper.
Henthorne, T. L., Robin, D. P., & Reidenbach, R. E. (1992). Identifying the gaps in ethical perceptions between managers and salespersons: A multidimensional approach. <i>Journal of Business Ethics</i> , 11 (11), 849-856.	×	This paper's dependent variable is ineligible.
Hilton, B., Choi, C. J., & Chen, S. (2004). The ethics of counterfeiting in the fashion industry: quality, credence and profit issues. <i>Journal of Business Ethics</i> , 55 (4), 343-352.	×	This paper is not empirical.
Hudson, S., & Miller, G. (2005). Ethical Orientation and Awareness of Tourism Students. <i>Journal of Business Ethics</i> , 62 (4), 383–396.	×	This paper's independent variable is ineligible.
Hudson, S. (2007). To go or not to go? Ethical perspectives on tourism in an ‘outpost of tyranny’. <i>Journal of Business Ethics</i> , 76 (4), 385-396.	×	This paper's independent variable is ineligible.
Hunt, S. D., & Vásquez-Parraga, A. Z. (1993). Organizational Consequences, Marketing Ethics, and Salesforce Supervision. <i>Journal of Marketing Research</i> , 30 (1), 78-90.	✓	This paper is eligible for inclusion in the meta-analysis.
Ishida, C., Chang, W., & Taylor, S. (2016). Moral intensity, moral awareness and ethical predispositions: The case of insurance fraud. <i>Journal of Financial Services Marketing</i> , 21 (1), 4-18.	×	This paper's independent variable is ineligible.
Ismail, S. (2014). Effect of ethical ideologies on ethical judgment of future accountants: Malaysian evidence. <i>Asian Review of Accounting</i> , 22 (2), 145–158	×	This paper's independent variable is ineligible.
Ingram, T. N., LaForge, R. W., & Schwepker Jr, C. H. (2007). Salesperson ethical decision making: The impact of sales leadership and sales management control strategy. <i>Journal of Personal Selling & Sales Management</i> , 27 (4), 301-315.	×	This paper is not empirical.
Jackson, T., David, C., Deshpande, S., Jones, J., Joseph, J., Lau, K. F., ... & Yoshihara, H. (2000). Making ethical judgements: a cross-cultural management study. <i>Asia Pacific Journal of Management</i> , 17 (3), 443-472.	×	This paper's independent variable is ineligible.
Jones, K., & Leonard, L. N. (2016). Applying the Multidimensional Ethics Scale in C2C e-commerce. <i>Issues in Information Systems</i> , 17 (1), 26-36.	✓	This paper is eligible for inclusion in the meta-analysis.
Jung, I. (2009). Ethical judgments and behaviors: Applying a multidimensional ethics scale to measuring ICT ethics of college students. <i>Computers & Education</i> , 53 (3), 940-949.	×	There is a lack of statistical information to be able to include this paper.
Jung, J. M. (2002). <i>The interactive impact of culture and individual characteristics on ethical decision-making processes, criteria, judgmental outcomes: A cross-national comparison between South Korea and United States</i> . [Unpublished doctoral dissertation]. University of Cincinnati	✓	This paper is eligible for inclusion in the meta-analysis.

Kara, A., & Yildiz, S. M. (2013). Ethical sensitivity of prospective fitness centre professionals: evidence from an emerging market. <i>International Journal of Sport Management and Marketing</i> , 13 (1-2), 27-54.	×	There is a lack of statistical information to be able to include this paper.
Kara, A., Rojas-Méndez, J. I., & Turan, M. (2016). Ethical evaluations of business students in an emerging market: Effects of ethical sensitivity, cultural values, personality, and religiosity. <i>Journal of Academic Ethics</i> , 14 (4), 297-325.	×	There is a lack of statistical information to be able to include this paper.
Karman, A. (2021). Teleological and Deontological Judgement of Climate-Related Innovations: Managers' Perception Study. <i>Environmental Engineering and Management Journal</i> , 20 (8).	×	This paper's independent variable is ineligible.
Khalid, K., Eldakak, S. E., & Loke, S. (2017). A Structural Approach to Ethical Reasoning: the Integration of Moral Philosophy.. <i>Academy of Strategic Management Journal</i> , 16 (1), 81-113.	×	This paper's independent variable is ineligible.
Kim, Y. (2021). An empirical study of research ethics and their role in psychologists' data sharing intentions using consequentialism theory of ethics. <i>Journal of Librarianship and Information Science</i> , 1-13.	✓	This paper is eligible for inclusion in the meta-analysis.
Knez, I. (2016). Is Climate Change a Moral Issue? Effects of Egoism and Altruism on Pro-Environmental Behavior. <i>Current Urban Studies</i> , 4, 157-174.	×	This paper's dependent variable is ineligible.
Knouse, S. B., & Giacalone, R. A. (1992). Ethical decision-making in business: Behavioral issues and concerns. <i>Journal of Business Ethics</i> , 11 (5), 369-377.	×	This paper is not empirical.
Knights, D., & O'Leary, M. (2006). Leadership, ethics and responsibility to the other. <i>Journal of Business Ethics</i> , 67 (2), 125-137.	×	This paper is not empirical.
Köbis, N. C., van Prooijen, J. W., Righetti, F., & Van Lange, P. A. (2017). The road to bribery and corruption: Slippery slope or steep cliff?. <i>Psychological Science</i> , 28 (3), 297-306.	×	This paper's independent variable is ineligible.
Körner, A., & Volk, S. (2014). Concrete and abstract ways to deontology: Cognitive capacity moderates construal level effects on moral judgments. <i>Journal of Experimental Social Psychology</i> , 55, 139-145.	×	This paper's independent variable is ineligible.
Kujala, J. (2001). A multidimensional approach to Finnish managers' moral decision-making. <i>Journal of Business Ethics</i> , 34 (3), 231-254.	×	This paper is for scale development.
Kujala, J., & Pietiläinen, T. (2004). Female managers' ethical decision-making: A multidimensional approach. <i>Journal of Business Ethics</i> , 53 (1), 153-163.	×	This paper is not empirical.
Kujala, J., Lämsä, A. M., & Penttilä, K. (2011). Managers' moral decision-making patterns over time: A multidimensional approach. <i>Journal of Business Ethics</i> , 100 (2), 191-207.	×	This paper is for scale development.
Kuyumcuoglu, H. S. (2021). Sweatshops, harm, and interference: a contractualist approach. <i>Journal of Business Ethics</i> , 169 (1), 1-11.	×	This paper is not empirical.
Kwong, K. K., Yau, O. H., Lee, J. S., Sin, L. Y., & Tse, A. C. (2003). The effects of attitudinal and demographic factors on intention to buy pirated CDs: The case of Chinese consumers. <i>Journal of Business Ethics</i> , 47 (3), 223-235.	×	This paper's independent variable is ineligible.

Laczniak, G. R., & Murphy, P. E. (2019). The role of normative marketing ethics. <i>Journal of Business Research</i> , 95, 401-407.	×	This paper is not empirical.
Ladkin, D. (2006). When deontology and utilitarianism aren't enough: How Heidegger's notion of "dwelling" might help organisational leaders resolve ethical issues. <i>Journal of Business Ethics</i> , 65 (1), 87-98.	×	This paper is not empirical.
LaFleur, Reidenbach, R. E., Robin, D. P., & Forrest, P. (1996). An exploration of rule configuration effects on the ethical decision processes of advertising professionals. <i>Journal of the Academy of Marketing Science</i> , 24 (1), 66-76.	×	There is a lack of statistical information to be able to include this paper.
Lahdesmaki, M. (2005). When ethics matters—interpreting the ethical discourse of small nature-based entrepreneurs. <i>Journal of Business Ethics</i> , 61 (1), 55-68.	×	This paper is not empirical.
Lämsä, A. M., & Takala, T. (2000). Downsizing and ethics of personnel dismissals—the case of Finnish managers. <i>Journal of Business Ethics</i> , 23 (4), 389-399.	×	This paper is not empirical.
Landeros, R., & Plank, R. E. (1996). How ethical are purchasing management professionals?. <i>Journal of Business Ethics</i> , 15 (7), 789-803.	×	This paper's dependent variable is ineligible.
LaVan, H., & Martin, W. M. (2008). Bullying in the US workplace: Normative and process-oriented ethical approaches. <i>Journal of Business Ethics</i> , 83 (2), 147-165.	×	This paper is not empirical.
LaVan, H., Cook, L. S., & Zilic, I. (2021). An analysis of the ethical frameworks and financial outcomes of corporate social responsibility and business press reporting of US pharmaceutical companies. <i>International Journal of Business Governance and Ethics</i> , 15 (3), 326-355.	×	This paper is not empirical.
Lee, S., & Kim, K. P. (2014). Influence of Moral View and Other Variables on Purchase Intentions Concerning Fashion Counterfeits. <i>Journal of Fashion Business</i> , 18 (6), 188-207.	×	There is a lack of statistical information to be able to include this paper.
Leonard, L. N., & Jones, K. (2017). Ethical awareness of seller's behavior in consumer-to-consumer electronic commerce: Applying the multidimensional ethics scale. <i>Journal of Internet Commerce</i> , 16 (2), 202-218.	✓	This paper is eligible for inclusion in the meta-analysis.
Leong, S., Hazelton, J., & Townley, C. (2013). Managing the risks of corporate political donations: A utilitarian perspective. <i>Journal of Business Ethics</i> , 118 (2), 429-445.	×	This paper is not empirical.
Letwin, C., Wo, D., Folger, R., Rice, D., Taylor, R., Richard, B., & Taylor, S. (2016). The "right" and the "good" in ethical leadership: Implications for supervisors' performance and promotability evaluations. <i>Journal of Business Ethics</i> , 137 (4), 743-755.	×	This paper's dependent variable is ineligible.
Lin, & Ho, Y.-H. (2008). An Examination of Cultural Differences in Ethical Decision Making Using the Multidimensional Ethics Scale. <i>Social Behavior and Personality</i> , 36 (9), 1213-1222.	×	This paper's independent variable is ineligible.
Lindenmeier, J., Lwin, M., Andersch, H., Phau, I., & Seemann, A. K. (2017). Anticipated consumer guilt: an investigation into its antecedents and consequences for fair-trade consumption. <i>Journal of Macromarketing</i> , 37 (4), 444-459.	✓	This paper is eligible for inclusion in the meta-analysis.

Liu, P., & Liu, J. (2021). Selfish or utilitarian automated vehicles? Deontological evaluation and public acceptance. <i>International Journal of Human-Computer Interaction</i> , 37 (13), 1231-1242.	×	This paper's dependent variable is ineligible.
Loo, R. (2003). Are women more ethical than men? Findings from three independent studies. <i>Women in Management Review</i> , 18 (4), 169–181.	×	This paper's independent variable is ineligible.
Love, E., Salinas, T. C., & Rotman, J. D. (2020). The ethical standards of judgment questionnaire: Development and validation of independent measures of formalism and consequentialism. <i>Journal of Business Ethics</i> , 161 (1), 115-132	×	This paper's independent variable is ineligible.
Lowry, P. B., Posey, C., Roberts, T. L., & Bennett, R. J. (2014). Is your banker leaking your personal information? The roles of ethics and individual-level cultural characteristics in predicting organizational computer abuse. <i>Journal of Business Ethics</i> , 121 (3), 385-401.	×	This paper's independent variable is ineligible.
Lu, L. C., Rose, G. M., & Blodgett, J. G. (1999). The effects of cultural dimensions on ethical decision making in marketing: An exploratory study. <i>Journal of business Ethics</i> , 18 (1), 91-105.	×	This paper's independent variable is ineligible.
Lund, D. B. (2001). Deontological And Teleological Influences On Marketing Research Ethics. <i>Journal of Applied Business Research</i> , 17, 65-82.	✓	This paper is eligible for inclusion in the meta-analysis.
Lynch, T. (2009). Legitimizing market egoism: The availability problem. <i>Journal of Business Ethics</i> , 84 (1), 89-95.	×	This paper is not empirical.
Macdonald, J. E., & Beck-Dudley, C. L. (1994). Are Deontology and Teleology Mutually Exclusive? <i>Journal of Business Ethics</i> , 13 (8), 615–623	×	This paper is not empirical.
Macdonald, J.B. (2000) <i>Explicating Sex Differences in Marketing Managers' Egoist Versus Utilitarian Ethical Orientations: The Effects of the Enactment of Agentic Versus Communal Social Roles</i> . [Unpublished Doctoral Dissertation]. University of Texas-Pan American.	✓	This paper is eligible for inclusion in the meta-analysis.
Malhotra, N. K., & Miller, G. L. (1998). An integrated model for ethical decisions in marketing research. <i>Journal of Business Ethics</i> , 17 (3), 263-280.	×	This paper is not empirical.
Malloy, & Zakus, D. H. (1995). Ethical Decision Making in Sport Administration: A Theoretical Inquiry into Substance and Form. <i>Journal of Sport Management</i> , 9 (1), 36–58.	×	This paper is not empirical.
Marta, J. K. (1999). <i>An Empirical Investigation Into Significant Factors of Moral Reasoning and Their Influences on Ethical Judgment and Intentions</i> . [Unpublished doctoral dissertation]. Old Dominion University.	×	There is a lack of statistical information to be able to include this paper.
Marques, P. A., & Azevedo-Pereira, J. (2009). Ethical ideology and ethical judgments in the Portuguese accounting profession. <i>Journal of Business Ethics</i> , 86 (2), 227-242.	×	This paper's independent variable is ineligible.
Mascarenhas, O. A. J. (1990). An Empirical Methodology for the Ethical Assessment of Marketing Phenomena Such as Casino Gambling. <i>Journal of the Academy of Marketing Science</i> , 18 (3), 209–220.	×	This paper's independent variable is ineligible.
May, D. R., & Pauli, K. P. (2002). The role of moral intensity in ethical decision making: A review and investigation of moral recognition, evaluation, and intention. <i>Business & Society</i> , 41 (1), 84-117.	✓	This paper is eligible for inclusion in the meta-analysis.

May, D. R., Li, C., Mencl, J., & Huang, C. C. (2014). The ethics of meaningful work: Types and magnitude of job-related harm and the ethical decision-making process. <i>Journal of Business Ethics</i> , 121 (4), 651-669.	×	This paper's independent variable is ineligible.
Mayo, M. A., & Marks, L. J. (1990). An empirical investigation of a general theory of marketing ethics. <i>Journal of the Academy of Marketing Science</i> , 18 (2), 163-171.	✓	This paper is eligible for inclusion in the meta-analysis.
McDonald, G., & Pak, P. C. (1996). It's all fair in love, war, and business: Cognitive philosophies in ethical decision making. <i>Journal of Business Ethics</i> , 15 (9), 973-996.	×	This paper's dependent variable is ineligible.
McKay, R. B. (2000). Consequential utilitarianism: Addressing ethical deficiencies in the municipal landfill siting process. <i>Journal of Business Ethics</i> , 26 (4), 289-306.	×	This paper is not empirical.
McMahon, J. M., & Harvey, R. J. (2007). Psychometric properties of the Reidenbach–Robin multidimensional ethics scale. <i>Journal of Business Ethics</i> , 72 (1), 27-39.	×	This paper is for scale development.
Menguç, B. (1998). Organizational Consequences, Marketing Ethics and Salesforce Supervision: Further Empirical Evidence. <i>Journal of Business Ethics</i> , 17 (4), 333-352.	✓	This paper is eligible for inclusion in the meta-analysis.
Micewski, E. R., & Troy, C. (2007). Business ethics–deontologically revisited. <i>Journal of Business Ethics</i> , 72 (1), 17-25.	×	This paper is not empirical.
Milkoreit, M. (2015). Hot deontology and cold consequentialism—an empirical exploration of ethical reasoning among climate change negotiators. <i>Climatic Change</i> , 130 (3), 397-409.	×	This paper is not empirical.
Miska, C., Stahl, G. K., & Fuchs, M. (2018). The moderating role of context in determining unethical managerial behavior: A case survey. <i>Journal of Business Ethics</i> , 153 (3), 793-812.	×	This paper's dependent variable is ineligible.
Moberg, D. J., & Meyer, M. J. (1990). A deontological analysis of peer relations in organizations. <i>Journal of Business Ethics</i> , 9 (11), 863-877.	×	This paper is not empirical.
Morrison, L., Wilmshurst, T., & Shimeld, S. (2018). Environmental reporting through an ethical looking glass. <i>Journal of Business Ethics</i> , 150 (4), 903-918.	×	This paper is not empirical.
Mudrack, P. E., & Mason, E. S. (2013). Ethical judgments: What do we know, where do we go?. <i>Journal of Business Ethics</i> , 115 (3), 575-597.	×	This paper is not empirical.
Ndubisi, N. O., Natarajan, R., & Chew, J. (2014). Ethical ideologies, perceived gambling value, and gambling commitment: An Asian perspective. <i>Journal of Business Research</i> , 67 (2), 128-135.	×	This paper's independent variable is ineligible.
Ndubisi, N. O., Natarajan, R., & Lai, R. (2014). Customer perception and response to ethical norms in legal services marketing. <i>Journal of Business Research</i> , 67 (3), 369-377.	×	This paper's independent variable is ineligible.
Nguyen, N. T., Basuray, M. T., Smith, W. P., Kopka, D., & McCulloh, D. (2008). Moral issues and gender differences in ethical judgment using Reidenbach and Robin's (1990) multidimensional ethics scale: Implications in teaching of business ethics. <i>Journal of Business Ethics</i> , 77 (4), 417-430.	×	This paper's independent variable is ineligible.
Nkenke, G. (2010). <i>The Impact of Moral Reasoning on Ethical Perception, Intention, and Orientation of Upper Level Accounting Students</i> . [Unpublished Doctoral Dissertation]. Walden University.	✓	This paper is eligible for inclusion in the meta-analysis.

O'Boyle, E. J., & Sandonà, L. (2014). Teaching business ethics through popular feature films: An experiential approach. <i>Journal of Business Ethics</i> , 121 (3), 329-340	×	This paper is not empirical.
O'Donohue, W., & Nelson, L. (2009). The role of ethical values in an expanded psychological contract. <i>Journal of Business Ethics</i> , 90 (2), 251-263.	×	This paper is not empirical.
Okleshen, M., & Hoyt, R. (1996). A Cross Cultural Comparison of Ethical Perspectives and Decision Approaches of Business Students: United States of America Versus New Zealand. <i>Journal of Business Ethics</i> , 15 (5), 537-549.	×	This paper's independent variable is ineligible.
Paik, Y., Lee, J. M., & Pak, Y. S. (2019). Convergence in international business ethics? A comparative study of ethical philosophies, thinking style, and ethical decision-making between US and Korean managers. <i>Journal of Business Ethics</i> , 156 (3), 839-855.	×	This paper's dependent variable is ineligible.
Paláu, S. L. (2001). Ethical evaluations, intentions, and orientations of accountants: Evidence from a cross-cultural examination. <i>International Advances in Economic Research</i> , 7 (3), 351-364.	×	This paper's independent variable is ineligible.
Palihawadana, D., Oghazi, P., & Liu, Y. (2016). Effects of ethical ideologies and perceptions of CSR on consumer behavior. <i>Journal of Business Research</i> , 69 (11), 4964-4969.	×	This paper's dependent variable is ineligible.
Pan, Y., & Sparks, J. R. (2012). Predictors, consequence, and measurement of ethical judgments: Review and meta-analysis. <i>Journal of Business Research</i> , 65 (1), 84-91.		This paper is a meta-analysis.
Parboteeah, K. P., & Kapp, E. A. (2008). Ethical climates and workplace safety behaviors: An empirical investigation. <i>Journal of Business Ethics</i> , 80 (3), 515-529.	×	This paper's independent variable is ineligible.
Park, H. (2001). <i>Socially responsible buying in apparel industry</i> . [Unpublished Doctoral Dissertation]. The Ohio State University.	×	This paper's independent variable is ineligible.
Pauli, K.P. (2001). <i>Ethical Decision Making and Information Systems Management: The Effects of Moral Intensity, Accountability, and Moral Disengagement</i> . [Unpublished Doctoral Dissertation]. University of Nebraska	✓	This paper is eligible for inclusion in the meta-analysis.
Pearsall, M. J., & Ellis, A. P. (2011). Thick as thieves: the effects of ethical orientation and psychological safety on unethical team behavior. <i>Journal of Applied Psychology</i> , 96 (2), 401-411.	×	This paper's independent variable is ineligible.
Primo de Carvalho Alves, F. (2021). <i>Applying the multidimensional ethics scale to a microtasking crowdsourcing scenario</i> . [Unpublished Masters Dissertation]. Waterford Institute of Technology.	×	This paper's dependent variable is ineligible.
Rallapalli, K., Vitell, S., & Barnes, J. (1998). The Influence of Norms on Ethical Judgments and Intentions: An Empirical Study of Marketing Professionals. <i>Journal of Business Research</i> , 43 (3), 157-168.	×	There is a lack of statistical information to be able to include this paper.
Rallapalli, K. C., Vitell, S. J., & Szeinbach, S. (2000). Marketers' norms and personal values: an empirical study of marketing professionals. <i>Journal of Business Ethics</i> , 24 (1), 65-75.	×	This paper's independent variable is ineligible.
Razzaque, M. A., & Hwee, T. P. (2002). Ethics and purchasing dilemma: A Singaporean view. <i>Journal of Business Ethics</i> , 35 (4), 307-326.	×	This paper's dependent variable is ineligible.

Reidenbach, Robin, D. P., & Dawson, L. (1991). An application and extension of a multidimensional ethics scale to selected marketing practices and marketing groups. <i>Journal of the Academy of Marketing Science</i> , 19 (2), 83–92	×	There is a lack of statistical information to be able to include this paper.
Ren, X., Wang, X., & Sun, H. (2020). Key person ethical decision-making and substandard drugs rejection intentions. <i>PloS One</i> , 15 (3), e0229412.	✓	This paper is eligible for inclusion in the meta-analysis.
Reynolds, S. J. (2006). Moral awareness and ethical predispositions: investigating the role of individual differences in the recognition of moral issues. <i>Journal of Applied Psychology</i> , 91 (1), 233.	×	This paper's independent variable is ineligible.
Reynolds, S. J., & Ceranic, T. L. (2007). The effects of moral judgment and moral identity on moral behavior: an empirical examination of the moral individual. <i>Journal of Applied Psychology</i> , 92 (6), 1610.	×	This paper's independent variable is ineligible.
Rivaroli, S., Ruggeri, A., & Spadoni, R. (2019). Food “buycott” as an ethical choice against mafia in Italy. <i>Journal of Social Marketing</i> , 9 (4), 490–506.	✓	This paper is eligible for inclusion in the meta-analysis.
Roberts, F., Thomas, C. H., Novicevic, M. M., Ammeter, A., Garner, B., Johnson, P., & Popoola, I. (2018). Integrated Moral Conviction Theory of Student Cheating: An Empirical Test. <i>Journal of Management Education</i> , 42 (1), 104–134.	×	This paper's dependent variable is ineligible.
Robinson, J. S. (2012). <i>The Consequentialist Scale: Elucidating the Role of Deontological and Utilitarian Beliefs in Moral Judgments</i> . [Unpublished doctoral dissertation]. University of Toronto	×	This paper's independent variable is ineligible.
Robinson, J. S., Page-Gould, E., & Plaks, J. E. (2017). I appreciate your effort: Asymmetric effects of actors' exertion on observers' consequentialist versus deontological judgments. <i>Journal of Experimental Social Psychology</i> , 73, 50-64.	×	This paper's dependent variable is ineligible.
Robinson, J. S., Xu, X., & Plaks, J. E. (2019). Disgust and deontology: Trait sensitivity to contamination promotes a preference for order, hierarchy, and rule-based moral judgment. <i>Social Psychological and Personality Science</i> , 10 (1), 3-14.	×	This paper's independent variable is ineligible.
Roozen, I., De Pelsmacker, P., & Bostyn, F. (2001). The ethical dimensions of decision processes of employees. <i>Journal of Business Ethics</i> , 33 (2), 87-99.	×	This paper's independent variable is ineligible.
Ruedy, N. E., & Schweitzer, M. E. (2010). In the moment: The effect of mindfulness on ethical decision making. <i>Journal of Business Ethics</i> , 95 (1), 73-87.	×	This paper's independent variable is ineligible.
Ryan, J. J. (2001). Moral reasoning as a determinant of organizational citizenship behaviors: A study in the public accounting profession. <i>Journal of Business Ethics</i> , 33 (3), 233-244.	×	This paper's independent variable is ineligible.
Sacchi, S., Riva, P., Brambilla, M., & Grasso, M. (2014). Moral reasoning and climate change mitigation: The deontological reaction toward the market-based approach. <i>Journal of Environmental Psychology</i> , 38, 252-261.	×	This paper's dependent variable is ineligible.
Saine, R., Kull, A. J., Besharat, A., & Varki, S. (2021). I See Me: The Role of Observer Imagery in Reducing Consumer Transgressions. <i>Journal of Business Ethics</i> , 168 (4), 721–732.	×	This paper's independent variable is ineligible.

Sarathy, R., & Robertson, C. J. (2003). Strategic and ethical considerations in managing digital privacy. <i>Journal of Business Ethics</i> , 46 (2), 111-126.	×	This paper is not empirical.
Schepers, D. H. (2003). Machiavellianism, profit, and the dimensions of ethical judgment: A study of impact. <i>Journal of Business Ethics</i> , 42 (4), 339-352.	✓	This paper is eligible for inclusion in the meta-analysis.
Schilhavy, R. A. M. (2012). <i>The Moral Milieu of Information Technology: Using Domain and Affordance Theory to Explain Situational and Technological Effects on Ethical IT Decision Making</i> . [Unpublished doctoral dissertation]. University of North Carolina.	✓	This paper is eligible for inclusion in the meta-analysis.
Schleper, M. C., Blome, C., & Wuttke, D. A. (2017). The dark side of buyer power: Supplier exploitation and the role of ethical climates. <i>Journal of Business Ethics</i> , 140 (1), 97-114.	×	This paper is not empirical.
Schminke, M. (2001). Considering the business in business ethics: An exploratory study of the influence of organizational size and structure on individual ethical predispositions. <i>Journal of Business Ethics</i> , 30 (4), 375-390.	×	This paper's independent variable is ineligible.
Schminke, M., Ambrose, M. L., & Miles, J. A. (2003). The impact of gender and setting on perceptions of others' ethics. <i>Sex Roles</i> , 48 (7), 361-375.	×	This paper's dependent variable is ineligible.
Schwepker, C. & Good, D. J. (1999). The impact of sales quotas on moral judgment in the financial services industry. <i>The Journal of Services Marketing</i> , 13 (1), 38–58.	×	This paper's independent variable is ineligible.
Shang, R.-A., Chen, Y.-C., & Chen, P.-C. (2008). Ethical Decisions about Sharing Music Files in the P2P Environment. <i>Journal of Business Ethics</i> , 80 (2), 349-365.	✓	This paper is eligible for inclusion in the meta-analysis.
Shapeero, M., Chye Koh, H., & Killough, L. N. (2003). Underreporting and premature sign-off in public accounting. <i>Managerial Auditing Journal</i> , 18 (6/7), 478–489	✓	This paper is eligible for inclusion in the meta-analysis.
Shawver, T. J., & Sennetti, J. T. (2009). Measuring ethical sensitivity and evaluation. <i>Journal of Business Ethics</i> , 88 (4), 663-678.	×	There is a lack of statistical information to be able to include this paper.
Shemroske, K. (2011). <i>The Ethical Use of IT: A Study of Two Models for Explaining Online File Sharing Behavior</i> . [Unpublished doctoral dissertation]. University of Houston	×	There is a lack of statistical information to be able to include this paper.
Shepard, J. M., & Hartenian, L. S. (1991). Egoistic and ethical orientations of university students toward work-related decisions. <i>Journal of Business Ethics</i> , 10 (4), 303-310.	×	This paper's dependent variable is ineligible.
Shoham, A., Ruvio, A., & Davidow, M. (2008). (Un) ethical consumer behavior: Robin Hoods or plain hoods?. <i>Journal of Consumer Marketing</i> , 25 (4), 200-210.	×	This paper's independent variable is ineligible.
Siddiqui, D. A., & Urf Maira, M. (2020). <i>Right Is What that Benefits All, or that Which Is Morally Correct: An Enquiry on How Ethical Standards of Judgment (Consequentialism Vs Formalism) Complements the Effect of Empathy, Personal Values, and Personality Traits on Moral Cognition, and Conation Processes, Leading Towards Ethical Competence</i> . Available at SSRN: https://ssrn.com/abstract=3755248	×	This paper's dependent variable is ineligible.

Singhapakdi, A., & Vitell, S. J. (1991). Research note: Selected factors influencing marketers' deontological norms. <i>Journal of the Academy of Marketing Science</i> , 19 (1), 37-42.	×	This paper's dependent variable is ineligible.
Singhapakdi, A., Vitell, S. J., & Franke, G. R. (1999). Antecedents, consequences, and mediating effects of perceived moral intensity and personal moral philosophies. <i>Journal of the Academy of Marketing Science</i> , 27 (1), 19-36.	×	This paper's independent variable is ineligible.
Sivadas, E., Bardi Kleiser, S., Kellaris, J., & Dahlstrom, R. (2003). Moral philosophy, ethical evaluations, and sales manager hiring intentions. <i>Journal of Personal Selling & Sales Management</i> , 23 (1), 7-21.	✓	This paper is eligible for inclusion in the meta-analysis.
Smith, A. E. & Zlatevska, N. (2021). [Unpublished Doctoral Degree Data]. University of Technology Sydney.	✓	This paper is eligible for inclusion in the meta-analysis.
Smith, N. C., Simpson, S. S., & Huang, C. Y. (2007). Why managers fail to do the right thing: An empirical study of unethical and illegal conduct. <i>Business Ethics Quarterly</i> , 17 (4), 633-667.	✓	This paper is eligible for inclusion in the meta-analysis.
Smith, I. H., Netchaeva, E., Soderberg, A., & Okhuysen, G. (2015). The Behavioral Ethics of Deontology and Utilitarianism: Are They as Separable as They Seem? <i>Academy of Management Proceedings</i> , 14876–14876.	×	This paper is not empirical.
Soto-Pérez, M., Ávila-Palet, J. E., & Núñez-Ríos, J. E. (2021). Justice, Deontology and Moral Meaningfulness as Factors to Improve Student Performance and Academic Achievement. <i>Journal of Academic Ethics</i> , 1-23.	×	This paper's dependent variable is ineligible.
Sparks, J. R., & Siemens, J. C. (2014). Judgment Difficulty and the Moral Intensity of Unethical Acts: A Cognitive Response Analysis of Dual Process Ethical Judgment Formation. <i>Ethics & Behavior</i> , 24 (2), 151–163.	×	This paper is not empirical.
Stedham, Y. E., Beekun, R. I. & Yamamura, J. H. <i>Business Ethics in Brazil and the U.S.: Egoism and Utilitarianism</i> . Available at SSRN: https://ssrn.com/abstract=272036	×	This paper's dependent variable is ineligible.
Sun, P. C., Chen, H. P., & Wang, K. C. (2012). Ethical evaluation by consumers: the role of product harm and disclosure. <i>British Food Journal</i> , 114 (1), 54-69.	×	This paper's dependent variable is ineligible.
Suter, R. S., & Hertwig, R. (2011). Time and moral judgment. <i>Cognition</i> , 119 (3), 454-458.	×	This paper's dependent variable is ineligible.
Tansey, R., Brown, G., Hyman, M. R., & Dawson Jr, L. E. (1994). Personal moral philosophies and the moral judgments of salespeople. <i>Journal of Personal Selling & Sales Management</i> , 14 (1), 59-75.	×	This paper's independent variable is ineligible.
Thong, J. Y. ., & Yap, C.-S. (1998). Testing an Ethical Decision-Making Theory: The Case of Softlifting. <i>Journal of Management Information Systems</i> , 15 (1), 213–237.	×	There is a lack of statistical information to be able to include this paper.
Trautwein, S., & Lindenmeier, J. (2019). The effect of affective response to corporate social irresponsibility on consumer resistance behaviour: validation of a dual-channel model. <i>Journal of Marketing Management</i> , 35 (3-4), 253-276.	✓	This paper is eligible for inclusion in the meta-analysis.

Tsalikis, J., & Nwachukwu, O. (1988). Cross-cultural business ethics: Ethical beliefs difference between blacks and whites. <i>Journal of Business Ethics</i> , 7 (10), 745-754.	×	This paper's independent variable is ineligible.
Tsalikis, J., & Ortiz-Buonafina, M. (1990). Ethical beliefs' differences of males and females. <i>Journal of Business Ethics</i> , 9 (6), 509-517.	×	This paper's independent variable is ineligible.
Tsalikis, J., & Nwachukwu, O. (1991). A comparison of Nigerian to American views of bribery and extortion in international commerce. <i>Journal of Business Ethics</i> , 10 (2), 85-98.	×	This paper's independent variable is ineligible.
Tsalikis, J., & LaTour, M. S. (1995). Bribery and extortion in international business: Ethical perceptions of Greeks compared to Americans. <i>Journal of Business Ethics</i> , 14 (4), 249-264.	×	This paper's independent variable is ineligible.
Tseng, L.-M. (2020). Company–customer conflicts and ethical decision-making of life insurance agents: the role of ethics institutionalization. <i>Managerial Finance</i> , 1145–1163.	×	There is a lack of statistical information to be able to include this paper.
Upchurch, R. S., & Ruhland, S. K. (1996). The organizational bases of ethical work climates in lodging operations as perceived by general managers. <i>Journal of Business Ethics</i> , 15 (10), 1083-1093.	×	This paper's independent variable is ineligible.
Valentine, S. R., & Rittenburg, T. L. (2004). Spanish and American business professionals' ethical evaluations in global situations. <i>Journal of Business Ethics</i> , 51 (1), 1-14.	✓	This paper is eligible for inclusion in the meta-analysis.
Vásquez-Párraga, A. Z., & Kara, A. (1995). Ethical Decision Making in Turkish Sales Management. <i>Journal of Euromarketing</i> , 4 (2), 61-86.	✓	This paper is eligible for inclusion in the meta-analysis.
Vermillion, L. J., Lassar, W. M., & Winsor, R. D. (2002). The Hunt–vitell general theory of marketing ethics: can it enhance our understanding of principal-agent relationships in channels of distribution?. <i>Journal of Business Ethics</i> , 41 (3), 267-285	×	This paper is not empirical.
Vitell, S. J., Rallapalli, K. C., & Singhapakdi, A. (1993). Marketing norms: The influence of personal moral philosophies and organizational ethical culture. <i>Journal of the Academy of Marketing Science</i> , 21 (4), 331-337.	×	This paper's dependent variable is ineligible.
Vitell, S. J., Singhapakdi, A., & Thomas, J. (2001). Consumer ethics: an application and empirical testing of the Hunt-Vitell theory of ethics. <i>Journal of Consumer Marketing</i> , 18, 153-178.	✓	This paper is eligible for inclusion in the meta-analysis.
Walters, H. D. (2018). <i>Targeting Based on Body Shape and Size: Consumers' Ethical Evaluation and Its Impact on Planned Behavior</i> . [Unpublished Doctoral Dissertation]. Anderson University.	×	This paper's dependent variable is ineligible.
Wan, W. W., Luk, C. L., Yau, O. H., Tse, A. C., Sin, L. Y., Kwong, K. K., & Chow, R. P. (2009). Do traditional Chinese cultural values nourish a market for pirated CDs?. <i>Journal of Business Ethics</i> , 88 (1), 185-196.	✓	This paper is eligible for inclusion in the meta-analysis.
Watley, L. D., & May, D. R. (2004). Enhancing moral intensity: The roles of personal and consequential information in ethical decision-making. <i>Journal of Business Ethics</i> , 50 (2), 105-126.	×	This paper's independent variable is ineligible.
Wimbush, J. C., & Shepard, J. M. (1994). Toward an understanding of ethical climate: Its relationship to ethical behavior and supervisory influence. <i>Journal of Business Ethics</i> , 13 (8), 637-647.	×	This paper is not empirical.

Wiss, J., Andersson, D., Slovic, P., Vastfjall, D., & Tinghog, G. (2015). The influence of identifiability and singularity in moral decision making. <i>Judgment and Decision Making</i> , 10 (5), 492–502.	×	This paper's independent variable is ineligible.
Woiceshyn, J. (2011). A model for ethical decision making in business: Reasoning, intuition, and rational moral principles. <i>Journal of Business Ethics</i> , 104 (3), 311-323.	×	This paper is not empirical.
Wright, E., Marvel, J. E., & DesMarteau, K. (2014). Exploring millennials: A surprising inconsistency in making ethical decisions. <i>Journal of Academic and Business Ethics</i> , 9 (1), 1-14.	×	This paper's independent variable is ineligible.
Xu, Z. X., & Ma, H. K. (2016). How can a deontological decision lead to moral behavior? The moderating role of moral identity. <i>Journal of Business Ethics</i> , 137 (3), 537-549.	×	This paper's dependent variable is ineligible.
Yin, J., Qian, L., & Singhapakdi, A. (2018). Sharing Sustainability: How Values and Ethics Matter in Consumers' Adoption of Public Bicycle-Sharing Scheme. <i>Journal of Business Ethics</i> , 149 (2), 313-332.	✓	This paper is eligible for inclusion in the meta-analysis.
Yong, A. (2005) Managerial Attitudes, Ethics and Foreign Labour. [Unpublished doctoral dissertation]. Victoria University	×	This paper's independent variable is ineligible.
Yoon, C. (2011) Ethical decision-making in the Internet context: Development and test of an initial model based on moral philosophy. <i>Computers in Human Behavior</i> , 27 (6), 2401-2409.	✓	This paper is eligible for inclusion in the meta-analysis.
Yoon, C. (2011). Theory of planned behavior and ethics theory in digital piracy: An integrated model. <i>Journal of Business Ethics</i> , 100 (3), 405-417.	×	This paper's independent variable is ineligible.
Yoon, C. (2012). Digital piracy intention: a comparison of theoretical models. <i>Behaviour & Information Technology</i> , 31 (6), 565-576.	✓	This paper is eligible for inclusion in the meta-analysis.
Zakaria, M., Haron, H., & Ismail, M. I. (2008). Moral Philosophies Underlying Future Marketers' Ethical Judgment. <i>ECER Regional Conference 2008</i> , 317-334.	×	There is a lack of statistical information to be able to include this paper.
Zakaria, M., Haron, H., & Ismail, M. I. (2010). Do Moral Philosophies Influence Auditors' Ethical Judgments?. <i>Malaysian Accounting Review</i> , 9 (1), 43-65.	×	There is a lack of statistical information to be able to include this paper.
Zakaria, M., Abd Manaf, K., Nurmala Sari, E., Syed Yusuf, S. N., Abdul Rahman, R., & Hamoudah, M. M. (2021). Effective internal controls and governance: analysis of ethical culture and ethical evaluations on whistleblowing intentions of government officials. <i>Polish Journal of Management Studies</i> , 23 (1), 487-502.	✓	This paper is eligible for inclusion in the meta-analysis.
Zaman, M., Simmers, C. A., & Anandarajan, M. (2011). Using an Ethical Framework to Examine Linkages Between “Going Green” in Research Practices and Information and Communication Technologies. <i>International Journal of Social and Organizational Dynamics in IT</i> , 1 (2), 26-45.	×	There is a lack of statistical information to be able to include this paper.
Zeng, Y. (2019). Tourist Demand for Counterfeits and the Ethical Decision-Making Process. [Unpublished Doctoral Dissertation]. The Hong Kong Polytechnic University	×	This paper's dependent variable is ineligible.

Zheng, P., Gray, M. J., Zhu, W. Z., & Jiang, G. R. (2014). Influence of culture on ethical decision making in psychology. <i>Ethics & Behavior</i> , 24 (6), 510-522.	×	This paper's dependent variable is ineligible.
Zhou, L., & Whitla, P. (2013). How negative celebrity publicity influences consumer attitudes: The mediating role of moral reputation. <i>Journal of Business Research</i> , 66 (8), 1013-1020.	×	This paper's dependent variable is ineligible.
Zhuang, G., Herndon, N. C., & Tsang, A. S. L. (2014). Impact of firms' policies on Chinese industrial purchasers' ethical decision making. <i>Journal of Purchasing and Supply Management</i> , 20 (4), 251-262.	✓	This paper is eligible for inclusion in the meta-analysis.
Zimand-Sheiner, D., & Lahav, T. (2019). Israeli media reality vs. consumer attitudes: TV viewers' ethical perceptions and attitudes towards regulation of embedded paid content. <i>Israel Affairs</i> , 25 (1), 165-184.	×	This paper's dependent variable is ineligible.
Zimand-Sheiner, D., Ryan, T., Kip, S. M., & Lahav, T. (2020). Native advertising credibility perceptions and ethical attitudes: An exploratory study among adolescents in the United States, Turkey and Israel. <i>Journal of Business Research</i> , 116, 608-619.	×	This paper's dependent variable is ineligible.
Zou, L. W., & Chan, R. Y. (2019). Why and when do consumers perform green behaviors? An examination of regulatory focus and ethical ideology. <i>Journal of Business Research</i> , 94, 113-127.	×	This paper's independent variable is ineligible.

Appendix B: List of Effect Size Calculations

1. If the study statistics were means and standard deviations of a between subject design, Cohen's d was calculated by, $\frac{m_1 - m_2}{S_{pooled}}$, where m_1 and m_2 = are the means relative to the condition, and $S_{pooled} = \frac{\sqrt{(n_1 - 1)SD_1^2 + (n_2 - 1)SD_2^2}}{(n_{total} - 2)}$ where n_1 and n_2 = total sample size for the relevant condition, $n_{total} = n_1 + n_2$ and SD_1 and SD_2 = standard deviation for each condition (Borenstein et al. 2009).
2. Once Cohen's d was obtained, $r = \frac{d}{\sqrt{d^2 + 4}}$ and $V_r = \frac{(1 - r^2)^2}{n - 1}$ where n = sample size (Borenstein et al. 2005).
3. If the study statistic was a t-statistic, $r = \sqrt{\frac{t^2}{t^2 + (n - 2)}}$ (Borenstein et al. 2005).
4. In order to disattenuate r , $r_u = \frac{r}{\sqrt{\alpha_1 \alpha_2}}$ where α_1 = internal reliability of the independent variable and α_2 = internal reliability of the dependent variable and $V_{ru} = \frac{V_r}{(\alpha_1 \alpha_2)^2}$ (Schumacker 1996).
5. In order to calculate Fisher's z, $z = 0.5 \times \ln \frac{(1 + r_u)}{(1 - r_u)}$ and $V_z = \frac{1}{n - 3}$ (Borenstein et al. 2005; 2009), for conversion of z back to $r = \frac{e^{2z} - 1}{e^{2z} + 1}$ (Borenstein et al. 2009).

References not included in the main paper:

Borenstein, M. & Hedges, L., Higgins, J.P.T. & Rothstein, H.R.. (2005). *Comprehensive meta-analysis* (Version 2.2.027) [Computer software]. 11. 188-191.

Schumacker, R. E. (1996). Disattenuating correlation coefficients. *Rasch Measurement Transactions*, 10(1), 479.

Appendix C: Correlation Matrices

<i>Deontological evaluations</i>	1	2	3	4	5	6	7	8	9	10	11	12
Ethical context (1)	1											
Financial implications (2)	-0.04	1										
Traditional values (3)	0.36**	0.36**	1									
Victim (4)	0.22	0.55**	-0.40**	1								
Beneficiary (5)	0.56**	-0.03	0.08	0.06	1							
Actor (6)	0.01	-0.16	-0.15	-0.16	-0.02	1						
Ethical response (7)	-0.10	-0.01	-0.09	0.06	-0.14	0.02	1					
IV manipulation (8)	0.16	0.34**	0.29**	0.18*	0.11	-0.44**	0.04	1				
Social desirability (9)	-0.07	-0.25**	-0.18*	-0.12	-0.14	-0.38**	-0.07	-0.32**	1			
Precision (10)	0.10	0.01	0.24**	0.37**	0.08	0.14	0.06	0.01	0.13	1		
Publication status (11)	0.16*	-0.04	-0.35**	-0.08	0.06	-0.04	0.06	-0.03	0.24**	0.22**	1	
Publication year (12)	0.45**	0.19*	0.66**	0.38**	0.20*	0.19*	0.00	0.37**	-0.35**	-0.22**	0.14	1

** $p < 0.01$, * $p < 0.05$

Teleological evaluations

	1	2	3	4	5	6	7	8	9	10	11	12	13
Ethical context (1)	1												
Financial implications (2)	-0.06	1											
Traditional values (3)	0.43**	0.42**	1										
Victim (4)	0.24**	0.42**	0.42**	1									
Beneficiary (5)	0.60**	-0.09	0.06	0.06	1								
Teleological measurement (6)	-0.08	0.30**	0.42**	0.17*	-0.14	1							
Actor (7)	0.19*	-0.37**	-0.01	-0.11	0.09	-0.37**	1						
Ethical response (8)	-0.04	0.04	0.03	0.01	0.06	0.06	-0.04	1					
IV manipulation (9)	0.28**	0.27**	0.48**	0.17*	0.21**	0.49**	-0.27**	0.09	1				
Social desirability (10)	0.05	-0.28**	-0.20**	-0.12	-0.04	0.10	0.30**	-0.04	-0.21**	1			
Precision (11)	-0.10	0.16*	0.06	0.34**	-0.03	0.11	-0.40**	0.15*	0.01	0.11	1		
Publication status (12)	0.24**	0.00	-0.05	-0.02	0.14	-0.05	-0.31**	0.03	0.02	0.21**	0.24**	1	
Publication year (13)	0.48**	0.30**	0.67**	0.41**	0.25**	0.17*	0.01	0.07	0.56**	-0.33**	-0.08	0.10	1

** $p < 0.01$, * $p < 0.05$

Appendix D: Link to Datasets

https://www.dropbox.com/sh/vwwzmlg5lktn48x/AAAJOYeNRLYb5LCIFis_5a_wa?dl=0

Essay 2: Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial Cause Appeals.

Abstract

Increasing global inequalities and resource disparities across the world have intensified the pressure on non-profit organizations to increase prosocial responses from consumers towards distant causes – those removed from the consumer's immediate context. Despite 16 years of research, it is unclear how marketers in this sector can effectively encourage consumers to act prosocially on behalf of distant causes compared to proximal ones. We conduct a comprehensive meta-analytical review of 235 effect sizes obtained from 132 empirical studies, findings suggest that neither distant nor proximal cause appeals are inherently more effective. Instead, effectiveness depends on how the appeal's distance is established, and the level of construal fit among elements included in the appeal. Specifically, appeals depicting temporally distant events demonstrate greater efficacy, while socially and spatially proximal causes evoke higher prosocial responses. Despite the increasing importance of addressing distant causes, few results favor distance, suggesting that existing research only aids in understanding how to increase participation for proximal causes. While these findings provide valuable insights for practitioners, guiding them on how best to optimize the effectiveness of prosocial appeals, further research is needed to understand how we can effectively tailor distant cause appeals to increase prosocial responses.

Keywords: Prosocial; Non-profit; Psychological distance; Meta-analysis

Introduction

“One in 22 people around the world are now in need of humanitarian assistance – that’s a staggering 362 million people, which is a record high [...] Conflicts, climate change and financial turmoil are increasing the need for aid.” – United Nations (2023a).

Individual consumer behaviors have contributed to this catastrophe and increasing inequalities, but it also presents one of the only solutions. This is a task that the non-profit sector is challenged with communicating. For example, human consumption is unequivocally responsible for the climate crisis and increasing global inequalities (Carrington 2021). Such that while a vast amount of carbon emissions are generated by developed nations, many developing nations are most vulnerable to the consequences with limited resources to counteract it (International Rescue Committee 2023; Ritchie 2019). Further, wealth disparities limit essential consumption for millions, with one third of the global population facing food insecurity (United Nations 2023b). In response, non-profit organizations attempt to engage relevant consumers to participate in voluntary actions to benefit those most affected by these causes, namely engaging in prosocial behavior. Prosocial behavior represents a unique facet of consumer behavior. Unlike conventional notions, where consumers exerted behaviors associated with a pursuit of satisfying their unmet need and wants, prosocial behaviors require consumers to give up resources, time, and effort in pursuit of the welfare of others (Penner et al. 2005; White, Habib, and Hardisty 2019). This reality necessitates inevitable trade-offs for consumers, particularly given existing inequalities and escalating global disparities. Non-profit organizations must grapple with unique complexities to effectively communicate and spur prosocial responses.

Accordingly, non-profit organizations use their cause appeals to target consumers that are distant from the cause, as they often have the resources required to engage in prosocial initiatives. These initiatives include communications which urge consumers to donate,

engage in behavioral change, or advocate on behalf of the cause that they represent. Examples of these cause appeals include Oxfam's Unwrapped (Australia) and Comic Relief's Red Nose Day (UK), which encourage consumers to gift their donations and participate in projects, respectively on behalf of international causes (Oxfam Australia 2023; Comic Relief 2023). These appeals focus on distant causes rather than proximal ones, as they target consumers who are further removed from the issue. Thus, given the current demand for engagement with prosocial initiatives and the complexity associated with it, it becomes integral to ask: are individuals inherently more likely to be prosocial on behalf of distant (vs. proximal) causes? And, in the case of distant causes, how can the non-profit sector effectively increase consumer prosocial responses?

Previous research has explored the effectiveness of cause appeals for distant causes on consumer prosocial responses through the lens of psychological distance, which pertains to the perceived distance of the cause to the consumer in terms of similarity, location, and time (Trope, Liberman, and Wakslak 2007). A common approach used by researchers to understand the effect of psychological distance on prosocial responses involves comparing individuals' responses to psychologically distant (vs. proximal) cause appeals (e.g., Ein-Gar and Levontin 2013; Habib, White, and Hoegg 2021). However, despite this, there remains little consensus regarding whether consumers are more likely to act prosocially towards either distant or proximal causes. Instead, researchers frequently focus on how established behavioral change factors interact with psychological distance, such as the visibility of behavior (White and Peloza 2009). Yet, it remains unclear which of these factors are most effective and where practitioners should concentrate their efforts to maximize donations, advocacy, and behavioral change for the distant causes that they represent.

To provide an overview of the relationship between psychological distance and prosocial responses, our research looks at the dimensions of psychological distance

individually to synthesize the existing literature on the effectiveness of distant (vs. proximal) cause appeals. Specifically, we examine distant (vs. proximal) framing in cause appeals of non-profit campaigns that have been established through a form of social, temporal, and spatial distance. We conduct a meta-analysis of 235 effect sizes obtained from 132 experimental studies in 75 research articles. Results represent 677,768 independent observations between 2006 and 2024. In addition to examining the main effect of psychological distance on prosocial responses, we also examine whether the effectiveness of specific key drivers of behavioral change, identified in the SHIFT framework, are reduced or enhanced in a distant (vs. proximal) cause appeal (White, Habib, and Hardisty 2019). Specifically, we use construal fit theory to motivate differences in prosocial responses due to the interaction between psychological distance and established behavioral change factors that induce (1) social influence, (2) habit formation, (3) feelings and cognitions, (4) tangibility.

Our study makes several contributions. First, we consolidate an extensive and growing literature of the effect of psychological distance on prosocial responses. Second, we determine the effectiveness of established behavioral change drivers, identified in the SHIFT framework, that are available to marketers, identifying whether they enhance or limit the effectiveness of distant (vs. proximal) cause appeals. Third, we examine the isolated effect of spatial distance as a form of distance least controllable to marketers. Fourth, we assess the effectiveness of construal fit theory in predicting effective interactions between other behavioral change factors. We identify important research gaps for future researchers and provide specific guidance to non-profit marketers on how to optimize cause appeals.

Conceptual Framework

Prosocial Behavior

Prosocial behavior involves voluntary actions that prioritize the welfare of others over self-interest and personal gain (Penner et al. 2005). It encompasses a range of behaviors,

including donation, volunteering, and consumer advocacy (White, Habib, and Dahl 2020). Prosocial behavior is a crucial and distinct facet of the wider notion of consumer behavior. Essentially, consumers make a trade-off between their own resources, such as time, money, and effort, to pursue goals such as helping others (Touré-Tillery and Fishbach 2017). Encouraging prosocial behavior is also often seen as the domain of the non-profit sector, further complicating matters (Goh, Pappu, and Chien 2021). While various meta-analyses have incorporated prosocial behavior in broader consumer behavior contexts, they often fail to fully address its complexity (e.g., Melnyk, Carrillat, and Melnyk 2022; Schomburgk, Belli, and Hoffmann 2024).

Previous meta-analyses have delved into understanding the influence of various facets of prosocial behavior, such as exploring specific contexts, donor characteristics, and campaign elements (see Appendix A). Some meta-analyses have focused on specific contexts, such as cause-related marketing (e.g., Schamp et al. 2023), and blood donation (e.g., Bednell et al. 2013), whereas others focus on donor characteristics (e.g., Thielmann, Spadaro and Balliet 2020). Other meta-analyses examine the impact of campaign elements like gain versus loss framing (e.g., Xu and Huang 2020). Despite an increasing number of review papers on prosocial behavior and the growing importance of advancing distant causes, there remains limited insight into the specific effects of cause-related factors, such as the effect of psychological distance, on prosocial behavior³.

Psychological Distance

Psychological distance refers to how far removed an event, object, or person is from the consumer's present state (Trope and Liberman 2010). Thus, when a cause and its focal

³ This limitation further extends, as out of the 6,510 effect sizes analyzed in previous meta-analyses on prosocial behavior, only 23 of these effects overlap with those included in this research.

stakeholders are further removed from (immediately in) the consumer's direct experience, they are psychologically distant (proximal). For example, a 'No Child Hungry' campaign soliciting donations will be psychologically distant (proximal) to U.S. consumers if it depicts children in Uganda (the U.S.), as these children are more removed from (immediately in) the consumers' direct experience. Psychological distance is a favored framework due to its established effect on an individual's construal level and mental representation (Soderberg et al. 2015). According to construal level theory, this is due to the way that individuals can mentally represent the same entity at varying levels of abstraction (Trope and Liberman 2010). In a cause appeal, when the cause and its focal stakeholders are far removed from (immediately relevant in) a consumer's direct experience, consistent with psychological distance (proximity), it induces a higher (lower) level construal which the consumer will mentally construe as more abstract (concrete) (Liberman, Trope, and Stephan 2007).

Many differences in consumer behavior have been attributed to distinctions between psychological distance and proximity (e.g., Kim and John 2008; Lee and Aaker 2004). While an extensive amount of these differences has been uncovered in and across prosocial behaviors, there is no consistent consensus on whether consumers inherently display greater prosocial tendencies toward distant or proximal causes. Some studies suggest an innate preference for proximal causes (e.g., Habib, White, and Hoegg 2021), while other studies suggest that consumers favor distant causes (e.g., Rogers and Bazerman 2008; see full literature summary in Appendix B) with many studies suggesting that the effect is contingent on other factors (e.g., White and Peloza 2009; Chang and Lee 2009).

Psychological distance can often be established in three distinct ways: spatially, socially, and temporally (Trope and Liberman 2010; see Appendix C for examples). In the context of cause appeals, spatial distance refers to the physical location of the action or its impact relative to the consumer, often operationalized by the geographic distance between the

cause and/or focal stakeholders and the consumer's residence or current location. For example, an anniversary disaster relief campaign for the Indian Ocean Tsunami (Hurricane Katrina) targeted at U.S. consumers represents a spatially distant (proximal) cause (Winterich, Mitall, and Ross 2009). Social distance, on the other hand, relates to the level of identification the consumer has with the focal stakeholders depicted in the cause. Social distance (proximity) is often represented by the low (high) level of identification that the consumer has with the focal stakeholder(s) depicted in the cause. Examples of social distance can relate to other-benefit (vs. self-benefit) fundraisers (White and Peloza 2009), the differences (similarities) in ethnicity (Duclos and Barasch 2014), behavior (Fajardo, Townsend, and Bolander 2018), and features (Munz, Jung, and Alter 2020). Temporal distance concerns how far in the future an action or consequence will occur relative to the present (Kim and John 2008). For instance, an event or consequence is considered temporally distant (proximal) if it is projected to occur four years from now compared to today (Rogers and Bazerman 2008).

Despite these nuances between the different types of distance, there remains little evidence to suggest that these different dimensions are more effective than one another (Maglio, Trope, and Liberman 2013). Specifically, Zhang and Wang (2009) found that all forms of psychological distance (social and temporal distance) were represented and mapped onto spatial distance. Further, spatial distance is often integral to the cause and less flexible to marketers. For example, a relief program for Uganda aimed at U.S. consumers cannot be moved geographically closer to the consumer. Conversely temporal and social distance can be manipulated by marketers within reason. For example, the same prosocial cause can be framed for effect as temporally proximal “Stop world hunger now”, or temporally distant “by 2030”. Similarly, social distance can be flexible, as focal stakeholders can be discussed through similarities or differences directly or through nuanced language. For example, a

domestic violence appeal targeted at female-identifying consumers could be discussed through a religious lens (distant) or gender similarities (proximal). Given the increasing competitiveness of the non-profit market and the increasing need to understand how to advance distant causes (United Nations 2023a; Waller and Morgan 2022), understanding the effect of psychological distance (especially spatial) poses crucial considerations for effectively designing cause appeals to maximize prosocial outcomes (Gu and Chen 2021).

To address this gap and provide an overview of the relationship between psychological distance and prosocial behavior, our research synthesizes the existing literature on the effectiveness of psychologically distant (vs. proximal) cause appeals. We focus on whether individuals are inherently more likely to engage in prosocial behavior on behalf of psychologically distant (vs. proximal) causes and explore strategies for effectively increasing consumer prosocial responses towards distant causes.

Construal Fit

Psychological distance isn't the sole determinant influencing the level at which consumers construe the cause. Various communication factors included in the cause appeal will also shape the way that consumers will construe the cause. For example, Amit and Greene (2012) find that words (pictures) induce a high (low) level construal, and MacDonnell and White (2015) find that time (money) are similarly construed at a high (low) level. Previous studies suggest that when there's a fit between the induced construal level and various elements within an appeal, known as construal fit (Lee, Keller, and Sternthal 2010), it enhances the consumer's processing fluency, which subsequently increases engagement and participation (Lee and Aaker 2004). For instance, Amit and Greene (2012) find increased response rates when words (pictures) are used to depict distant (proximal) events, and

MacDonnell and White (2015) find higher donation amounts for time (money) and distant (proximal) causes, due to construal fit.

Although construal fit provides a great theoretical basis, due to the wealth of existing and emerging research, the established effects of various appeal elements have been diluted. For example, White and Peloza (2009) find that distant (proximal) causes are more effective when the behavior is public (private). This finding is well explained, as making the behavior public (i.e., seen by others) can make it more likely for individuals to behave in a socially desirable way, as it places it in a wider societal context which is more abstract and construed at a higher level. Conversely, with private (non-visible) behavior a consumer focuses more on the feasibility of their own behavior and its direct implications, which are inherently more concrete, and thus construed at a lower level. While other research has similar findings (e.g., Tong and He 2021), the effect becomes diluted within private donation requests. For instance, Garbinsky and Aaker (2012) find that a promotion (prevention) frame is more effective for temporally distant (proximal) causes. Meanwhile, this effect is contended when Chang and Lee (2009) find the opposite effect in their experiment. Consequently, there's little consensus and considerable contention regarding which elements marketers can leverage to enhance prosocial consumer behavior toward psychologically distant (vs. proximal) causes. Thus, we use construal fit as the theoretical framework to hypothesize various moderating effects on the relationship between psychological distance and prosocial behavior.

SHIFT Framework

To identify meaningful moderators that can help us better understand how non-profit marketers can enhance consumer prosocial responses towards psychologically distant (vs. proximal) cause appeals, we utilize the SHIFT framework proposed by White, Habib, and Dahl (2019). This framework offers a structured approach to categorizing meaningful

interventions for prosocial consumer behaviors. Based on established research and reviews, the SHIFT model identifies key drivers of behavioral change, including: social influence, habit formation, individual self, feelings and cognition, and tangibility (White, Habib, and Hardisty 2019; White, Habib and Dahl 2020). In our meta-analysis, we select meaningful moderators from all elements in the SHIFT framework apart from ‘individual self’, due to lack of observed variables in previous research. Rather, we focus on factors that marketers can directly control to optimize their appeals. See Figure 1 for a visual representation of our conceptual framework.

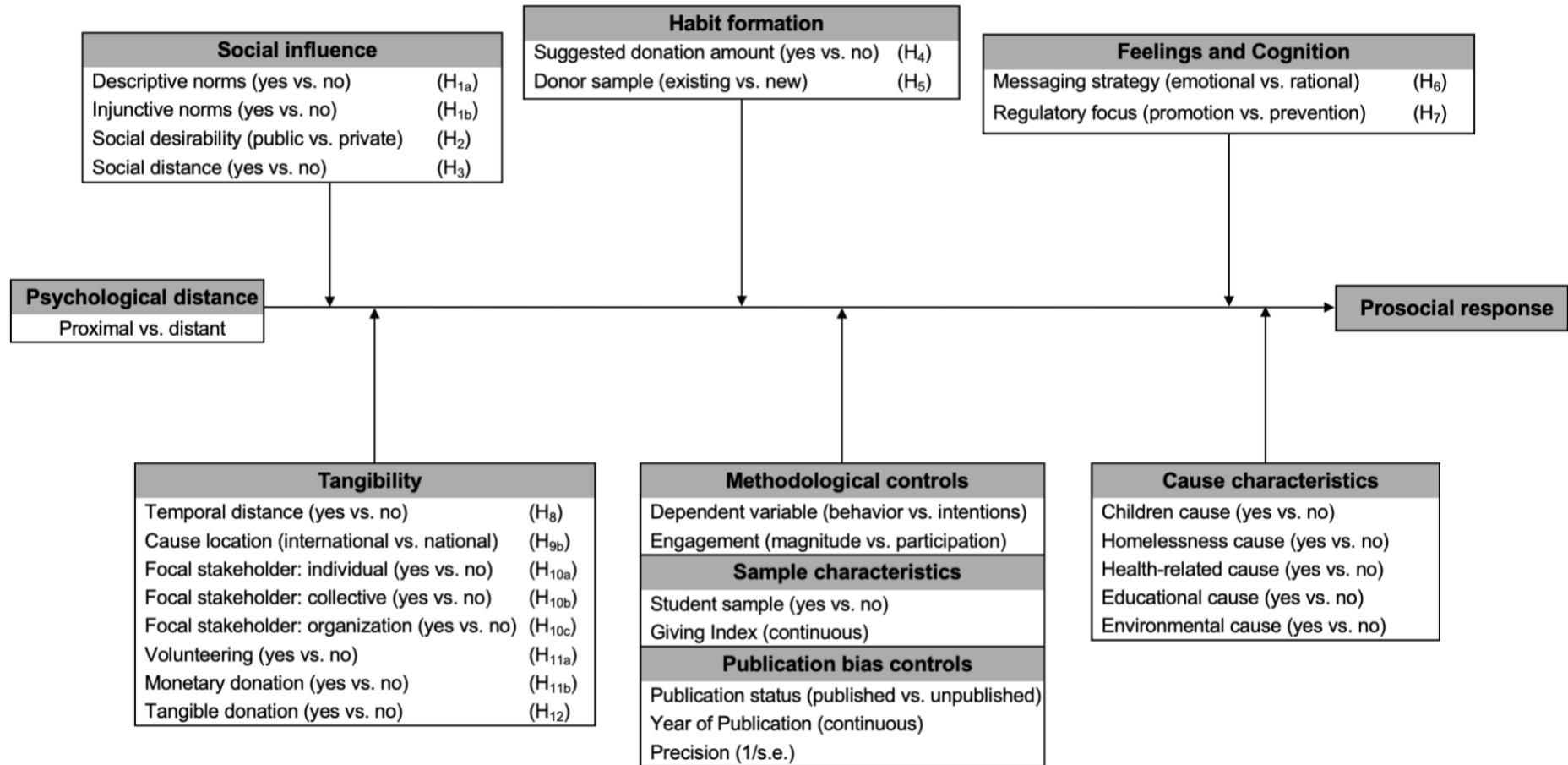
We hypothesize the directional effect of these moderators based on the level of construal that they are noted to evoke from previous research, and the likely construal fit with psychological distance. Thus, our rationale for the effectiveness of these various moderators is grounded in construal fit theory, which conceives that the alignment between appeal elements and consumers' construal levels will motivate behavioral responses. With this comprehensive approach, our aim is to offer actionable, practical insights for non-profit marketers to amplify the influence of distant cause appeals on prosocial behavior.

Hypothesis Development

Social Influence

Cause appeals are inherently social, as they seek to persuade individuals to engage in voluntary positive actions for the benefit of others. Social influence has a strong positive effect on prosocial behavior (White, Habib, and Dahl 2020), and non-profit marketers can directly and indirectly manipulate this variable in cause appeals (see Melnyk, Carrillat, and Melnyk 2022 for review). Common approaches to exercising a positive social influence through communications includes utilizing social norms and increasing the social desirability of the behavior (White, Habib, and Dahl 2020; Ryoo, Hyun, and Sung 2017).

Figure 1: Conceptual Model



Descriptive Norms Descriptive norms refer to beliefs about how others tend to behave in certain situations (Melnik et al. 2011). For example, an individual may believe that most other people engage in the prosocial behavior, such as recycling, which may consequently influence their decision to recycle (Cialdini, Reno, and Kallgren 1990). Non-profit marketers can influence these beliefs by explicitly informing consumers about the salience of the target prosocial behavior which can impact the way the behavior is construed. When behaviors are perceived as common or typical, consistent with the majority behavior which descriptive norms depict, individuals construe them at a lower level of abstraction, focusing on the specific details and immediate context. For example, Goldstein, Cialdini, and Griskevicius (2008) found that in spatially proximal contexts, when a descriptive norm was used, hotel guests were more likely to reuse their towels. Ryoo, Hyun, and Sung (2017) found the same result with consumers engaging with sustainable programs when further combined with low-construal messages, which further highlights the effectiveness of construal fit with descriptive norms. Thus, given that there is likely a construal fit between the use of a descriptive norm and proximal causes, we expect that:

H1a: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when descriptive norms are present (vs. absent) in the appeal.

Injunctive Norms Injunctive norms, on the other hand, are beliefs about what individuals ought to be doing, and serve as explicit guidelines for behavior within one's immediate context (Melnik et al. 2011). When people are aware of the explicit expectations or rules regarding behavior, consistent with injunctive norms, it prompts them to focus on the specific actions and tangible outcomes that align with those norms (Lu, Liang, and Hong 2024), suggesting a construal fit between injunctive norms and proximal causes. Previous literature has found that the presence of injunctive norms is successful when the issue is made

psychologically proximal for the target consumer. Specifically, Habib, White, and Hoegg (2021) find that when psychological proximity was induced (through the issue affecting a close other), injunctive norms were effective at increasing organ donor register intentions. As such, we expect that:

H1b: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when injunctive norms are present (vs. absent) in the appeal.

Social Desirability Social desirability relates to subscribing to deontological ideals, which are global and inherently abstract beliefs that prescribe what is “ethical” or “right” (i.e., should not steal) (Carrera, Fernandez, and Caballero 2020). To trigger socially desirable responses, consistent with the goal of prosocial cause appeals, previous literature has shown that the public visibility of an action is an important factor (White, Habib, and Dahl 2020). Non-profit marketers are often able to develop appeals that reflect different levels to which the prosocial behavior is visible to others. In some cases, consumers engage with appeals in private settings (e.g., virtual, digital campaigns) whereas other initiatives are inherently more public (e.g., charity drives, public donation campaigns). When the consumers’ actions are seen, they form part of a bigger picture, which induces a higher construal (Trope, Liberman, and Wakslak 2007). Conversely, with private (non-visible) behavior, a consumer focuses more on their own behavior and its feasibility relative to the direct implications, which is inherently more concrete, and thus construed at a lower level. White and Peloza (2009) found that when a campaign was other (self) focused, consistent with the notion of psychological distance (proximity), public (private) settings for prosocial behavior were more effective for encouraging prosocial behavior. Tong and He (2021) also found a similar effect for social crowding such that the presence of more individuals, i.e., an increased social desirability,

increased prosocial intentions for distant others. Thus, we expect that there is likely a construal fit between public behavior and distant causes. Hence, we expect that:

H2: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when the behavior is public (private).

Social Distance Social distance (proximity) is represented by the low (high) level of identification that the consumer has with the focal stakeholder(s) depicted in the cause. The more (less) that an individual can identify or relate to the focal stakeholder(s), the more psychologically proximal (distant) they are said to be. Thus, the concept of “social identity” is a crucial consideration. Previous research has consistently shown that individuals prefer engaging in prosocial behavior that benefits others who are similar or identifiable (socially proximal) to themselves (e.g., Duclos and Barasch 2014; Habib, White, and Hoegg 2021, see Appendix B for overview). This is because when individuals identify strongly with ingroup member(s) (proximal) compared to outgroup member(s) (distant), they feel more accountable to them as they share a similar social identity, which in turn prompts them to act more prosocially on their behalf (Duclos and Barasch 2014; Kardos et al. 2019). Thus, we expect that:

H3: Socially proximal cause appeals will be more effective at increasing prosocial intentions and behavior.

Habit Formation

Many prosocial campaigns require consumers to engage in the behavior multiple times and form a habit (e.g., recycling, monetary donation) in order for the behavior to have any impact on the greater good (White, Habib, and Hardisty 2019). Accordingly, there are often behavioral change factors the change agents and non-profit marketers employ specifically to encourage repeat behaviors, which we will refer to as habit formation factors.

Similarly to social influence factors, various habit formation factors are likely induce a construal level that could interact with the psychological distance of the cause. We discuss how the use of suggested donation amounts and existing donor samples could interact with this.

Suggested Donation Amounts Encouraging consumers to form prosocial habits hinges on simplifying their ability to engage in them (White, Habib, and Dahl 2020; White, Habib, and Hardisty 2019). Accordingly, non-profit marketers often try to form these habits by making the task easier and intuitive. Suggested donation amounts (SDAs) are a common way in which this is done. SDAs are mechanisms that present consumers with “suggestions” to aid in choosing whether, and how much to participate in response to a cause appeal. These suggested amounts reduce the cognitive effort associated with a prosocial cause appeal as they do not have to think about whether, or how much, to give, making it easier for consumers to decide (Moon and VanEpps 2023). SDAs differ from social norms, because their normative guidance is more implicit than social norms, which more directly exert social influence (Sher and McKenzie 2006). However, SDAs do give consumers concrete information about how they should engage in the desired behavior, instead of abstract information about why, which is a consistent way of eliciting a low construal (Soderberg et al. 2015). Specifically, when consumers focus on how to conduct an action, they focus on the granularity of their actions which is consistent with a low construal, whereas when consumers focus on why, they pay more attention to the bigger picture consistent with a high construal (Trope and Liberman 2010). We expect that because SDAs induce a low construal, there will be a construal fit when they are paired with proximal causes. Therefore, we predict that:

H4: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when there is a suggested donation (open-ended) amount.

Donor Sample Many papers use existing donor samples from non-profit databases (e.g., Breman 2011; Damgaard and Gravert 2017). Existing donors are defined as consumers that have already notably engaged in the behavior before and are affiliated with the non-profit organization. Although this is often viewed as a sample characteristic, these consumers pose relevant considerations for our understanding of habit formation and how it may moderate the effect of psychological distance on prosocial responses. Among these consumers, there is an innate level of familiarity implied by using this consumer group. Familiarity and association are a common way of inducing psychological distance (e.g., Park and Lee 2015). Such that when individuals are more familiar (acquainted or experienced) with an object, organization, or person, they are more likely to construe it at a lower level (Liberman, Trope, and Stephan 2007). Given that there is a likely construal fit between existing donors and proximal causes, we expect that:

H5: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when it uses an existing (new) donor sample.

Feelings and Cognition

The inclusion of feelings and cognition takes into account how individuals make decisions. Often consumers use an affective (feelings/emotional) or a cognitive (informational/rational) route (White, Habib, and Hardisty 2019), which has a direct implication for construal fit (Amit and Greene 2012). Thus, in the following section, we hypothesize the moderating effects of messaging strategy and regulatory focus.

Messaging Strategy Marketers often face the challenge of selecting the most effective messaging strategy when developing campaigns or appeals, particularly regarding whether to use a rational or emotional approach. Previous research indicates that construal fit plays a significant role in determining the most appropriate messaging strategy. Specifically, studies have shown that when individuals are primed with concrete mindsets (i.e., exposed to a proximal event or cause), they tend to rely on rational decision-making processes (Amit and Greene 2012). In such cases, consumers will actively seek concrete information such as statistics and facts to help them make their decisions, consistent with a rational appeal (Maurer Herter et al. 2022). Conversely, emotions are inherently more abstract, varying in intensity and reception among consumers, making them subjective and challenging to quantify (Crawford 2009). Emotional appeals, often associated with high construal, are expected to align well to distant causes. Thus, we predict that:

H6: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when an emotional (rational) appeal is used.

Regulatory Focus Regulatory focus distinguishes between two approaches for goal attainment. Specifically, when an individual adopts a promotion focus, their aim is to maximize positive outcomes. In contrast, those with a prevention focus strive to minimize negative outcomes (Pennington and Roese 2003). Marketing messages often implicitly prime consumers' regulatory focus (e.g., Jain, Agrawal, and Maheswaran 2006). For instance, the same cause can be communicated as "keeping children full" or "stopping children from going hungry". The former emphasizes maximizing a positive outcome, specifically the wellness of children, aligning with a promotion focus. On the other hand, the latter reflects a prevention focus, where consumers seek to minimize a negative outcome, such as preventing hunger. Positive outcomes are linked to a promotion focus and prompt individuals to achieve a

higher-order schema, which is more abstract (Eyal et al. 2004). In this case, consumers fixate on happiness, wellbeing, and achievement, all of which are inherently abstract in nature and consistent with a high construal level. Conversely, negative outcomes consistent with a prevention focus, present consumers with imminent issues and sources of threat, which represent a low construal level (Park and Morton 2015). Therefore, we predict that:

H7: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when there is a promotion (prevention) regulatory focus.

Tangibility

The tangibility of associated outcomes of a cause is a crucial consideration for psychologically distant appeals, as it directly influences how an object, cause, or event is construed (White, Habib, and Hardisty 2019). When the outcome of an appeal is more tangible, it tends to be construed at a lower, more concrete level. This relates to the different operationalizations of psychological distance relative to the cause's outcome, as well as the focal stakeholder (beneficiary), and what the outcome (behavior) is.

Temporal Distance Prosocial outcomes are inherently future focused as many of them seek to contribute to long-term or sustainable change that may not have an immediate or tangible impact (White, Habib, and Hardisty 2019). For example, prosocial outcomes associated with behaviors such as recycling, donation, and volunteering are rarely immediate and in order to be effective must be sustained long-term (White, Habib, and Dahl 2020). Thus, in many cases, temporal distance is more valid, and representative of the outcomes associated with the majority of prosocial behavior. Although in various situations marketers may use urgent appeals, that are temporally proximal, (e.g., following a natural disaster or a falter in world peace), consumers are often familiar with the limited impact that this might have given that

most countries and organizations align prosocial goals to ensure long-term sustainable impact and development (United Nations, n.d.). Waites et al. (2023) uncovered that consumers are more likely to donate towards longer-term causes (vs. immediate aid), due to a higher perceived impact. This link is further validated through the association that one's innate long-term temporal orientation, which is an identified personality trait operationalization of temporal distance, has a positive effect on prosocial responses (Hafer and Rubel 2015). Thus, given the nature of prosocial behavior and its outcomes, we expect there will be a construal fit with temporal distance, such that:

H8: Temporally distant cause appeals will be more effective at increasing prosocial intentions and behavior.

Cause Location Cause location refers to where the cause and its beneficiaries are located, which is directly associated with how individuals perceive and construe prosocial behaviors (White, Habib, and Hardisty 2019). Interestingly, relative to cause location, there is a consistent trend suggesting that national causes receive more positive consumer responses than international equivalents (Charities Aid Foundation 2021; Giving USA 2022). We define a national cause as one that is situated within the target consumer's residing nation, and an international cause is one situated outside of the consumer's residing nation. Consumers are targeted with appeals from non-profit organizations or causes both inside and outside of national barriers. For example, a US consumer may receive cause appeals about poverty in the US and in other developing countries.

Cause location is particularly relevant, as it is commonly how spatial distance is established. For instance, Xu, Rodas, and Torelli (2020) compare responses to national forms of spatial distance, using donation appeals for homelessness amongst residents of California for beneficiaries based in San Francisco (proximal), or New York City (distant). Whereas

Winterich, Mittal, and Ross (2009) explore responses across international borders among US participants to natural disaster anniversary funds in New Orleans (proximal), or Indonesia (distant). As aforementioned, in practice, national causes receive more prosocial responses than international, and previous research often validates this main effect (Wang, Kirmani, and Li 2020; Winterich, Mittal, and Ross 2009). This could largely be due to that fact that some of the established main drivers of prosocial responses, i.e., impact and empathy, are harder to access for spatially distant causes (Touré-Tillery and Fishbach 2017; Vanman 2016). For example, Touré-Tillery and Fishbach (2017) found that consumers perceive the equivalent amount of money (e.g., \$1.00) to have a lesser impact when it is geographically further away from the consumer. While many studies have validated that it is harder to feel empathy on behalf of individuals in different countries (Lee and Li 2023). Thus, we expect that when the spatial distance is manipulated across international barriers, the spatially proximal causes will be more effective at increasing prosocial responses. Therefore, we expect that:

H9a: Spatially distant cause appeals will be more effective at increasing prosocial intentions and behavior when it is manipulated within national boundaries.

However, cause location can also interact with other forms of psychological distance, which likely influences the consumer's construal. Specifically, social, and temporal distance can exist in an international context. For example, Breman (2011) and Damgaard and Gravet (2017) examined the effect of temporal distance on donation behavior in an international humanitarian aid context among Swedish and Danish consumers respectively, whereas Yin and Lee (2023) conduct studies looking at social distance for U.S. consumers' donation behavior in Zimbabwe. International causes are, as previously described, inherently distant, and although consumers are increasingly recognizing themselves more as global citizens (CS Global Partners, 2023), they are often more aware of, exposed to, and thus psychologically

proximal to, issues that take place in their country of residence. This psychological proximity is strengthened by the individuals' national identity which is an integral identifier often officialized in the form of concrete descriptors (e.g., address, nationality) used in marketplaces, transactions, and affiliations. Conversely, one's global citizenship is inherently more abstract, and not officially identifying or distinguishing individuals from one another (Wakslak and Trope 2009). Wang, Kirmani, and Li (2020) consolidate this link and find that individuals that are more residentially mobile, i.e., global citizens, are more likely to donate money to distant beneficiaries. Thus, since engagement with international causes likely fosters a sense of global citizenship, which is consistent with a high construal level, there is likely to be a construal fit with distant cause appeals. Therefore, we anticipate that:

H9b: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when it is an international (national) cause.

Focal Stakeholder Non-profits have several options to consider when designing an appeal, particularly how they define the focal stakeholder, which has implications for how individuals perceive the beneficiaries. Specifically, non-profit cause appeals can focus on an individual, a collective, or the organization itself. For example, Children International campaigns involve sponsoring a single vulnerable child (Children International 2023), while SOS Children's Villages focus on sponsoring an entire village (i.e., multiple individuals) (SOS Children's Villages 2023). Other appeals highlight the impact of their organization, like the Ronald McDonald House Red Show Day (Ronald McDonald House Charities 2023).

Individual Consumers are more likely to construe individual victims at a lower level than other typical focal stakeholders, namely, collectives and organizations (Ein-Gar and Levontin 2013). Specifically, when the individual is named and described, which is typical in non-

profit appeals, consumers are more directly able to construe the specifics and understand their reality (Small, Loewenstein, and Slovic 2013), implying a construal fit. Previous research has validated the positive effect of this construal fit on consumer prosocial responses.

Specifically, Kogut and Ritov (2007) find that when a single victim is identified as part of their in-group (out-group) they are more willing to contribute. Ein-Gar and Levontin (2013) consistently find this effect across several studies for donations and volunteering. Hence, we expect that the construal fit between an individual victim and psychological proximity will result in increased prosocial responses. Therefore, we expect that:

H10a: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when the focal stakeholder is an individual.

Collective When the focal stakeholder of a charitable appeal is a collective (e.g., a village, a school, or a community), they are construed at a higher level. Specifically, when individuals make judgments about another individual, they are often able to do so spontaneously, relying on traits and information provided, whereas with groups, this process is not spontaneous, and they often rely on abstract notions and stereotypes to establish this (Menon et al. 1999). Often when an individual is depicted as part of the group they become “depersonalized”, and the granular differences between members become diluted, taking on and representing shared traits and issues (McCrea, Wieber, and Meyers 2011). Therefore, collectives are inherently abstract, and in the cause appeal context, perceptions of these collectives are shaped by broader, global issues rather than specific, granular concerns. We expect that because this aligns with high construal, it will fit well with appeals for distant causes. Gong (2014) supports this expectation by validating the effect for construal fit on prosocial behavior for this moderator. They demonstrate, through various manipulations of psychological distance,

that average donations towards distant beneficiaries are higher when there are multiple stakeholders, consistent with the collective notion. Thus, we hypothesize that:

H10b: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when the focal stakeholder is a collective.

Organization Similarly, organizations are often concerned with representing and communicating issues faced by collectives. Yet, as a result, they are even further removed from the granular elements of the cause than those affected and tend to address higher-order issues such as impact or outcome, rather than focusing on the specific individual(s) (Gu and Chen 2021). Thus, they are often perceived as an abstract donation target and a likely fit with distant causes. Ein-Gar and Levontin (2013) also find that, across multiple manipulations of psychological distance, consumers are more likely to donate money/time when the organization is the focal stakeholder and psychologically distant. Therefore, we expect that:

H10c: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when the focal stakeholder is an organization.

Volunteering and Monetary Donation The tangibility of an outcome can also be impacted by what the consumer must give to the cause to reach the intended benefit (i.e., time, money, expertise, behavioral change, and/or effort). Cause appeals often look to solicit different outcomes from consumers based on their organizational needs, which most often relate to labor or capital. Thus, to fill these organizational gaps, they focus promotional efforts on recruiting volunteers or donations respectively. Both money and time are finite concepts of which each consumer has a limited amount of, yet according to previous research, they are both construed differently (Song and Kim 2019). Individuals are generally less aware of the finiteness of time unless time constraints are induced. Comparatively, consumers are often

aware of the exact amount of money they have assigned to a specific task (e.g., budgeting), or within a time cycle (e.g., remuneration). Thus, money and time activate different goals. For instance, money drives consumers towards the goal of utility maximization, which is a concrete goal (Liu and Aaker 2008). Such that one is often aware of the monetary resources that they have access to across specific periods of time and for various purposes, and which they often seek to maximize. Conversely, individuals may be less aware of time compared to money, which leads consumers to seek to optimize abstract concepts such as happiness and wellbeing consistent with a high construal (Liu and Aaker 2008). MacDonnell and White (2015) found evidence to substantiate the role of construal fit in the context of donation campaigns. Specifically, they found that for monetary (time) campaigns consumers donate more when exposed to a concrete (abstract) message. Thus, we expect that:

H11a: Distant (proximal) cause appeals will be more effective at increasing prosocial intentions and behavior when they are (not) soliciting volunteering.

H11b: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when they are (not) soliciting monetary donation.

Tangible Donation Labor and capital are not the only form of donation that non-profits aim to receive. Rather, marketers can frame a donation as an “item” or even a “gift” (Wang, Wang, and Jiang 2022), or explicitly mention what the donation will provide e.g., iPads for teachers (Munz, Jung, and Alter 2020). These appeals are inherently more tangible as the outcome of the action is clear and not abstract (White, Dahl, and Hardisty 2019). Thus, consumers are likely to construe these requests more concretely, implying it will be construed at a lower-level and will fit with proximal cause appeals. Gu and Chen (2021) identified a strong construal fit with proximal causes and what the money will be used towards, which ultimately resulted in higher donation intentions. Therefore, we predict that:

H12: Proximal (distant) cause appeals will be more effective at increasing prosocial intentions and behavior when the donation is (not) tangible.

Method

Data Collection – Inclusion Criteria

To conduct the meta-analysis, we ran multiple rounds of searches for published and unpublished experimental studies between July 2022 – February 2024. First, a computerized search of various widely used databases and specific journals (see comprehensive search terms and databases in Appendix D). Second, we conducted backwards and forwards searches of relevant conceptual and eligible manuscripts. Third, we published a call for unpublished work from scholars on relevant academic discussion boards.

Our dataset includes 77 published and unpublished manuscripts which consist of 132 empirical studies and 677,768 independent observations. To be included in the meta-analysis, the study had to meet the following inclusion criteria: First, estimates captured a measure of the effect of psychological distance on a participant's prosocial behavioral or intentional response to a cause appeal that represented a non-profit sector cause or issue. We define prosocial as a voluntary action which comes at a cost to the consumer and primarily benefits others (White, Habib, and Dahl 2020). In accordance with this definition, we include behaviors that relate to prosocial consumption change (e.g., Rogers and Bazerman 2008), monetary donation for cause (e.g., White and Peloza 2009), and volunteering (e.g., Ein-Gar and Levontin 2013). Thus, we excluded effect sizes obtained from studies in for-profit contexts, as the primary objective of these marketing efforts is not prosocial (Schamp et al. 2023). Second, distance was only operationalized through the cause appeal e.g., cause location (Winterich, Mittal, and Ross Jr 2009), or observable consumer characteristic e.g.,

location from the institution (Khodakarami, Petersen, and Venkatesan 2015); ethnicity is same vs. different to target consumers (Duclos and Barasch 2014), rather than a personality or latent variable. This decision was made to ensure the feasibility of findings to practitioners, and the role of various meta-analyses examining the effect of these variables on prosocial behavior (see Appendix A for overview). Third, eligible effect sizes were only distant (vs. proximal) through one dimension of psychological distance (i.e., social, temporal, or spatial), to accurately include them as moderators and provide accurate implications and recommendations for future researchers and practitioners. Such that where a paper included a combined measure of multiple distinct distance dimensions (e.g., temporal and social), it was excluded from the meta-analysis. Fourth, the study had to provide the necessary statistical information in order to accurately compute or convert the effect size. These papers capture data between the years 2007–2024, when the first eligible paper was available to the present. For a full overview of all screened papers and reasons for exclusion see Appendix E.

Effect Size Computation

Cohen's d was selected for the proceeding analysis, as it describes the standardized difference of the effect between two conditions (Lakens 2013). This is particularly relevant as effect sizes capture variations in consumer responses between distant and proximal causes. The directionality of estimates informs whether a distant (positive) or proximal (negative) cause has a significant differential effect. We calculated Cohen's d through standardized mean differences where the data was provided in the manuscripts or appendices. If the author(s) did not provide means and standard deviations, they were converted from other

statistics (e.g., t-values, Pearson's r , p -values, F-values) using common effect size conversion procedures⁴, which can be seen in Appendix F.

Further, we ran influential case diagnostics to identify outliers and inflated effect sizes that could distort any conclusions derived from the dataset. We determined reason for exclusion from the meta-analysis if effect sizes reported high studentized residuals that exceeded 2.57 (Viechtbauer and Cheung 2010). We then visually assessed the sample size and whether the variation could be due to the small sample sizes, and removed them accordingly (Melnik, Carrilat, and Melnik 2022). In the main dataset, this resulted in nine outliers being removed, and three in the spatial distance spotlight, leaving 235 and 100 effect sizes respectively in each model. Further discussion about the excluded effect sizes is available in Appendix G.

Data Coding

A coding system was created to account for the effect of the hypothesized moderators included in the conceptual framework⁵. A full table of these moderators, examples, and their operationalization can be seen in Appendix H. Moderators are categorized according to the SHIFT framework as: (1) Social influence, (2) Habit formation, (3) Feelings and cognition, and (4) Tangibility. We also incorporate various methodological controls, sample characteristics and publication bias controls to account for differences across studies' designs and sampling methods. These include the dependent variable (intentions vs. behavior), engagement (participation vs. magnitude), the use of student samples, national giving index

⁴ Where the original researcher(s) had used multi-item measures to capture the dependent variable (often relating to prosocial intentions), we disattenuated the effect sizes. By disattenuating estimates, we account for the possibility that the true effect size is diluted due to weak internal reliability of measurement items, which is necessary to obtain the true effect size (Zimmerman and Williams 1997).

⁵ In order to ensure accuracy in coding and reduce any subjectivity from the research team, all coding was checked by an independent research assistant blind to the hypotheses. Inter-rater reliability was high ($\kappa > 90\%$) and any disagreements were resolved through discussion among the research team (Motyka et al. 2014).

for the year of publication, publication status (unpublished vs. published), a precision estimate, and year of publication. Various exploratory moderators that relate the type of causes depicted in the original studies are also included. That is, whether the cause was relevant to a beneficiary or organization that represented (1) children, (2) homelessness, (3) health, (4) education, and (5) the environment.

Meta-Analytical Procedures

We adopted a three-level model for all analyses to account for potential biases and variances due to the nested structure of data (Van den Noortgate and Onghena 2008). Random-effects, maximum-likelihood models were selected under the assumption that true effect sizes vary among participants and treatments (Borenstein et al. 2009). Estimates were generated using the “metafor” package in R Studio (Viechtbauer 2010). We ran two models to account for the overall effect of the concepts of psychological distance, and then a spotlight analysis on spatial distance. The results in a main model account for the effectiveness of all three dimensions together and provide contingent effects for the concept of psychological distance. The spotlight analysis on spatial distance was to provide tailored recommendations to practitioners faced with soliciting prosocial responses on behalf of the least controllable dimension of psychological distance.

From the model outputs, we calculated the predicted values to provide grand mean estimates for each level in the model. These estimates were calculated based on the moderators’ proportions in the dataset, and for continuous variables one standard deviation minus/plus from the average (see Melnyk, Carrillat, and Melnyk 2022). Meta-regression coefficients provide a comparative significance across levels, whereas predicted values reveal the absolute significance for each level in the model. Model specifications for both models can be found in Appendix I. Moderators were removed from this model if they had less than 10 effects on either level, as this is not representative of the levels that they reflect (Palmatier

et al. 2006). Further, predictors were removed if the correlation $> .70$ with other variables, or variance inflation factors over the recommended threshold (< 10). Correlation matrices and variance inflation factors can be seen in Appendix J and K respectively. We also perform robustness checks with 16 additional models (see Appendix L).

Results

To allow for interpretation of the meta-regression model, we provide publication bias diagnostics and heterogeneity indicators for the model. These indicators reveal, respectively, how susceptible effect sizes in the dataset are to publication bias, and the amount of heterogeneity in the main effect models. Second, we discuss meta-regression coefficients and predicted values for the main model of psychological distance and provide results from a spotlight of spatial distance. We include various moderators that relate to cause characteristics in the models. These results are discussed in Appendix M.

Publication Bias

Diagnostics suggest that there is a potential susceptibility for publication bias in favor of psychological proximity. Results pass both Rosenthal (1979) and Rosenberg's (2005) fail-safe N , which predict how many effect sizes are needed to change results' significance level and to support the null hypotheses respectively (Carrillat, Legoux and Hadida 2018, as estimates exceed the recommended $N > 5k + 10$ (Zlatevska, Dubleaar, and Holden 2014). Second, we find superficially through funnel plots that there are multiple effect sizes outside of the funnel (see Appendix N). Trim and fill tests revealed asymmetry (54 studies missing from the right side). Third, we conducted an Egger's regression where a significant z -value suggests publication bias (Sterne and Egger 2005). Our results reveal this is not significant (z -value = $-.55$, $p = .58$).

Table 2: Publication bias diagnostics and heterogeneity indicators

k	d (SE)		Q-statistic	τ^2	I ²	Failsafe N		
---	--------	--	-------------	----------	----------------	------------	--	--

		CI 95%				Rosenthal	Rosenberg	Trim and fill	Egger's test
235	-.05 (.05)	[-.15; .04]	32,744***	.28 (.03)	99.14%	4833	447,620	54 missing (right)	-.55

k = number of effect sizes; d = Cohen's d estimate; SE = standard error; CI 95% = 95% confidence interval; $^{\wedge} = p < .10$; $* = p < .05$; $** = p < .01$; $*** = p < .001$.

Main Effect and Heterogeneity Indicators

The main effect of psychological distance on consumer prosocial responses was not significant ($d = -.05$, $p = .27$). We used three indicators to assess heterogeneity in our model. These included τ^2 for sample estimates of between-effect size variance, I^2 for between-effect size variance, and Q-statistics for effect size dispersion (Carrillat, Lequox, and Hadida 2018). Table 3 shows the summary (main) effect. We observed a significant Q-statistic ($p < .001$), $\tau^2 > 0$, and $I^2 > 50\%$. These indicators highlight high between-study variance, which warranted the running of a meta-regression model.

Table 3: Results from the main meta-regression

Variable	k	Meta-regression	Predicted values	
		β (SE)	d	CI [95%]
Intercept		.20 (0.33)		
Social influence				
Descriptive norm: no	218		-.08	[-.20: .04]
Descriptive norm: yes	17	-.22 (.15)	-.30*	[-.59: -.02]
Injunctive norm: no	178		-.08	[-.21: .04]
Injunctive norm: yes	57	-.06 (.13)	-.14	[-.37: .08]
Social desirability: no	152		-.13*	[-.25: -.00]
Social desirability: yes	83	.08 (.08)	-.04	[-.19: .11]
Social distance: no	173		-.06	[-.18: 0.05]
Social distance: yes	62	-.13*** (.03)	-.20**	[-.32: .07]
Habit formation				
Suggested donation amount: no	191		-.13*	[-.25: -.01]
Suggested donation amount: yes	44	.16 (0.12)	.03	[-.19: .25]
Donor sample: new	213		-.12*	[-.23: -.00]
Donor sample: existing	22	.21 (0.18)	.10	[-.25: .44]
Feelings and cognition				
Messaging strategy: rational	186		-.14*	[-.27: -.01]

Messaging strategy: emotional	49	.19 (.14)	.05	[-.19: .29]
Regulatory focus: prevention	78		-.27***	[-.43: -.12]
Regulatory focus: promotion	157	.26** (.08)	-.01	[-.14: .11]
Tangibility				
Temporal distance: no	164		-.013*	[-.25: -.02]
Temporal distance: yes	71	.12*** (.03)	-.01	[-.13: .10]
Cause location: national	137		.01	[-.10: .13]
Cause location: international	98	-.26*** (.004)	-.25***	[-.37: -.13]
Focal stakeholder individual: no	193		.03	[-.12: .19]
Focal stakeholder individual: yes	42	-.72** (.27)	-.69**	[-1.10: -.25]
Focal stakeholder collective: no	168		-.03	[-.22: .16]
Focal stakeholder collective: yes	67	-.23 (.26)	-.26	[-.63: .10]
Focal stakeholder organization: no	160		-.03	[-.24: .16]
Focal stakeholder organization: yes	75	-.19 (.24)	-.23	[-.56: .10]
Volunteering: no	208		-.13*	[-.25: -.01]
Volunteering: yes	27	.25 (.16)	.13	[-.18: .43]
Monetary donation: no	97		-.04	[-.24: .15]
Monetary donation: yes	138	-.09 (.14)	-.14^	[-.29: .02]
Tangible donation: no	207		-.07	[-.18: .06]
Tangible donation: yes	28	-.27 (.18)	-.34^	[-.67: .00]
Methodological controls				
Dependent variable: intentions	158		-.11^	[-.23: .01]
Dependent variable: behavior	77	.03 (.06)	-.08	[-.22: .06]
Engagement: participation	155		-.15*	[-.26: -.03]
Engagement: magnitude	80	.15*** (.04)	.00	[-.13: .13]
Sample characteristics				
Student sample: no	150		-.07	[-.21: .08]
Student sample: yes	85	-.09 (.12)	-.15	[-.34: .04]
Giving index: low	- 1SD		-.02	[-.18: .14]
Giving index: high	+ 1SD	-.49 (.41)	-.17^	[-.35: .00]
Publication bias controls				
Publication status: unpublished	51		.17	[-.12: .47]
Publication status: published	184	-.34^ (.18)	-.17^	[-.31: -.04]
Year of publication	2018	.01 (.02)		
Precision	1/SE	.00** (.00)		
Exploratory cause characteristics				
Children cause: no	191		-.08	[-.21: .05]
Children cause: yes	44	-.08 (.16)	-.16	[-.44: .11]
Homelessness cause: no	191		-.14*	[-.27: -.02]
Homelessness cause: yes	44	.25 (.17)	.10	[-.19: .40]
Health-related cause: no	154		-.14*	[-.28: .01]
Health-related cause: yes	81	.12 (.13)	-.02^	[-.22: .18]
Educational cause: no	196		-.12*	[-.24: .00]

Educational cause: yes	39	.14 (.17)	.02	[-.28: .31]
Environmental cause: no	168		-.11*	[-.28: .07]
Environmental cause: yes	67	.03 (.23)	-.07	[-.41: .27]
	Q-statistic	τ^2	I²	R²
	2732.62***	.24 (0.03)	94.92%	15.43%

k = number of effect sizes; SE = standard error; CI 95% = 95% confidence interval

[^] = $p < .10$; * = $p < .05$; ** = $p < .01$; *** = $p < .001$.

Social Influence

Results from the meta-regression reveal no significant effect of psychological distance when a descriptive ($p = .14$) or injunctive norm ($p = .63$) is used. Thus, we do not find support for H1a–b. However, predicted values suggest that when the cause uses descriptive norms, proximal causes are effective ($d = -.30, p = .04$). We find a similar effect for social desirability in the meta-regression ($p = .27$), but predicted values suggest that when the behavior is private, proximal causes are effective ($d = -.13, p = .05$). Thus, we do not find support for H2. We find that social distance has a significant negative effect in the meta-regression ($\beta = -0.13, p < .001$) which is validated by a small, negative summary effect ($d = -0.20, p < .01$). Thus, we find support for H3. Taken together, the significant effects of predicted values, suggests that construal fit is an effective predictor for the moderating effect of social influence mechanisms, but only for proximal cause appeals.

Habit Formation

Results from the meta-regression reveal no significant differences for using suggested donation amounts ($p = .16$), nor when targeting existing donor groups ($p = .24$). Thus, we do not find support for H4 nor H5. However, similarly to social influence, we find that predicted values suggest that not using a suggested donation amount ($d = -.13, p = .04$), and new donors ($d = -.12, p = .05$), is effective for proximal causes. Although these are very small summary effects, they are in opposite directions to H4 and H5, which suggests that, unlike for social influence, construal fit is not explanatory for habit formation moderators.

Feelings and Cognition

Results in the meta-regression show no significant moderation for messaging strategy ($p = .19$), but a significant positive moderation of regulatory focus ($\beta = .26, p < .01$). Thus,

we find no support for H6, but we do for H7. Predicted values show significant negative summary effects for rational appeals ($d = -.14, p = .04$) and prevention focused appeals ($d = -.27, p < .001$). These results reveal a similar pattern to social influence moderators and vouch for the predictive power of construal fit for factors used in psychologically proximal causes.

Tangibility

We find positive significant moderation when the cause is temporally distant ($\beta = .12, p < .001$). Thus, we find support for H8. Further, results from the meta-regression show significant negative moderation when the cause location is international ($\beta = -.26, p < .001$), which is in the opposite direction to H9b. This suggests that when the distant cause is international, positioning the cause as proximal to the consumer is effective. Relative to the focal stakeholder, we find a significant negative effect in the meta-regression when the focal stakeholder depicted in the cause is an individual ($\beta = -.72, p < .01$), but not when it was collective ($p = .37$) or organization ($p = .43$). We also find that the predicted value for the focal stakeholder being an individual also has a large, significant summary effect ($d = -.69, p < .01$) (Cohen 1992). Therefore, we find support for H10a, but not H10b nor H10c. We find no significant moderation for volunteering ($p = .12$), monetary donation ($p = .49$), nor when the donation is tangible ($p = .14$). Thus, we do not find support for 11a–b nor H12.

Methodological Controls

We find no significant effect of the dependent variable ($p = .70$), revealing no differences between intentions and behaviors. We perform robustness checks (see Appendix L) and find that our results are more robust for intentions, which make up a larger subset of the data (67.23%). However, we do find a very robust significant effect of the different types of engagement ($\beta = .15, p < 0.001$), and predicted values reveal a significant negative

summary effect for participation ($d = -.15, p = .01$), which suggests that proximal causes increase participation (the number of consumers engaging), but not magnitude (the amount each consumer gives). Interestingly, robustness checks suggest high robustness when we spotlighted participation and higher explained variance ($R^2 = 25.37\%$), but low robustness and explained variance for magnitude ($R^2 = 5.26\%$).

Sample Characteristics and Publication Bias Controls

We find no significant moderation based on the use of student samples ($p = .48$), nor for the countries giving index ($p = .24$). The meta-regression reveals a marginally, negative effect of published manuscripts ($\beta = -.34, p = .05$), which suggests that publication bias in favor of proximal results. and we find a significant effect of precision ($\beta = .00, p < .01$).

Spatial Distance Spotlight

We conducted a spotlight analysis on effect sizes that capture spatial distance. Results from the meta-regression shown in Table 4 capture more variance than in the main model ($R^2 = 33.63\%$). These findings are largely in line with findings from the main model, with a few exceptions which have important implications for practitioners and researchers. Specifically, we find a larger effect for social influence moderators. Descriptive norms showed significant negative moderation in the model for spatial distance unlike in the main model ($\beta = -.33, p = .02$), but similarly a significant summary effect ($d = -.40, p < .01$). We also find that when the focal stakeholder is a single person, there is significant negative moderation ($\beta = -.48, p = .02$), but this was also uncovered for when the focal stakeholder is a collective ($\beta = -.36, p = .02$), or an organization ($\beta = -.31, p = .04$). These results are not in line with the directionality of the hypotheses for the main model, and they offer some interesting insights for the role of focal stakeholders in cause appeals considering previous research.

Table 4: Results from the Spatial Distance Meta-regression

Variable	Meta-regression		Predicted values	
	k	β (SE)	d	CI 95%
Intercept		.07 (.17)		
Social influence				
Descriptive norm: no	90		-.07	[-.18: .04]
Descriptive norm: yes	10	-.33* (.14)	-.40**	[-.67: -.13]
Injunctive norm: no	82		-.11^	[-.22: .01]
Injunctive norm: yes	18	.03 (.12)	-.07	[-.30: .15]
Social desirability: no	70		-.10^	[-.23: .02]
Social desirability: yes	30	.01 (.08)	-.10	[-.24: .05]
Habit formation				
Suggested donation amount: no	79		-.09	[-.21: .02]
Suggested donation amount: yes	21	-.05 (.09)	-.14	[-.31: .04]
Feelings and cognition				
Messaging strategy: rational	84		-.13*	[-.25: -.02]
Messaging strategy: emotional	16	.20^ (.12)	.07	[-.15: .28]
Regulatory focus: prevention	34		-.30***	[-.44: -.15]
Regulatory focus: promotion	66	.30*** (.08)	.00	[-.12: .12]
Tangibility				
Cause location: national	27		.08	[-.05: .20]
Cause location: international	73	-.24*** (.04)	-.17**	[-.28: -.06]
Focal stakeholder individual: no	87		-.04	[-.17: .09]
Focal stakeholder individual: yes	13	-.48* (.20)	-.52**	[-.85: -.19]
Focal stakeholder collective: no	73		.00	[-.15: .14]
Focal stakeholder collective: yes	27	-.36* (.16)	-.36**	[-.61: -.12]
Focal stakeholder organization: no	70		-.01	[-.15: .14]
Focal stakeholder organization: yes	30	-.31* (.15)	-.32**	[-.54: -.09]
Monetary donation: no	40		-.07	[-.26: .12]
Monetary donation: yes	60	-.05 (.13)	-.12	[-.28: .03]
Tangible donation: no	82		-.08	[-.19: .03]
Tangible donation: yes	18	-.12 (.11)	-.20^	[-.41: .02]
Methodological controls				
Dependent variable: intentions	58		-.13*	[-.26: -.01]
Dependent variable: behavior	42	.07 (.08)	-.06	[-.20: .08]
Engagement: participation	69		-.13*	[-.24: -.02]
Engagement: magnitude	31	.10* (.05)	-.03	[-.16: .10]
Sample characteristics				
Student sample: no	78		-.14*	[-.26: -.01]
Student sample: yes	22	.16 (.12)	.02	[-.18: .22]
Giving index: low	-1SD		.01	[-.15: .17]
Giving index: high	+1SD	-.75 (.47)	-.22*	[-.41: -.02]
Publication bias controls				
Publication status: unpublished	33		-.10	[-.34: .13]
Publication status: published	67	.00 (.15)	-.10	[-.24: .04]
Year of publication	2020	-.02 (.02)		
Precision		.00 (.00)		

Exploratory cause characteristics				
Children cause: no	90		-.06	[-.18: .05]
Children cause: yes	10	-.34* (.17)	-.46**	[-.77: -.14]
Homelessness cause: no	71		-.10^	[-.23: .02]
Homelessness cause: yes	29	.01 (.13)	-.10	[-.32: .13]
Health-related cause: no	77		-.15*	[-.27: -.03]
Health-related cause: yes	23	.22^ (.11)	.07	[-.13: .27]
	Q-statistic	τ^2	I²	R²
	281.56***	0.06 (0.01)	82.74%	33.63%

k = number of effect sizes; SE = standard error; CI 95% = 95% confidence interval

^ = $p < .10$; * = $p < .05$; ** = $p < .01$; *** = $p < .001$.

Further, we find no significant results for suggested donation amount in the meta-regression ($p = .59$). Whereas, we find similar results for feelings and cognition, such that there was significant positive moderation for regulatory focus ($\beta = .30, p < .001$), and significant negative predicted value summary effect for prevention focus ($d = -.30, p < .001$). There was no significant moderation for messaging strategy ($p = .10$), but there was a significant, small summary effect for rational appeals ($d = -.13, p = .03$). Relative to tangibility, we find the same results for cause location ($\beta = -.24, p < .001$) and non-significant results for monetary ($p = .72$) and tangible donation ($p = .27$). Results show a similar effect for magnitude ($\beta = .10, p = .03$), but not for publication status ($p = .99$).

General Discussion

The results of our meta-analysis offer a comprehensive understanding of the contingency factors influencing the effectiveness of distant and proximal cause appeals in promoting consumer prosocial behavior. A summary of these findings relative to our hypotheses with guidance to practitioners can be observed in Table 5. In the following sections, we delve into the theoretical and practical implications of these findings.

Theoretical Implications

We contribute to three unique streams of literature. First, we summarize an important application of the extant literature on psychological distance by analyzing its effect on prosocial behavior. Second, we outline and find interesting future research paths relating to the role of construal fit. Third, we add to a growing wealth of knowledge about enablers of prosocial behavior. We also provide and discuss valuable directions for future research.

Implications for Psychological Distance Literature

We contribute to the research on psychological distance by identifying summary effects for the overall construct and, specifically, spatial distance due to its relevance with other dimensions (Zhang and Wang 2009). In summary, we find that when the cause is psychologically distant (vs. proximal) there is no effect on consumer prosocial responses. However, we do uncover a significant effect of spatial proximity (i.e., consumers' close geo-location to the cause or its focal stakeholder(s)). Although we did not analyze the summary effect of the other dimensions, we find that temporally distant cause appeals are more likely to be effective for increasing prosocial responses than temporal proximity. Whereas social proximity (i.e., a closer identification with focal stakeholders of the cause) is more likely to be effective. To our knowledge, this is the first to provide an empirical comparison or differential effect of the dimensions of psychological distance in this domain.

In addition, most results in this research largely favor psychological proximity. Such that although there is positive significant variation in the meta-regression models, predicted values inform that it is only significant in favor of proximity on relevant moderator levels. For example, although there is positive moderation for regulatory focus, suggesting differential and favorable effects of distance, predicted values are only significant for proximity when a prevention focus is adopted. The results skewing highly in favor of

proximity suggests that these empirical comparisons are only advancing knowledge regarding how to effectively tailor cause appeals for proximal causes and not necessarily distant ones. This presents concerns for this comparison (distant vs. proximal) in informing how non-profit marketers can effectively use their cause appeals to increase prosocial responses.

Implications for Construal Fit

We account for the effect of various moderators that can be attributed to and explained by construal fit. Specifically, we find through the meta-regressions significant differences in the effectiveness of distant vs. proximal causes for the use of descriptive norms (H_{1a}), variations in regulatory focus (H₇), temporally distant causes (H₈), and individuals as focal stakeholders. Predicted values provide a clear snapshot of the significance at various levels with many moderators showing results in line with construal fit with proximal causes. Such that private behaviors (H₂), rational appeals (H₆), marginally monetary donation (H_{11b}), and tangible donations (H₁₂), are effective for proximal causes.

We find circumstances where the hypothesized construal fit between the cause's psychological distance and the moderators are not supported, and the results are quite counterintuitive. Specifically, we found small, significant summary effects that suggest that not using suggested donation amounts and new donor samples was effective for proximal causes. Given that these are contrary to the hypothesized direction, there is likely an alternative explanation other than construal fit. Interestingly, both effects are for "habit formation" moderators, as they are used to nudge consumers towards routine behaviors. Although habit formation can be a way to overcome the problems associated with abstractness, individuals who have not previously participated in the prosocial behavior (new donors) are more likely to have a fresh start mindset as they are yet to participate (White, Dahl, and Hardisty 2019). Previous research suggests that for proximal causes, motivation

and perceived impact is often highest at the beginning of goal pursuit (Touré-Tillery and Fishbach 2017). Such that consumers are most willing and motivated to participate on behalf of proximal causes when they have not done so previously. Thus, we suspect that goal pursuit might be a better explanation for habit formation which overrules the effect of construal fit.

Further, although previous research has suggested that different focal stakeholders i.e., individual (vs. collective or organizations) are more effective for psychological proximal (vs. distant) causes (Ein-Gar and Levontin 2013; Kogut and Ritov 2007), we find this effect is only sustained for individuals, and is counterintuitive for spatial distance for the collective and organization. To our knowledge, studies that have compared these differences often focus on temporal and social distance within the same spatial context. Interestingly, the same result is found in comparisons in a national (spatially proximal) context (Ein-Gar and Levontin 2013), as well as when compared in an international (spatially distant) setting (Kogut and Ritov 2007). These results suggest that this effect is a consequence of immediacy (temporal proximity) and identification (social proximity), and not spatial distance.

Implications for Prosocial Behavior Literature

We provide empirical validation for various moderators, adding to a growing literature on prosocial behavior. Specifically, our research suggests varying effects of distant vs. proximal cause appeals based on the way that the engagement with the cause is measured in the study. Specifically, we find that proximal cause appeals are more effective at increasing the number of consumers who participate, such as recruiting more volunteers. This is further substantiated through how robust the results were for participation. Conversely, we do not find any significance in robustness in our model for magnitude (Model IV and XII, Appendix L). Previous research has shown that participation and magnitude decisions are distinct processes that rely on different mechanisms (Dickert, Sagara, and Slovic 2011).

While previous research on donations occasionally explores both as distinct dependent variables, they rarely find distinctive effects of the two (e.g., Munz, Jung, and Alter 2020) as our research suggests. Thus, we present further evidence to suggest that it is important to consider the differential role of framing effects on either of these decisions (also see Fajardo, Townsend, and Bolander 2018).

Future Research Directions

Our meta-analysis and summative review uncovered various gaps in understanding, which provide fruitful avenues for future research in psychological distance and prosocial behavior, as well as various moderators uncovered in the SHIFT framework. For a full research agenda see Appendix O. Firstly, given that most of the summary effect results in this research and various substantial publication bias indicators are in favor of psychological proximity, this highlights the need for domain-specific research and replications in distant contexts. We encourage future researchers to seek to address the effects of various phenomena on prosocial behavior in important spatially distant contexts such as international humanitarian aid. Secondly, we find that construal fit is a good theory across various moderators in predicting the effects of psychological proximity, yet this does not extend to ‘habit formation’. We believe that this poses an interesting consideration, given the need for many prosocial behaviors to be executed habitually to have the desired impact or sustained benefit (e.g., recycling, donation). Thus, future research may seek to address the mechanism(s) and motivators that drive habitual consumer prosocial responses for psychologically distant (vs. proximal) causes. Thirdly, our study uncovers robust evidence for differential effects for increased participation and magnitude decisions in prosocial behavior for psychologically distant (vs. proximal) causes. We encourage future researchers to report and investigate both outcomes where possible to contribute to a wider understanding that can help non-profit organizations strategically plan for these outcomes.

Table 5: Summary of hypothesis testing across models and practical recommendations

Hypothesis	Psych	Spatial	Finding	Practical recommendations
H1a	n.s.	✓	Descriptive norms are more effective for spatially proximal causes.	Non-profit marketers should use descriptive (provincial) norms focusing on the amount of people that engage in the prosocial behavior in a spatially proximal context.
H1b	×	×	Injunctive norms are not effective.	
H2	×	×	Private behaviors for proximal causes.	Non-profit marketers should use private or virtual means of helping consumers engage in prosocial behaviors.
H3	✓	-	Socially proximal causes are more effective.	Beneficiaries should be identifiable or targeted to consumers with similar traits (e.g., same religion, gender).
H4	×	×	No suggested amounts for proximal causes.	Practitioners should not prescribe quantities for psychologically proximal causes.
H5	×	-	New donors for proximal causes.	For donor acquisition campaigns, non-profit marketers should try leverage psychological proximity with the cause.
H6	n.s.	n.s.	Rational appeals for proximal causes.	Appeals for psychological proximal causes should focus on rational prevention using data, and statistics about what is being avoided through the prosocial behavior.
H7	✓	✓	Prevention focus is more effective for proximal causes.	
H8	✓	-	Temporally distant causes are more effective.	Cause appeals should depict the future-focused consequences of the prosocial behavior.
H9a	-	✓	International causes are more effective when psychologically and spatially proximal.	Practitioners should focus on making international causes feel closer to the consumer.
H9b	×	×		
H10a	✓	✓	When the focal stakeholder is an individual, proximal causes are more effective, but for a collective or organization, spatially proximal causes are more effective.	Non-profit marketers for proximal causes should use individual case studies instead of collectives or organizations. However, if the cause is geographically local, they can use any of those alternatives.
H10b	×	×		
H10c	×	×		
H11a	n.s.	-	Non-volunteering for proximal causes.	For fundraising campaigns, practitioners should try to make consumers feel psychologically proximal to cause and further explain the impact of their donations.
H11b	n.s.	n.s.	Monetary and tangible donations are marginally effective for proximal causes.	
H12	n.s.	n.s.		

Psych = findings from the psychological distance model; Spatial = findings from the spatial distance spotlight; × = not supported in the meta-regression; n.s. = not significant in the meta-regression; ✓ = supported in the meta-regression

Implications for Practice

In this study, we intentionally explored the effect of various moderators to offer valuable guidance to non-profit marketers. We took into account factors that marketers can readily and partially modify to provide practical insights and recommendations for non-profit marketers to optimize their cause appeals.

Strategies for Framing Cause Appeals

The majority of the findings from this research are in favor of psychological proximity. Marketers should use appeals to establish social and spatial proximity between the cause and the consumer. Social proximity largely relies on consumers having a strong identification with a cause and its focal stakeholder(s). While research can capture individuals' identification with causes, people, and stimuli, one's identification is inherently intrinsic. This presents a challenge for non-profit marketers, who are limited in their access to, and general consumer acceptance of, investing in promotional resources. Thus, they are often forced to rely on common target market characteristics in order to understand and establish this identification. These could include using "self-benefit appeals", whereby the consumer is forced to identify their role or benefit in relation to the cause (e.g., White and Peloza 2009), or a shared, observable trait e.g., name (Munz, Jung, and Alter 2020), gender (Winterich, Mitall, and Ross 2009), or ethnicity (Duclos and Barasch 2014).

Conversely, spatial proximity relates to causes taking place within and near to the consumer's geolocation. Although, spatial proximity is easier to measure and capture than social distance, it presents unique challenges. Marketers are unable to change the location of the cause they represent, and these cause appeals cannot be as easily manipulated in the same way temporally and socially distant causes often can. Further, we find that the effect of proximity is most effective in the case with international causes, which are inherently distant.

There is a need for alternative strategies to maximize these appeals. Specifically, marketers should use indicators in their cause appeals to infer the locality of the cause. Therefore, causes are best not addressed through their geographical distance from the consumer. This could potentially be done through communicating about the impact distant causes may have locally (e.g., floods in Pakistan affect U.S. citizens too), or through instead communicating high social proximity (e.g., similarities between those discussed “like us”, “it could be us”, or “it could make you feel better”). Another alternative for multi-national non-profits that have local divisions, is communicating the issue through a local charity division. For example, if Salvation Army could use “Salvation Army Canada”, instead of International as a proxy for overseas issues for Canadian fundraisers.

Strategies for Designing Cause Appeals

For proximal causes, rational appeals focused on prevention efforts are shown to be effective, suggesting that these are useful strategies for psychologically proximal cause appeals. Specifically, marketers should use communication elements that induce rational decision making such as using neutral (non-emotional) language that contain facts, figures, and statistics to focus on how the target prosocial behavior can prevent a negative outcome associated with the cause. An additional strategy that can be leveraged is the use of descriptive social norms, which are effective for psychologically and spatially proximal causes. Social norms can often be used to induce spatial proximity through provincial norms, which describe group behaviors relative to the immediate situation (Goldstein, Cialdini, and Griskevicius 2008). For example, “most people in your area donated \$5 to the Red Cross today”. Marketers should seek to use and design social norms to reflect information about locally accepted behaviors that might not be known to the consumer.

Strategies for Donor Recruitment

Our results show that for psychologically proximal causes, recruiting new donors (i.e., consumers that have not engaged in the prosocial behavior for the cause before) is effective. Further, we find that psychologically and spatially proximal causes increase participation rather than magnitude. Such that when the cause is psychologically proximal, more consumers are likely to participate, but this doesn't lead to an increase in the amount to which each person participates. In practice, understanding the most effective balance between increases in participation (more consumers) vs. magnitude (fewer consumers doing/giving more) requires different resource allocations, which is important for an organization to forecast (Faulkner, Romaniuk, and Stern 2016). Specifically, when the organization has more consumers contributing less, acquisition costs should be higher as these donors constitute the majority and require more effort to attract (Faulkner, Romaniuk, and Stern 2016). Whereas, when the organization may have fewer consumers contributing more, there is stronger reliance on these consumers in order to meet the requirement of the cause. Thus, there is need for more of a focus on relationship marketing with them than acquiring them (e.g., Khodakarami, Petersen, and Venkatesan 2015). Taken together, our results suggest that when the cause is psychologically proximal, for an increase uptake in the prosocial behavior, it is more beneficial to focus on resource allocations towards acquisition campaigns rather than focusing on attempts to capitalize on existing donor databases.

Limitations

We provide a thorough empirical review of the effect of distant (vs. proximal) cause appeals on prosocial intentions and behavior. However, no study is without its limitations. Specifically, we make the assumption that original researcher(s) and author(s) reported the quality of findings correctly. We also reported approximately 26 manuscripts where no

statistical information was available, which is equivalent 34% of the current papers included. There are various limitations in the dataset where there were various moderators that could not be extended to the spotlight model in the study, and various causes that were not captured in the model. Hence, we designed specific model specifications (see Appendix I).

Conclusion

Our meta-analytical review provides new insights about the effect of psychological distance on consumer prosocial responses. Importantly, we uncover differential effects of the dimensions of psychological distance. Further, we identify effects for an array of moderators. These include communication factors and response characteristics which are directly and partially, respectively, controllable for marketers. Additionally, we find moderating effects that are induced by the defining cause characteristics, which impose limitations to practitioners. Our findings provide valuable insights to non-profit marketers and fruitful avenues for future research.

References

- * = paper was included in the meta-analysis
- Amit, Elinor and Joshua D. Greene (2012), "You see, the ends don't justify the means: Visual imagery and moral judgment," *Psychological Science*, 23 (8), 861–8.
- Bednall, Timothy C., Liliana L. Bove, Ali Cheetham, and Andrea L. Murray (2013), "A systematic review and meta-analysis of antecedents of blood donation behavior and intentions," *Social Science & Medicine*, 96, 86–94.
- Borenstein, Michael, Larry V. Hedges, Julian PT Higgins, and Hannah R. Rothstein (2009), *Introduction to Meta-Analysis*, John Wiley & Sons.
- *Bremen, Anna. (2011). "Give more tomorrow: Two field experiments on altruism and intertemporal choice," *Journal of Public Economics*, 95 (11–12), 1349–57.
- Carrera, Pilar, Itziar Fernández, Dolores Muñoz, and Amparo Caballero (2020), "Using abstractness to confront challenges: How the abstract construal level increases people's willingness to perform desirable but demanding actions," *Journal of Experimental Psychology: Applied*, 26 (2), 339–49.
- Carrillat, François A., Renaud Legoux, and Allègre L. Hadida. (2018) "Debates and assumptions about motion picture performance: A meta-analysis," *Journal of the Academy of Marketing Science*, 46, 273–99.
- Carrington, Damian. (2021), "Climate crisis 'unequivocally' caused by human activities, says

- IPCC report" *The Guardian*, News (August 9), <https://www.theguardian.com/environment/2021/aug/09/climate-crisis-unequivocally-caused-by-human-activities-says-ipcc-report>
- *Chang, Chun-Tuan, and Yu-Kang Lee (2009), "Framing charity advertising: Influences of message framing, image valence, and temporal framing on a charitable appeal," *Journal of Applied Social Psychology*, 39 (12), 2910–35.
- Charities Aid Foundation (2021), "UK Giving Report 2021," research report, Charities Aid Foundation. https://www.cafonline.org/docs/default-source/about-us-research/uk_giving_report_2021.pdf
- Children International (2023), "Sponsor a child. Change a life.", <https://www.children.org/make-a-difference/sponsor-a-child>
- Cialdini, Robert B., Raymond R. Reno, and Carl A. Kallgren (1990), "A focus theory of normative conduct: Recycling the concept of norms to reduce littering in public places," *Journal of Personality and Social Psychology*, 58 (6), 1015–26.
- Cohen, Jacob (1992), "A Power Primer," *Psychological Bulletin*, 112 (1), 155–9.
- Comic Relief (2023), "Our Vision". <https://www.comicrelief.com/our-vision/>
- Crawford, Elizabeth L. (2009), "Conceptual metaphors of affect," *Emotion Review*, 1 (2), 129–39.
- CS Global Partners (2023), WCR World Citizenship Report 2023. CS Global Partners. <https://csglobalpartners.com/world-citizenship-report/>
- *Damgaard, Mette Trier, and Christina Gravert (2017), "Now or never! The effect of deadlines on charitable giving: Evidence from two natural field experiments," *Journal of Behavioral and Experimental Economics*, 66, 78–87.
- Dickert, Stephan, Namika Sagara, and Paul Slovic (2011), "Affective motivations to help others: A two-stage model of donation decisions," *Journal of Behavioral Decision Making*, 24 (4), 361–76.
- Duclos, Rod, and Alixandra Barasch (2014), "Prosocial behavior in intergroup relations: How donor self-construal and recipient group-membership shape generosity," *Journal of Consumer Research*, 41 (1) 93–108.
- *Ein-Gar, Danit, and Liat Levontin (2013), "Giving from a distance: Putting the charitable organization at the center of the donation appeal," *Journal of Consumer Psychology*, 23 (2), 197–211.
- Eyal, Tal, Nira Liberman, Yaacov Trope, and Eva Walther (2004) "The pros and cons of temporally near and distant action," *Journal of Personality and Social Psychology*, 86 (6), 781–95.
- Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), "Toward an optimal donation solicitation: Evidence from the field of the differential influence of donor-related and organization-related information on donation choice and amount," *Journal of Marketing*, 82 (2), 142–52.
- Faulkner, Margaret, Jenni Romaniuk, and Philip Stern (2016), "New versus frequent donors: Exploring the behaviour of the most desirable donors," *Australasian Marketing Journal*, 24 (3), 198–204.
- *Garbinsky, Emily, and Jennifer Aaker (2012), "Make Them Smile: the Temporal Effect of Emotions on Giving," *ACR North American Advances*.
- Giving USA (2022). Where did the generosity come from? Giving USA Foundation. https://givingusa.org/wp-content/uploads/2022/06/GivingUSA2022_Infographic.pdf
- Goh, Iris KL, Ravi Pappu, and P. Monica Chien (2021), "Investigating the impact of perceived nonprofit sponsorship engagement on prosocial behavior," *Journal of Business Research*, 126, 113–25.
- Goldstein, Noah J., Robert B. Cialdini, and Vladas Griskevicius (2008), "A Room with a

- Viewpoint: Using Social Norms to Motivate Environmental Conservation in Hotels,” *Journal of Consumer Research*, 35 (3), 472–82.
- *Gong, Han (2014), “The Effects of Psychological Distance on Modes of Decision Making,” (Doctoral Thesis) *Northwestern University*.
- *Gu, Yu, and Rong Chen (2021), “How does money phrasing influence intention to donate: The role of construal level and fit,” *Psychology & Marketing*, 38 (11), 1911–27.
- *Habib, Rishad, Katherine White, and JoAndrea Hoegg (2021), “Everybody thinks we should, but nobody does: How combined injunctive and descriptive norms motivate organ donor registration,” *Journal of Consumer Psychology*, 31 (3), 621–30.
- Hafer, Carolyn L. and Alicia N. Rubel (2015), “Long-term focus and prosocial–antisocial tendencies interact to predict belief in just world,” *Personality and Individual Differences*, 75, 121–4.
- Jain, Shailendra Pratap, Nidhi Agrawal, and Durairaj Maheswaran (2006), “When more may be less: The effects of regulatory focus on responses to different comparative frames,” *Journal of Consumer Research*, 33 (1), 91–8.
- Kardos, Peter, Bernhard Leidner, Emanuele Castano, and Brian Lickel (2019), “The benefits of collective responsibility: How ingroup reputation concern motivates prosociality in intergroup contexts,” *European Journal of Social Psychology*, 49 (1), 93–109.
- Khodakarami, Farnoosh, J. Andrew Petersen, and Rajkumar Venkatesan (2015), “Developing donor relationships: The role of the breadth of giving,” *Journal of Marketing*, 79 (4), 77–93.
- *Kim, Seeun, and Michelle L. Childs (2021), “Passion for the past: Effect of charity appeals and nostalgia on clothing donation intentions,” *Journal of Consumer Behaviour*, 20 (5), 1179–90.
- Kim, Hakkyun, and Deborah Roedder John (2008), “Consumer response to brand extensions: Construal level as a moderator of the importance of perceived fit,” *Journal of Consumer Psychology*, 18 (2), 116–26.
- Kogut, Tehila, and Ilana Ritov (2007), ““One of us””: Outstanding willingness to help save a single identified compatriot,” *Organizational Behavior and Human Decision Processes*, 104 (2), 150–7.
- Lakens, Daniël (2013), “Calculating and reporting effect sizes to facilitate cumulative science: a practical primer for t-tests and ANOVAs,” *Frontiers in Psychology*, 4, 863.
- Lee, Angela Y., and Jennifer L. Aaker (2004), “Bringing the frame into focus: the influence of regulatory fit on processing fluency and persuasion,” *Journal of Personality and Social Psychology*, 86 (2), 205–18.
- Lee, Angela Y., Punam Anand Keller, and Brian Sternthal (2010), “Value from regulatory construal fit: The persuasive impact of fit between consumer goals and message concreteness,” *Journal of Consumer Research*, 36 (5), 735–47.
- Lee, Hui Min, and Benjamin J. Li (2023), “So far yet so near: Exploring the effects of immersion, presence, and psychological distance on empathy and prosocial behavior,” *International Journal of Human-Computer Studies*, 176, 103042.
- Liberman, Nira, Yaacov Trope, and Elena Stephan (2007), “Psychological distance,” *Social Psychology: Handbook of Basic Principles*, 2(2), 353–83.
- Liu, Wendy, and Jennifer Aaker (2008), “The happiness of giving: The time-ask effect,” *Journal of Consumer Research*, 35 (3), 543–57.
- Lu, Teng, Dapeng Liang, and Mei Hong (2024), “Shaping future generosity: The role of injunctive social norms in intertemporal pro-social giving,” *Journal of Economic Psychology*, 102717.
- Macdonnell, Rhiannon, and Katherine White (2015), “How construals of money versus time impact consumer charitable giving,” *Journal of Consumer Research*, 42 (4), 551–63.

- Maglio, Sam J., Yaacov Trope, and Nira Liberman (2013), "Distance from a distance: psychological distance reduces sensitivity to any further psychological distance," *Journal of Experimental Psychology: General*, 142 (3), 644–57.
- Maurer Herter, Márcia, Adilson Borges, Diego Costa Pinto, Mario Boto Ferreira, and Anna S. Mattila (2022), "Using mindsets to boost health: how construal level and goal pursuit shape health message effectiveness on cessation behaviors," *European Journal of Marketing*, 56 (12), 3197–226.
- McCrea, Sean M., Frank Wieber, and Andrea L. Myers (2011), "Construal level mind-sets moderate self-and social stereotyping," *Journal of Personality and Social Psychology*, 102 (1), 51–68.
- Melnyk, Vladimir, Erica van Herpen, Arnout RH Fischer, and Hans CM van Trijp (2011), "To think or not to think: The effect of cognitive deliberation on the influence of injunctive versus descriptive social norms," *Psychology & Marketing*, 28 (7), 709–29.
- Melnyk, Vladimir, François A. Carrillat, and Valentyna Melnyk (2022), "The influence of social norms on consumer behavior: A meta-analysis," *Journal of Marketing*, 86 (3), 98–120.
- Menon, Tanya, Michael W. Morris, Chi-yue Chiu, and Ying-yi Hong (1999), "Culture and the construal of agency: Attribution to individual versus group dispositions," *Journal of Personality and Social Psychology*, 76(5), 701–17.
- Moon, Alice, and Eric M. VanEpps (2023), "Giving suggestions: Using quantity requests to increase donations," *Journal of Consumer Research*, 50 (1), 190–210.
- Motyka, Scott, Dhruv Grewal, Nancy M. Puccinelli, Anne L. Roggeveen, Tamar Avnet, Ahmad Daryanto, Ko de Ruyter, and Martin Wetzels (2014), "Regulatory fit: A meta-analytic synthesis," *Journal of Consumer Psychology*, 24(3), 394–410.
- *Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2020), "Name similarity encourages generosity: A field experiment in email personalization," *Marketing Science*, 39 (6), 1071–91.
- Oxfam Australia (2023), "Oxfam Unwrapped," <https://unwrapped.oxfam.org.au/>
- Palmatier, Robert W., Rajiv P. Dant, Dhruv Grewal, and Kenneth R. Evans (2006), "Factors influencing the effectiveness of relationship marketing: A meta-analysis," *Journal of Marketing*, 70 (4), 136–53.
- *Park, Kiwan, and Seojin Stacey Lee (2015), "The role of beneficiaries' group identity in determining successful appeal strategies for charitable giving," *Psychology & Marketing*, 32 (12), 1117–32.
- Park, Sun-Young, and Cynthia R. Morton (2015), "The role of regulatory focus, social distance, and involvement in anti-high-risk drinking advertising: A construal-level theory perspective," *Journal of Advertising*, 44 (4), 338–48.
- Penner, Louis A., John F. Dovidio, Jane A. Piliavin and David A. Schroeder (2005), "Prosocial behavior: Multilevel perspectives," *Annual Review of Psychology*, 56, 365–92.
- Pennington, Ginger L., and Neal J. Roese (2003), "Regulatory focus and temporal distance," *Journal of Experimental Social Psychology*, 39(6), 563–76.
- International Rescue Committee (2023), "10 countries at risk of climate disaster," (March 20). <https://www.rescue.org/article/10-countries-risk-climate-disaster>
- Ritchie, Hannah (2019), "Who has contributed most to the global CO₂ emissions?" research Report: Our World in Data (October 1). <https://ourworldindata.org/contributed-most-global-co2>
- Ronald McDonald House Charities, (2023), RED SHOE DAY. <https://rmhcsd.org/events/our-events/red-shoe-day/>
- *Rogers, Todd, and Max H. Bazerman (2008), "Future lock-in: Future implementation

- increases selection of 'should' choices," *Organizational Behavior and Human Decision Processes*, 106 (1), 1–20.
- Rosenberg, Michael S (2005), "The file-drawer problem revisited: a general weighted method for calculating fail-safe numbers in meta-analysis," *Evolution*, 59 (2), 464–468.
- Rosenthal, Robert (1979), "The 'file drawer problem' and the tolerance for null results". *Psychological Bulletin*, 86 (3), 638–41.
- Ryoo, Yuhosua, Na Kyong Hyun, and Yongjun Sung (2017), "The effect of descriptive norms and construal level on consumers' sustainable behaviors," *Journal of Advertising*, 46 (4), 536–49.
- Schamp, Christina, Mark Heitmann, Tammo HA Bijmolt, and Robin Katzenstein (2023), "The effectiveness of cause-related marketing: A meta-analysis on consumer responses," *Journal of Marketing Research*, 60 (1), 189–215.
- Schomburgk, Lachlan, Alex Belli and Arvid O. Hoffmann (2024), "Less Cash, More Splash? A Meta-Analysis on the Cashless Effect," *Journal of Retailing*. [Forthcoming]
- Sher, Shlomi, and Craig RM McKenzie (2006), "Information leakage from logically equivalent frames," *Cognition*, 101 (3), 467–94.
- Small, Deborah A., George Loewenstein, and Paul Slovic (2007), "Sympathy and callousness: The impact of deliberative thought on donations to identifiable and statistical victims," *In The Feeling of Risk*, (pp. 51–68), Routledge.
- Soderberg, Courtney K., Shannon P. Callahan, Annie O. Kochersberger, Elinor Amit, and Alison Ledgerwood (2015), "The effects of psychological distance on abstraction: Two meta-analyses," *Psychological Bulletin*, 141 (3), 525–48.
- Song, Doori, and Dong Hoo Kim (2020), "'I'll donate money today and time tomorrow: The moderating role of attitude toward nonprofit organizations on donation intention,'" *International Journal of Nonprofit and Voluntary Sector Marketing*, 25 (3), e1659.
- SOS Children's Villages (2023), Donate Online.
<https://www.sos-childrensvillages.org/donate-online>
- Stanley, Tom D., and Hristos Doucouliagos (2012), *Meta-regression Analysis in Economics and Business*. London, UK: Routledge.
- Sterne, Jonathan AC, and Matthias Egger (2005), "Regression methods to detect publication and other bias in meta-analysis," In H. R. Rothstein, A. J. Sutton, & M. Borenstein (Eds.), *Publication Bias in Meta-Analysis: Prevention, Assessment, and Adjustments* (pp. 73–98). London, UK: Routledge.
- Thielmann, Isabel, Giuliana Spadaro, and Daniel Balliet (2020), "Personality and prosocial behavior: A theoretical framework and meta-analysis." *Psychological Bulletin* 146 (1), 30–90.
- *Tong, Luqiong and Fengyun He (2022), "No one is an island: The influence of social crowding on prosocial intentions," *Journal of Consumer Behaviour*, 21 (5), 1165–74.
- *Touré-Tillery, Maferima, and Ayelet Fishbach (2017), "Too far to help: The effect of perceived distance on the expected impact and likelihood of charitable action," *Journal of Personality and Social Psychology*, 112 (6), 860–76.
- Trope, Yaacov, Nira Liberman, and Cheryl Wakslak (2007), "Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior," *Journal of Consumer Psychology*, 17 (2), 83–95.
- Trope, Yaacov, and Nira Liberman (2010), "Construal-level theory of psychological Distance," *Psychological Review*, 117 (2), 440–63.
- United Nations. (n.d.) About Us. <https://www.un.org/en/about-us>
- United Nations (2023a), "People in Need of Humanitarian Assistance at Record

- Levels,” *United Nations: Meetings Coverage and Press Releases* (June 21).
<https://press.un.org/en/2023/sgsm21852.doc.htm>
- United Nations (2023b), “The Sustainable Development Goals Report 2022,” research report United Nations. <https://unstats.un.org/sdgs/report/2023/>
- Vanman, Eric. J. (2016), “The role of empathy in intergroup relations,” *Current Opinion in Psychology*, 11, 59–63.
- Van den Noortgate, Wim, and Patrick Onghena (2008), “A multilevel meta-analysis of single-subject experimental design studies,” *Evidence-based Communication Assessment and Intervention*, 2 (3), 142–51.
- Viechtbauer, Wolfgang (2010), “Conducting meta-analyses in R with the metafor Package,” *Journal of Statistical Software*, 36 (3), 1–48.
- Viechtbauer, Wolfgang, and Mike W-L. Cheung (2010), “Outlier and influence diagnostics for meta analysis,” *Research Synthesis Methods*, 1 (2), 112–25.
- Waites, Stacie F., Adam Farmer, Jonathan Hasford, and Roman Welden (2023), “Teach a Man to Fish: The Use of Autonomous Aid in Eliciting Donations,” *Journal of Marketing Research*, 60 (5), 950–67.
- Wakslak, Cheryl, and Yaacov Trope (2009), “The effect of construal level on subjective probability estimates,” *Psychological Science*, 20 (1), 52–8.
- Waller, David and Phillip Morgan (2022), “We all lose when charities compete with each other. They should join forces,” (May 13). <https://theconversation.com/we-all-lose-when-charities-compete-with-each-other-they-should-join-forces-182754>
- *Wang, Yajin, Amna Kirmani, and Xiaolin Li (2021), “Not too far to help: Residential mobility, global identity, and donations to distant beneficiaries,” *Journal of Consumer Research*, 47 (6), 878–89.
- *Wang, Phyllis Xue, Yijie Wang, and Yuwei Jiang (2023), “Gift or donation? Increase the effectiveness of charitable solicitation through framing charitable giving as a gift”. *Journal of Marketing*, 87 (1), 133–47.
- White, Katherine, Rishad Habib, and David J. Hardisty (2019), “How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework,” *Journal of Marketing*, 83 (3), 22–49.
- White, Katherine, Rishad Habib, and Darren W. Dahl (2020), “A review and framework for thinking about the drivers of prosocial consumer behavior,” *Journal of the Association for Consumer Research*, 5 (1), 2–18.
- *White, Katherine, and John Peloza (2009), “Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support,” *Journal of Marketing*, 73 (4), 109–24.
- *Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), “Donation behavior toward in-groups and out-groups: The role of gender and moral identity,” *Journal of Consumer Research*, 36 (2), 199–214.
- *Xu, Alison Jing, Maria A. Rodas, and Carlos J. Torelli (2020), “Generosity without borders: The interactive effect of spatial distance and donation goals on charitable giving,” *Organizational Behavior and Human Decision Processes*, 161, 65–78.
- Xu, Jie, and Guanxiong Huang (2020), “The relative effectiveness of gain-framed and loss-framed messages in charity advertising: Meta-analytic evidence and implications,” *International Journal of Nonprofit and Voluntary Sector Marketing*, 25 (4), e1675.
- *Yin, Bingqing, and Yexin Jessica Li (2023), “Benefactor-versus Recipient-Focused Charitable Appeals: How to Leverage In-Group Bias to Promote Donations for Out-Group Recipients,” *Journal of Advertising*, 52 (5), 739–55.
- Zhang, Meng, and Jing Wang (2009), “Psychological distance asymmetry: The spatial dimension vs. other dimensions,” *Journal of Consumer Psychology*, 19 (3), 497–507.

- Zimmerman, Donald W., and Richard H. Williams, (1997), "Properties of the Spearman correction for attenuation for normal and realistic non-normal distributions," *Applied Psychological Measurement*, 21 (3), 253–70.
- Zlatevska, Natalina, Chris Dubelaar, and Stephen S. Holden (2014), "Sizing up the effect of portion size on consumption: a meta-analytic review," *Journal of Marketing* 78 (3), 140–54.

**Appendix: Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial
Cause Appeals.**

The materials below are provided to aid the understanding of Essay 2. These are referred to at various points in the manuscript in reference to the relevant discussion.

Appendix A: Summary of Previous Relevant Meta-analyses

Paper	k	Variables	Outcome	Main findings
Focus: Meta-analyses on prosocial behavior				
Bednell et al. (2013)	47 ^a	Antecedents (e.g., theory of planned behavior)	Blood donation intentions (k = 20) and behavior (k = 21)	Strong intentions were associated with perceived behavioral control ($r = .42$), attitude ($r = .54$), self-efficacy ($r = .63$), role identity ($r = .50$) and anticipated regret ($r = .55$).
Butts et al. (2019)	84 ^c	Victim size (one vs. many)	Helping intentions (k = 40) and behavior (k = 47)	Victim size has a negative relationship with helping intent ($r = -.07$) and behavior ($r = -.09$).
Coyne et al. (2018)	243 ^a	Prosocial media	Prosocial behavior	Prosocial media watching has a positive relationship with prosocial behavior ($r = .16$), this effect only existing when aimed at strangers or friends ($r = .19$, $r = .15$). Only has a relationship with helping ($r = .18$) but not donating ($p = .16$) or volunteering ($p = .72$).
Fan et al. (2022)	857 ^a	Antecedents of cause-related marketing (consumer, execution, product)	Purchase intentions (k = 238), recommendation intentions (k = 26), willingness to pay (k = 101), and post-reputation (k = 69)	Cause-related marketing is most effective when the brand is familiar ($b = .005$, $p < .001$), the product is utilitarian ($b = -.04$, $p < .05$), the company gives a large magnitude to the cause ($b = .05$, $p < .01$) and the cause chosen in less familiar to consumers ($b = -.03$, $p < .05$) and a humanitarian cause ($b = .003$, $p < .005$).
Feeley and Moon (2009)	45 ^a	Media campaigns	Attitudes (k = 11), family discussions (k = 15) and signing the registry (k = 19)	Media campaigns have a positive relationship with prosocial behavior ($r = .05$) robust for signing the registry and family discussion (same effect size magnitude), general population campaigns ($r = .07$) and the use of interpersonal messages ($r = .09$).
Jung et al. (2020)	224 ^a	Prosocial modeling (exposure to prosocial model)	Prosocial behavior	Prosocial modeling has a significant relationship with prosocial behavior ($g = .45$), the effect is stronger in non-US countries ($b = .20$, $p = .02$) and among female samples ($b = .36$, $p = .05$).
Lee and Feeley (2016)	41 ^c	Identifiable vs. anonymous/statistical victims	Monetary donation intentions (k = 15), volunteering intentions (k = 2) & monetary donation behavior (k = 24)	The identifiable victim effect has a positive relationship with prosocial behavior ($r = .05$) robust for the following moderators: children ($r = .07$), single victim ($r = .10$), when pictures are provided ($r = .07$), in poverty ($r = .08$) and actual monetary donation outcome ($r = .08$).

Paper	k	Variables	Outcome	Main findings
Peloza and Steel (2005)	127 ^a	Tax incentives	Donation amount	Tax incentives (1% increase) increase charitable giving by 1.44%. Only significant moderation comes from bequests ($b = .84, p = .43$) and tax filer data ($b = .51, p = .001$).
Schamp et al. (2023)	205 ^a	Cause-related marketing presence (vs. absence)	Attitudinal ($k = 94$) and behavioral response ($k = 111$)	Attitudinal responses rely more on emotional attachment characteristics (e.g., whether the consumer vs. brand chooses the cause ($b = .04, p < .001$), the proximity of the cause ($b = .18, p < .01$), construal level ($b = .43, p < .001$)) whereas behavioral responses rely on emotional attachment and signals of sincerity (e.g., donation magnitude ($b = 0.02, p < .01$), brand and cause fit ($b = .05, p < .05$), pictorial representation ($b = .24, p < .05$)).
Thielmann, Spadaro and Balliet (2020)	3523 ^a	Personality traits	Prosocial behavior	Social value orientation, concern for others and honesty-humility have a positive effect on prosocial behavior, whereas Machiavellianism has a negative effect.
White, Starfelt Sutton and Zhao (2023)	882 ^a	Theory of planned behavior	Donation intentions ($k = 349$) and behavior ($k = 142$)	Perceived behavioral control ($r = .56$), moral norm ($r = .54$), attitude ($r = .51$) and subject norm ($r = .47$) have a positive relationship with intention which has a positive relationship with behavior ($r = .30$)
Xu and Huang (2020)	40 ^b	Gain vs. loss framing	Attitudes intentions or behaviors towards monetary ($k = 25$) or organ donation ($k = 15$).	No significant difference of gain (vs. loss) framing ($p = .85$). The authors did not find any moderating or mediating effects in their analysis.
Yang and Konrath (2023)	192 ^a	Economic inequality	Charitable giving ($k = 124$), volunteering time ($k = 53$) and informal help ($k = 15$)	Higher economic inequality is associated with less prosocial behavior ($r = -.07$), this is upheld for charitable giving behavior ($r = -.08$).
Focus: Meta-analyses on the effects of psychological distance				
Balliet, Wu and De Dreu 2014	125 ^d	In-group (vs. outgroup)	Cooperation	People are more cooperative towards ingroup compared to outgroup members ($d = .32$).
Huang and Xu (2024)	194 ^b	Temporal framing	Persuasion ($k = 97$), risk perception ($k = 14$), attitude ($k = 31$), behavioral intention ($k = 40$), behavior ($k = 12$)	Proximal (vs. distant) temporal frames positively affect risk perception ($r = .10$), persuasion ($r = .07$) but not intentions, attitudes, or behaviors.

Paper	k	Variables	Outcome	Main findings
Moran and Eyal (2022)	230 ^a	Psychological distance	Emotional experience	Psychological distance accentuates emotional experience ($g = .52$), but only for low-level emotions, i.e., basic emotions ($g = .64$).
	98 ^a	Level of abstraction		Level of abstraction only accentuates low level emotions ($g = .20$), and does not high-level ($g = -.13$)
Soderberg et al. (2015)	310 ^a	Psychological distance	Construal level	Psychological distance has a positive effect on construal level ($g = .48$), significant across both conceptual and perceptual and all types of distance (social, temporal, hypothetical and spatial). Larger effect in field ($g = .60$) and lab settings ($g = .51$) than online ($g = .15, p = .001$) and when imagined ($g = .55$) rather than real ($g = .35, p = .001$).
	426 ^f		Evaluation ($k = 111$), prediction ($k = 30$) and behavior ($k = 36$)	Psychological distance has a positive effect on downstream consequences ($g = .53$), significant across all three outcomes with no variation between them ($p = .55$) and all types of psychological distance ($p = .36$). Larger effect in field ($g = .55$) and lab settings ($g = .53$) than online ($g = 0.32, p < .001$).

^a = no papers in common with the current research, ^b = 1 effect size in common, ^c = 2 effect sizes in common, ^d = 3 effect sizes in common, ^e = 6 effect size in common, ^f = 11 effect sizes in common

Appendix B: Literature Summary (Included Papers)

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Adena, Hakimov and Huck (2023)	1	Spatial	Own region vs. across country	Donation to projects to improve local life	Kyrgyzstan	Proximity is more effective.
Agerström et al. (2016)	1	Spatial	Donors in your university vs. all of Sweden	Donation to “Golomo” (Children in Uganda)	Sweden	Proximity is more effective.
Balbo et al. (2014)	1	Social	Victim similar vs. non-similar age	Blood donation	France	No difference ($p = .27$).
Bashir et al. (2014)	1	Temporal	Slider that scales timeline of 75 years (proximal) vs. 15 years (distant)	Pro-environmental consumption for food crisis	Canada	Proximity is more effective.
	2		Slider that timeline of 80 years (proximal) vs. 20 years (distant)			
Beldad, Bax and Van Hoof (2022)	1	Social	Self vs. other benefit	Donation to a health-related Dutch organization	Netherlands	No difference ($p > .05$).
Breman (2011)	1	Temporal	Today vs. 2 months	Donation to “Diakonia”	Sweden	Distance is more effective.
	2		Today vs. 1 months	Donation to “Save the Children”		
Brinkerhoff (2020)	1	Spatial	Localized images of the state vs. generic of US coastlines	Reducing plastic consumption	USA	No difference ($p = .14$).
				Sharing on social media	USA	No difference ($p = .21$).
Chang and Lee (2009)	1	Temporal	Children die each hour vs. year in poverty	Donation, volunteering and spreading the word for dying children	Taiwan	Distance is more effective for promotion focus; proximity is effective for prevention focus.

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Choi, Park and Oh (2011)	1	Temporal	1 week vs. 3 months	Blood donation	South Korea	Distance is more effective.
			1 week vs. 1 year			
			1 week vs. 3 months			
			1 week vs. 1 year			
Chu and Yang (2020)	1	Spatial	United States vs. Singapore	Support for climate change mitigation policies	USA	Distance is more effective for efficacy.
				Participation in climate change mitigation behaviors		Proximity is more effective for risk frames.
Chung and Hair (2021)	2	Social	Elderly person vs. prisoner	Donation to the roof breaking in victim's home	USA	Proximity is more effective.
	3		Politician from their party vs. other	Donation to support the campaigns of political party		
Damgaard and Gravert (2017)	1, 2	Temporal	Deadline in 2(3) vs. 3(10/34) days	Donation to poverty relief organizations	Denmark	Distance is more effective.
Dedeaux (2009)	1	Social	Known vs. unknown victims	Donation to laid off families	USA	Proximity is more effective.
		Temporal	Urgent vs. non-urgent			
Duclos and Barasch (2014)	1	Social	White vs. black recipients (for all white panel)	Donation to “Global Relief”, to help victims of natural disasters	USA	No difference ($p = .19$)
	2		Victims from Sihuan (China) vs. Haiti		China	No difference ($p = .32$)
	3		White vs. black recipients (for all white panel)		USA	Proximity is more effective.

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Ein-Gar and Levontin (2013)	2	Temporal	Next week vs. next year	Volunteering with a child to be a role model for “at risk youths”	Israel	Proximity is more effective.
				Volunteering with children to be a role model for “at risk youths”		Distance is more effective.
			Next week vs. 2 months	Volunteering to help children with their homework		Proximity is more effect
				Volunteering to help with a learning center for children		Distance is more effective.
	3	Social	Immigrant students vs. immigrant elderly	Volunteering to help an immigrant		Proximity is more effective.
				Volunteering for the “Ministry of Immigrant Absorption”		Distance is more effective.
	4		Male vs. female	Donation to a person recovering from a car accident		Proximity is more effective.
				Donation to a rehab center		Distance is more effective.
	5		University students vs. high school students	Donation to help a student	Proximity is more effective.	
				Donation to the “Good Neighbour Association”	Distance is more effective.	
Galmarini, Porro and Regasa (2022)	1	Social	Italian citizens vs. immigrants (legal) in Italy	Donation to teens not getting a good education	Italy	No difference (<i>p</i> = .64).
Garbinsky and Aaker (2012)	2	Temporal	Donate now vs. in 1 week	Donation to “St. Jude Children’s Research Hospital”	USA	Proximity is effective for a prevention focus.

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Gong (2014)	3	Temporal	Tomorrow vs. next year	Donation to save 1 Panda	USA	Distance is more effective.
				Donation to save 4 Pandas		
	4	Social	Self vs. other benefit	Donation to save 2 Warblers		No difference ($p > .05$).
	5			Donation to save 4 Warblers		Distance is more effective.
	6			Donation to save 1 Warbler		Proximity is more effective.
Gong, Zhang and Fung (2019)	1	Social	Relative vs. non-relative	Donation to a person in hospital unable to pay their medical expenses	China	Proximity is more effective for older people.
				Volunteering to help a person in hospital unable to pay their own medical expenses		
Griffioen, Handgraaf and Antonides (2019)	1	Social	Gift to self vs. gift to other	Reducing electricity consumption	Netherlands	No difference ($p > .05$).
Gu and Chen (2021)	5	Temporal	Next month vs. next year	Donation for desks and eye protection lamps for children in poor areas in China	USA	Proximity is more effective when the donation is tangible, if not distance is effective.
Guéguen, Lamy and Fischer-Lokou (2018)	1	Spatial	Recipient from participants' town vs. country	Product donation for starving people	France	Proximity is more effective.
	2			Donation to children in need		
	3			Donation to bakeries providing food for children in need		

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Guo and Hou (2023)	1	Spatial	Chinese vs. Maldieves and Bangladeshi coastlines	Climate change mitigation	China	No difference ($p > .05$).
		Temporal	Consequences in 2025 vs. 2050			Proximity is more effective.
Habib, White and Hoegg (2021)	3	Social	Someone close to them vs. neutral	Organ donation	Canada	Proximity is more effective.
Hart, Stedman and McComas (2015)	1	Spatial	Implementation in a location near vs. distant location	Support for building projects that reduce the university's carbon omissions	USA	No difference ($p > .05$).
He and Zou (2022)	1	Temporal	Last week vs. last year	Donation to a natural disaster relief campaign	China	No difference ($p = .13$)
	2	Spatial	Participants' province vs. Caribbean			Proximity is more effective.
	3	Social	Friend vs. nobody known associated with disaster			Proximity is more effective.
Heinz, Koessler and Engel (2023)	1	Spatial	German recipient in Germany vs. Indian recipient in India	Leaving email for petition for climate change induced flooding	Germany	No difference ($p > .05$).
				Donation to climate change induced flooding		
	1	Social	German recipient vs. Indian recipient both in Germany	Leaving email for petition for climate change induced flooding	Germany	No difference ($p > .05$).
				Donation to climate change induced flooding		
Høgstad (2021)	1	Spatial	Local community vs. whole of Sweden	Donation to the “Red Cross”	Norway	Proximity is more effective.
	2			Donation to Norwegian humanitarian organizations		

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Hopkins et al. (2007)	3	Spatial	Scottish (UK) vs. Welsh (UK) charity	Raffle tickets for a domestic violence charity	UK	Distance is more effective.
Jones, Hine and Marks (2017)	1	Social	From the same vs. other culture	Participation in climate mitigation behaviors	Australia	Distance is more effective.
		Temporal	Recent vs. near future			No difference ($p = .08$)
		Spatial	Australia vs. Greece			Distance is more effective.
Kao, Yu and Lee (2022)	1	Temporal	Short-term vs. long-term consequences	Donation to building houses for the homeless	China	Proximity is more effective.
				Volunteering to build houses for the homeless		Distance is more effective.
Kessler and Milkman (2018)	1	Spatial	Community vs. state drive	Donation to the “Red Cross”	USA	Proximity is more effective.
			National vs. community drive			
Khodakarami, Petersen and Venkatesan (2015)	1	Social	Number of degrees obtained from institution	Alumni donation	USA	Proximity is more effective.
		Temporal	Time since graduation			Distance is more effective.
		Spatial	Living in the same state vs. not			Distance is more effective.
Kim (2023)	1	Temporal	Immediate impact 'right now' vs. future 'long term'	Social distancing	South Korea	No difference ($p > .05$).
Kim and Childs (2021)	1, 2	Social	Self vs. other benefit	Donation to the less fortunate	USA	Distance is overall more effective (more so for those high in nostalgia).

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Kim, Moon and Park (2024)	1	Spatial	South Korea vs. entire world	Recycling	South Korea	No difference ($p > .05$).
Kogut et al. (2018)	2	Spatial	Recipient from participants' neighborhood vs. country	Donation for medication for a sick child	Israel	Proximity is more effective.
Kumara (2018)	3	Spatial	USA vs. China	Support for aquaculture policy	USA	No difference ($p > .05$).
Kwan and Wyer (2016)	3	Social	Sign own name vs. another name	Donation to victims of child trafficking	China	Proximity is more effective.
Lee and Hon (2022)	1	Temporal	Current vs. future self	Donation for Alzheimer's	USA	No difference ($p > .05$).
Lee and Lee (2021)	2	Spatial	Korean vs. Yemeni children	Donation to "Save the starving Children (KUVA campaign)"	South Korea	Proximity is more effective for emotional appeals.
Madurapperuma and Kim (2020)	1	Temporal	This week vs. 4 months' time	Volunteering for children with chronic health issues	Sri Lanka	No difference ($p = .11$).
				Donation to children suffering from chronic health issues		Distance is more effective.
Mir et al. (2016)	1	Spatial	Tehran (Iran) vs. Beijing (China)	Public transportation usage	Iran	Distance is more effective for a promotion focus.
Munz, Jung and Alter (2020)	1	Social	Same name vs. not	Donation to buy iPads for teachers	USA	Proximity is more effective.
Neufeld (2014)	1	Spatial	Manitoba (Canada) vs. elsewhere	Support for government action for first nations' water issues	Canada	No difference ($p = .36$).
Park, Choi and Joo (2014)	1	Temporal	no time frame vs. 1 week	Blood donation	USA & South Korea	Proximity is more effective.
			no time frame vs. 3 months			
			no time frame vs. 1 year			

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Park and Lee (2015)	1, 2, 3	Social	Self vs. other benefit	Donation to a student fundraiser	South Korea	No difference ($p > .05$).
	2, 3		Same university vs. other university			Proximity is more effective.
	4					
Park et al. (2020)	1	Temporal	1 week vs. 3 months	Recycling	USA	No difference ($p > .05$).
			1 week vs. 1 year			
			1 week vs. 3 years			
			1 week vs. 3 months		South Korea	
			1 week vs. 1 year			
			1 week vs. 3 years			
Park (2021)	1	Spatial	Our world vs. your local community	Reducing plastic consumption	USA	Distance is effective for a prevention focus with information, but a promotion focus, when not.
Pattschull (2018)	1	Spatial	Austria vs. East Coast USA	Donation to endangered birds	Austria	No difference ($p > .05$).
Paulin et al. (2014)	1	Social	Self vs. other benefit	Donation and volunteering for breast cancer	USA	Proximity is more effective.
				Donation and volunteering for youth homelessness		
Pronin, Olivola and Kennedy (2008)	2	Temporal	Present vs. future self	Volunteering to help peers on their mid-terms	USA	Distance is more effective
Rogers and Bazerman (2008)	1	Temporal	1 day vs. 1 week	Donation to the United Way	USA	Distance is more effective.
	2		Now vs. in 4 years	Supporting reducing over-harvesting of fisheries		
	3			Supporting increasing price of gas		



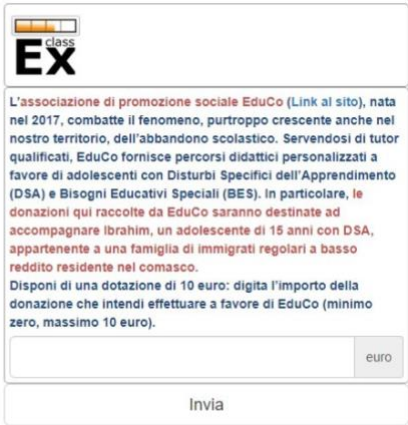
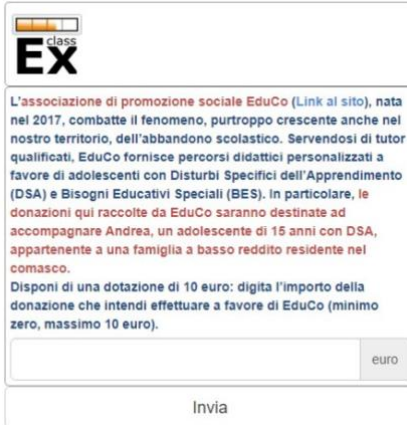




Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Ruiz (2012)	1	Social	Self vs. other benefit	Volunteer for the “Americorps” student recruitment campaigns	USA	No difference ($p > .05$).
		Temporal	This year vs. next			
Schuldt, Rickard and Yang (2018)	2	Spatial	New York (USA) vs. Maldives	Support for climate change policies	USA	No difference ($p = .80$).
Sheng, Dai and Pan (2020)	1, 2	Spatial	Images of landmark buildings in Changchun (China) vs. London (UK)	Reducing consumption activities that create air pollution	China	Proximity is more effective when the issue is more severe, distance is effective when the issue is not severe.
	3	Spatial	Images of landmark buildings in Guangzhou (China) vs. Changchun (China)			
Sherwani, Bates and Grijalva (2021)	1	Spatial	South vs. North America	Donation to “Healthy homes for healthy living”	USA	No difference ($p = .77$).
		Temporal	Short term vs. long term negative health impacts			No difference ($p = .53$).
Soliman et al. (2018)	1	Temporal	Slider that scales timeline of 1,000 years (proximal) or 100 years (distant)	Participation in pro-environmental consumption for Food crisis in 2100	Canada	Proximity is more effective when paired with a social norm, distance is effective when it is not.
Sparkman, Lee and Macdonald (2021)	1	Temporal	1-10 years implementation vs. 40-50 years	Support for life saving policies	Japan	Proximity is more effective.
		Spatial	Own region vs. other developing nation			Proximity is more effective.
			Own region vs. rest of Japan			Distance is more effective.




Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Stürmer et al. (2006)	1	Social	German person vs. Muslim person	Helping a lost person find accommodation	Germany	No difference ($p > .05$).
	2		In-group (same group) vs. outgroup	Helping a stranger who lost their backpack	USA	
Sudhir, Roy and Cherian (2016)	1	Social	Hindus vs. Christians	Donation to “HelpAge”	India	Proximity is more effective.
Taniguchi and Ikegami (2021)	1	Spatial	Japan vs. England (UK)	Helping a man who has hurt himself climbing	Japan	No difference ($p > .05$).
				Donating money to help a man who has hurt himself climbing		
Tong and He (2022)	2	Spatial	Chinese vs. African charity	Donating money to “Kids' Home Project”	China	Proximity is more effective for visible behavior, distance for less visible prosocial behavior.
Touré-Tillery and Fishbach (2017)	2	Spatial	Physical distance from university	Alumni donation	USA	Proximity is more effective.
	3		Nearby vs. farway terminology			
	4			Donation to “OSAF” (improving lives in OECDs)		
	5			Donation to “Action for Total Sanitation”		
	6			Donation to “Habitat Haiti” (earthquake relief)		Proximity is more effective when individuals are more impact focused.

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Wang, Kirmani and Li (2021)	2	Spatial	US vs. non-US charity	Donation to 'No Kid Hungry'	USA	Proximity is more effective for people that have not moved, distance is effective for those that have moved.
	3			Donation to "Save the Children"		No difference ($p = .14$).
Wang et al. (2022)	1	Social	It could happen to you vs. it affects millions of Americans	Donation to the "Red Cross" for people losing homes	USA	Proximity is more effective for a prevention focus.
Wang, Wang and Jiang (2023)	5	Spatial	Patients from California (USA) vs. nation-wide	Donation to Alzheimer's patients	USA	Proximity is more effective for monetary donation vs. tangible donation.
White and Peloza (2009)	1, 2, 4	Social	Self vs. other benefit	Donation to the "Mustard Seed" homeless shelter charity	USA	Distance is more effective for visible behavior, but proximity for private behavior.
Williams, Stein, and Galguera (2014)	1	Temporal	To upcoming 2013 hurricane season or 2023	Donation to the "Red Cross" for victims of hurricane season	USA	Proximity is more effective.
Winterich, Mittal and Ross Jr (2009)	1, 2	Spatial	Hurricane Katrina (USA) vs. Indian Ocean Tsunami anniversary fund	Donation to natural disaster fund	USA	Proximity is more effective.
	3	Spatial	London (UK) vs. Iraq terrorist attack anniversary fund	Donation to terrorist attack victims and families		No difference ($p > .05$).
Xu, Rodas and Torelli (2020)	3	Spatial	San Francisco (USA) vs. New York (USA)	Donation to "Heart for the Homeless"	USA	Proximity is effective for impact framing, whereas distance for morality framing.

Author(s)	Study	Dimension	Manipulation	Cause	Country	Finding
Ye et al. (2015)	1	Social	Self vs. other benefit	Donation to help researchers find medical cures	China	Distance is more effective
					Canada	Proximity is more effective
Yin and Li (2023)	1	Spatial	US doctor in USA vs. in Zimbabwe	Donation to “Charity Vision” (fictional eye charity)	USA	Distance is more effective
	2a	Social	US doctor in Zimbabwe vs. Zimbabwean doctor in Zimbabwe			Proximity is more effective
	2b					
	3	Spatial	US doctor in USA vs. in Zimbabwe			Distance is more effective
Zagefka (2018)	1	Spatial	Attack location London vs. Kabul	Donation to victims of a terrorist attack	UK	Proximity is more effective.
			Attack location Kabul vs. London (primed resident location)			
Zhang and Xie (2022)	1	Temporal	1 day vs. 1 year	Donation to relief program for children with Hemophilia	China	Proximity is more effective.
	2					Distance is more effective for promotion focus.
Zhang and Zhao (2017)	2	Social	Niece vs. daughter of old school friend	Helping a young girl in poverty	USA	Proximity is more effective.
	3	Spatial	Nearby children vs. children in a rural distant area	Volunteering to spend time having phone calls with disadvantaged children	China	Proximity is effective for a prevention focus; distance a promotion focus.

Appendix C: Proximal and Distant Cause Framing from Previous Research

Dimension	Proximal	Distant
Social	Paul Weber in Rhüden, Germany 	Samudra Sudarshan in Rhüden, Germany 
	Heinz, Koessler and Engel (2023)	
		
Temporal	Galmarini, Porro and Regasa (2022)	
	“Can you consider increasing your contribution with X kronor starting in month (two months away), which means that the first increase will be on the 28th of Month (two months away)?”	“Can you consider increasing your contribution with X kronor starting in month (one month away), which means that the first increase will be on the 28th of Month (one month away)?”
	Breman (2011)	
		
	Ruiz (2012)	
	Future seems distant: 	Future seems close: 
Bashir et al. (2016)		

	
	Chang and Lee (2009)
Spatial	<div> <div> Winter 2009 (City) Community American Red Cross Winter 2009 (City) Community Drive 2025 E Street, NW Washington, DC 20006 </div> <div> Winter 2009 American Red Cross Winter 2009 Drive 2025 E Street, NW Washington, DC 20006 </div> </div>
	Kessler and Milkman (2018)
	<div> <div>  alzheimer's association Give a Gift for Alzheimer's Alzheimer's disease is a type of dementia that causes problems with memory, thinking and behaviour. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks. Alzheimer's Association recently initiated a program about giving a gift to those needy people with Alzheimer's disease. </div> <div>  alzheimer's association Give a Gift for Alzheimer's in California Alzheimer's disease is a type of dementia that causes problems with memory, thinking and behaviour. Symptoms usually develop slowly and get worse over time, becoming severe enough to interfere with daily tasks. Alzheimer's Association recently initiated a program about giving a gift to those needy people with Alzheimer's disease around your local town in California. </div> </div>
	Wang, Wang and Jiang (2023)
	<div> <p>The researchers on this project are collaborating with Habitat for Humanity in faraway Haiti to make a difference for the cause. Today, over 80,000 people remain homeless in Haiti, five years after a devastating earthquake struck the capital city of Port- au-Prince. Habitat for Humanity works in faraway Haiti to build homes, build communities, and break the cycle of poverty. By making a \$10 donation, you can help improve lives in faraway Haiti.</p> </div> <div> <p>The researchers on this project are collaborating with Habitat for Humanity in nearby Haiti to make a difference for the cause. Today, over 80,000 people remain homeless in Haiti, five years after a devastating earthquake struck the capital city of Port- au-Prince. Habitat for Humanity works in nearby Haiti to build homes, build communities, and break the cycle of poverty. By making a \$10 donation, you can help improve lives in nearby Haiti.</p> </div>
	Touré-Tillery and Fishbach (2016)

Appendix D: Keywords and Search Terms

Search terms: psychological distance, proximity, in-group, temporal distance, social distance, spatial distance, temporal immediacy, construal level, donation, helping, volunteering, giving, prosocial, generosity, social marketing, sustainable, and environmental.

Databases: Google Scholar, Scopus, ProQuest Thesis, Web of Science, SSRN, ResearchGate, and OATD (Open Access Theses and Dissertations).

Journals: Journal of Consumer Research, Journal of Business Ethics, Journal of Nonprofit & Public Sector Marketing, Journal of Advertising, and Journal of Marketing

Formulas used in search engine:

((“psychological distance” OR “construal level”) AND (“prosocial” OR “donation” OR “helping” OR “volunteering” OR “giving”)).

((“social distance” OR “proximity” OR “in-group”) AND (“prosocial” OR “donation” OR “helping” OR “volunteering” OR “giving”)).

((“temporal distance” OR “temporal immediacy”) AND (“prosocial” OR “donation” OR “helping” OR “volunteering” OR “giving”)).

((“spatial distance”) AND (“prosocial” OR “donation” OR “helping” OR “volunteering” OR “giving”)).

((“psychological distance” OR “construal level”) AND (“generosity” OR “social marketing” OR “environmental” OR “sustainable”)).

((“social distance” OR “proximity” OR “in-group”) AND (“generosity” OR “social marketing” OR “environmental” OR “sustainable”)).

((“temporal distance” OR “temporal immediacy”) AND (“generosity” OR “social marketing” OR “environmental” OR “sustainable”)).

((“spatial distance”) AND (“generosity” OR “social marketing” OR “environmental” OR “sustainable”)).

Appendix E: All Papers Screened for Inclusion in the Meta-analysis (with Reasons)

Paper	Eligible	Reason
Adena, Maja, Rustamdjan Hakimov, and Steffen Huck (2024), "Charitable Giving by the Poor: A Field Experiment in Kyrgyzstan". <i>Management Science</i> 70 (1), 633–46.	✓	This paper is eligible for inclusion in the meta-analysis.
Agerström, Jens, and Fredrik Björklund (2009), "Temporal distance and moral concerns: Future morally questionable behavior is perceived as more wrong and evokes stronger prosocial intentions". <i>Basic and Applied Social Psychology</i> , 31(1), 49-59.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Agerström, Jens, and Fredrik Björklund (2013), "Why people with an eye toward the future are more moral: The role of abstract thinking". <i>Basic and Applied Social Psychology</i> , 35 (4), 373-381.	×	This paper's dependent variable is ineligible.
Agerström, Jens, Fredrik Björklund, and Rickard Carlsson (2012), "Emotions in time: Moral emotions appear more intense with temporal distance". <i>Social Cognition</i> , 30 (2), 181-98.	×	This paper's dependent variable is ineligible.
Agerström, Jens, Rickard Carlsson, Linda Nicklasson, and Linda Guntell (2016), "Using descriptive social norms to increase charitable giving: The power of local norms". <i>Journal of Economic Psychology</i> , 52, 147-53	✓	This paper is eligible for inclusion in the meta-analysis.
Aji, Hendy Mustiko, and Istyakara Muslichah (2023), "Online cross-religion donation during COVID-19: mediating role of empathy and trust". <i>Journal of Islamic Marketing</i> , 14 (6), 1531-50.	×	This paper's independent variable is ineligible
Aknin, Lara B., Elizabeth W. Dunn, Gillian M. Sandstrom, and Michael I. Norton (2013), "Does social connection turn good deeds into good feelings?: On the value of putting the 'social' in prosocial spending". <i>International Journal of Happiness and Development</i> , 1 (2), 155-71.	×	This paper's dependent variable is ineligible.
Aknin, Lara B., Leaf Van Boven, and Laura Johnson-Graham (2015), "Abstract construals make the emotional rewards of prosocial behavior more salient". <i>The Journal of Positive Psychology</i> , 10 (5), 458-62.	×	This paper's dependent variable is ineligible.
Allen, Alexis M., Meike Eilert, and John Peloza (2018), "How deviations from performance norms impact charitable donations". <i>Journal of Marketing Research</i> , 55 (2), 277-90.	×	This paper's independent variable is ineligible
Alter, Adam L., and Daniel M. Oppenheimer (2008), "Effects of fluency on psychological distance and mental construal (or why New York is a large city, but New York is a civilized jungle)". <i>Psychological Science</i> , 19 (2), 161-67.	×	This paper's dependent variable is ineligible.
Andersson, Ola, Topi Miettinen, Kaisa Hytönen, Magnus Johannesson, and Ute Stephan (2017), "Subliminal influence on generosity". <i>Experimental Economics</i> , 20, 531-55.	×	This paper's independent variable is ineligible
André, Kevin, Sylvain Bureau, Arthur Gautier, and Olivier Rubel (2017), "Beyond the opposition between altruism and self-interest: Reciprocal giving in reward-based crowdfunding". <i>Journal of Business Ethics</i> , 146, 313-32.	×	This paper's independent variable is ineligible
Anik, Lalin, Michael I. Norton, and Dan Ariely (2014), "Contingent match incentives increase donations". <i>Journal of Marketing Research</i> , 51 (6), 790-801.	×	This paper's independent variable is ineligible
Anuar, Marhana Mohamed, and Osman Mohamad (2011), "Examining the effects of cause-proximity and gender on consumers' response to cause-related marketing: evidence from Malaysia". <i>International Journal of Marketing Studies</i> , 3 (3), 174-81.	×	This paper's dependent variable is ineligible.
Appau, Samuelson, and Sefa Awaworyi Churchill (2019), "Charity, volunteering type and subjective wellbeing". <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i> , 30, 1118-32.	×	This paper's dependent variable is ineligible.
Bae, Mikyeung (2020), "Effect of skepticism and message abstractness on cause-related marketing campaign evaluation: The mediating role of message engagement". <i>Cogent Business & Management</i> , 7(1), 1813449.	×	This paper examines a for-profit/corporate context.

Balbo, Laurie, Florence Jeannot, and Justine Estarague (2015, July), "The fit between message framing and social distance: An efficient way to promote pro-social health behaviors". In <i>48th Academy of Marketing Conference-AM 2015</i> .	×	This paper's dependent variable is ineligible.
Balbo, Laurie, Florence Jeannot, and Justine Estarague (2015), "Combining message framing and social distance to promote pro-social health behaviors". <i>31ème Congrès de l'Association Française du Marketing-AFM 2015</i> .	×	This paper's dependent variable is ineligible.
Balbo, Laurie, Florence Jeannot, and Justine Estarague (2015), "Who is the person in need? Combining message framing and social distance to promote pro-social health behaviors". <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v43/acr_vol43_1019017.pdf	✓	This paper is eligible for inclusion in the meta-analysis.
Baldassarri, Delia, and Guy Grossman (2013), "The effect of group attachment and social position on prosocial behavior. Evidence from lab-in-the-field experiments. <i>PloS one</i> , 8 (3), e58750.	×	This paper uses an economic game.
Bálint, Katalin, Thomas Klausch, and Tibor Pólya (2018), "Watching Closely: Shot Scale Influences Theory of Mind Response in Visual Narratives". <i>Journal of Media Psychology</i> , 30 (3), 150–59.	×	This paper's dependent variable is ineligible.
Banerjee, Shankhadeep, and Indranil Bose (2018), "Risky Donation for Rewarding Innovation? Examining Transformation of Technology Consumers into Crowdfunding Patrons". <i>ACIS 2018 Proceedings</i> , 7.	×	This paper's independent variable is ineligible
Banker, Sachin, and Joowon Park (2020), "Evaluating prosocial COVID-19 messaging frames: Evidence from a field study on Facebook". <i>Judgment and Decision Making</i> , 15 (6), 1037-43.	×	This paper's dependent variable is ineligible.
Barnes, Stuart. J. (2019), "Out of sight, out of mind: Plastic waste exports, psychological distance and consumer plastic purchasing". <i>Global Environmental Change</i> , 58, 101943.	×	This paper uses a survey method.
Bashir, Nadia Y., Anne E. Wilson, Penelope Lockwood, Alison L. Chasteen, and Susan Alisat (2014), "The time for action is now: Subjective temporal proximity enhances pursuit of remote-future goals". <i>Social Cognition</i> , 32 (1), 83-93.	✓	This paper is eligible for inclusion in the meta-analysis.
Beldad, Ardion D., Ismay L. Bax, and Joris Van Hoof (2023), "A Few More Words for a Few More Cents: The Roles of Beneficiary and Message Frames during a Door-to-Door Donation Collection". <i>Journal of Nonprofit & Public Sector Marketing</i> , 35 (4), 414–37.	✓	This paper is eligible for inclusion in the meta-analysis.
Bendapudi, Neeli, Surendra N. Singh, and Venkat Bendapudi (1996), "Enhancing helping behavior: An integrative framework for promotion planning". <i>Journal of Marketing</i> , 60 (3), 33-49.	×	This paper is conceptual not empirical.
Bennett, Sidney, Victoria L. Banyard, and Katie M. Edwards (2017), "The impact of the bystander's relationship with the victim and the perpetrator on intent to help in situations involving sexual violence". <i>Journal of Interpersonal Violence</i> , 32 (5), 682-702.	×	This paper's independent variable is ineligible
Besancenot, Damien, and Radu Vranceanu (2021), "The generosity spillover effect of pledges in a two-person giving game". <i>Journal of Behavioral and Experimental Economics</i> , 90, 101630.	×	This paper uses an economic game.
Bicchieri, Cristina, Eugen Dimant, Simon Gächter, and Daniele Nosenzo (2022), "Social proximity and the erosion of norm compliance." <i>Games and Economic Behavior</i> , 132, 59-72.	×	This paper uses an economic game.
Bischoff, Claudia, and Jochim Hansen (2016), "Influencing support of charitable objectives in the near and distant future: Delay discounting and the moderating influence of construal level". <i>Social Influence</i> , 11 (4), 217-29.	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Bock, Dora E., Jacqueline K. Eastman, and Kevin L. Eastman (2018), "Encouraging consumer charitable behavior: The impact of charitable motivations, gratitude, and materialism". <i>Journal of Business Ethics</i> , 150, 1213-28.	×	This paper's independent variable is ineligible
Bönisch, Kira (2012), <i>The impact of message framing, visual appeal and donation proximity on the effectiveness of charity-marketing campaigns</i> (Doctoral dissertation, Universidade Catolica Portuguesa (Portugal)).	×	This paper examines a for-profit/corporate context.
Bortoloso, Giorgia (2023), <i>Individual donations and social media communication: Italian cultural NPOs' strategies after the pandemic</i> . (Master's thesis, Università Ca'Foscari Venezia). http://dspace.unive.it/bitstream/handle/10579/24963/873876-1286790.pdf?sequence=2	×	This paper uses a survey method.
Boudet, Hilary S., Chad M. Zanocco, Peter D. Howe, and Christopher E. Clarke (2018), "The effect of geographic proximity to unconventional oil and gas development on public support for hydraulic fracturing". <i>Risk Analysis</i> , 38 (9), 1871-1890.	×	This paper's dependent variable is ineligible.

Bourassa, Maureen A., and Abbey C. Stang (2016), "Knowledge is power: Why public knowledge matters to charities. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> ", 21 (1), 13-30.	×	This paper is conceptual not empirical.
Bracha, Anat, and Lise Vesterlund (2017), "Mixed signals: Charity reporting when donations signal generosity and income". <i>Games and Economic Behavior</i> , 104, 24-42.	×	This paper's independent variable is ineligible
Brandt, Alexander. M. (2022), <i>Economic Situations and Social Distance: Taxation and Donation</i> (Doctoral dissertation, Duke University).	×	This paper uses an economic game.
Breman, Anna (2011), "Give more tomorrow: Two field experiments on altruism and intertemporal choice". <i>Journal of Public Economics</i> , 95 (11-12), 1349-57.	✓	This paper is eligible for inclusion in the meta-analysis.
Brinkerhoff, Bobbie (2011), Predicting Intentions To Donate To Human Service Nonprofits And Public Broadcasting Organizations Using A Revised Theory Of Planned Behavior. https://stars.library.ucf.edu/cgi/viewcontent.cgi?article=3014&context=etd	×	This paper's independent variable is ineligible
Brinkerhoff, Laurel Lee (2020), <i>The world needs less plastic: The role of psychological distance and self-efficacy in environmental messages</i> . (Master's Thesis, University of Wyoming) https://search.proquest.com/openview/5bd3d1016163e64ed47e0bdf5f954a04/1?pq-origsite=gscholar&cbl=18750&diss=y	✓	This paper is eligible for inclusion in the meta-analysis.
Brügger, Adrian, Thomas A. Morton, and Suraje Dessai (2015), "Hand in hand: Public endorsement of climate change mitigation and adaptation". <i>PloS one</i> , 10 (4), e0124843.	×	This paper's independent variable is ineligible
Brunel, Frédéric F., and Michelle R. Nelson (2000), "Explaining gendered responses to "help-self" and "help-others" charity ad appeals: The mediating role of world-views". <i>Journal of Advertising</i> , 29 (3), 15-28.	×	This paper's dependent variable is ineligible.
Bruni, Riccardo, Alessandro Giofrè, and Maria Marino (2023), <i>In-group bias in preferences for redistribution: a survey experiment in Italy</i> . [Unpublished research paper, University of Barcelona, Research Institute of Applied Economics]. https://diposit.ub.edu/dspace/bitstream/2445/196165/1/IR22-023_Bruni%2BGiofrè%2BMarino.pdf	×	This paper uses a survey method.
Büssing, Alexander Georg, and Benedikt Heuckmann (2021), ""That is not my problem!": Utilizing the concept of psychological distance in environmental and health education". <i>Science environment health: Towards a science pedagogy of complex living systems</i> , 51-69.	×	This paper is conceptual not empirical.
Carmi, Nurit, and Shaul Kimhi (2015), "Further than the eye can see: Psychological distance and perception of environmental threats". <i>Human and Ecological Risk Assessment: An International Journal</i> , 21 (8), 2239-57.	×	There is no communication/scenario in this paper.
Carol, Sarah, Lea David, Siniša Malešević, and Gordana Uzelac (2024), "Pro-social attitudes towards ethno-religious out-groups during the COVID-19 pandemic: A survey experiment in five countries". <i>International Sociology</i> , 39 (1), 113-137.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Carr, Stuart C. (2000), "Privilege, Privation and Proximity: "Eternal Triangle" for Development?". <i>Psychology and Developing Societies</i> , 12 (2), 167-76.	×	This paper is conceptual not empirical.
Carrera, Pilar, Dolores Muñoz, Itziar Fernández, and Amparo Caballero (2018), "Abstractness and messages describing consequences promote healthier behavioral intentions". <i>The Journal of Psychology</i> , 152 (7), 515-27.	×	This paper's dependent variable is ineligible.
Carrera, Pilar, Itziar Fernández, Dolores Muñoz, and Amparo Caballero (2020), "Using Abstractness to Confront Challenges: How the Abstract Construal Level Increases People's Willingness to Perform Desirable but Demanding Actions". <i>Journal of Experimental Psychology: Applied</i> , 26 (2): 339-49.	×	This paper's dependent variable is ineligible.
Caulfield, Jay L., Catharyn A. Baird, and Felissa K. Lee (2022), "The ethicality of point-of-sale marketing campaigns: normative ethics applied to cause-related checkout charities". <i>Journal of Business Ethics</i> , 1-16.	×	This paper's independent variable is ineligible
Cavanaugh, Lisa A., James R. Bettman, and Mary Frances Luce (2015), "Feeling love and doing more for distant others: Specific positive emotions differentially affect prosocial consumption". <i>Journal of Marketing Research</i> , 52 (5), 657-673.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Čehajić-Clancy, Sabina, and Andreas Olsson (2024), "Threaten and affirm: The role of ingroup moral exemplars for promoting prosocial intergroup behavior through affirming moral identity". <i>Group Processes & Intergroup Relations</i> , 27(1), 99-117.	×	This paper's independent variable is ineligible

Cha, Moon-Kyung, Youjae Yi, and Jaehoon Lee (2020), "When people low in social class become a persuasive source of communication: social class of other donors and charitable donations." <i>Journal of Business Research</i> , 112, 45-55.	×	This paper's independent variable is ineligible
Champ, Patricia A., and Richard C. Bishop (2001), "Donation payment mechanisms and contingent valuation: an empirical study of hypothetical bias". <i>Environmental and Resource Economics</i> , 19, 383-402.	×	This paper's independent variable is ineligible
Chan, Eugene Y., and Yitong Wang (2019), "Mindfulness changes construal level: An experimental investigation". <i>Journal of Experimental Psychology: General</i> , 148 (9), 1656-64.	×	This paper's independent variable is ineligible
Chang, Chun-Tuan, and Zhao-Hong Cheng (2015), "Tugging on heartstrings: shopping orientation, mindset, and consumer responses to cause-related marketing". <i>Journal of Business Ethics</i> , 127, 337-50.	×	This paper's independent variable is ineligible
Chang, Chun-Tuan (2012), "Are guilt appeals a panacea in green advertising? The right formula of issue proximity and environmental consciousness". <i>International Journal of Advertising</i> , 31 (4), 741-71.	×	This paper's independent variable is ineligible
Chang, Chun-Tuan, and Yu-Kang Lee (2009), "Framing charity advertising: Influences of message framing, image valence, and temporal framing on a charitable appeal". <i>Journal of Applied Social Psychology</i> , 39 (12), 2910-35.	✓	This paper is eligible for inclusion in the meta-analysis.
Chang, Hua, Lingling Zhang, and Guang-Xin Xie (2015), "Message framing in green advertising: The effect of construal level and consumer environmental concern". <i>International Journal of Advertising</i> , 34 (1), 158-76.	×	This paper examines a for-profit/corporate context.
Chen, Lu, Fan Luo, Wanshi He, Heng Zhao, and Liru Pan (2022), "A study on the influencing factors of the public's willingness to donate funds for critical illness crowdfunding projects on network platforms". <i>PloS one</i> , 17 (3), e0263706.	×	This paper uses a survey method.
Chen, Mei-Fang (2019), "Social representations of climate change and pro-environmental behavior intentions in Taiwan". <i>International Sociology</i> , 34 (3), 327-346.	×	This paper uses a survey method.
Chen, Mei-Fang (2020), "Effects of psychological distance perception and psychological factors on pro-environmental behaviors in Taiwan: Application of construal level theory". <i>International Sociology</i> , 35 (1), 70-89.	×	This paper's independent variable is ineligible
Chen, Ming-Yi (2020), "Portraying product or cause in charity advertising: how execution style and appeal type affects prosocial attitudes by enhancing perceived personal roles". <i>International Journal of Advertising</i> , 39 (3), 342-64.	×	This paper's dependent variable is ineligible.
Chen, Ruoxun, Aditya More, Marshall Robbins, and Dou Tian (2018, April), Small Donation--Big Impact: Visualizing Charitable Donations. In <i>Extended Abstracts of the 2018 CHI Conference on Human Factors in Computing Systems</i> (pp. 1-6).	×	This paper's independent variable is ineligible
Cheng, Tania, Danielle Kathryn Woon, and Jennifer K. Lynes (2011), "The use of message framing in the promotion of environmentally sustainable behaviors". <i>Social Marketing Quarterly</i> , 17 (2), 48-62.	×	This paper is conceptual not empirical.
Choi, Jungsil, Priyamvada Rangan, and Surendra N. Singh (2016), "Do cold images cause cold-heartedness? The impact of visual stimuli on the effectiveness of negative emotional charity appeals". <i>Journal of Advertising</i> , 45 (4), 417-26.	×	This paper's independent variable is ineligible
Choi, Soe Yoon, Hee Sun Park, and Ju Yeon Oh (2011), "Temporal distance and blood donation intention". <i>Journal of Health Psychology</i> , 17 (4), 590-99.	✓	This paper is eligible for inclusion in the meta-analysis.
Choi, Sungwoo, Anna S. Mattila, and Donna Quadri-Felitti (2019), "Donation appeals rewarding fitness in the context of CSR initiatives". <i>Journal of Services Marketing</i> , 33 (2), 160-67.	×	This paper examines a for-profit/corporate context.
Christofi, Michael (2015), <i>A framework for cause-related marketing campaigns with customer choice in a collectivistic cultural context</i> (Doctoral dissertation, University of Gloucestershire).	×	This paper uses a qualitative methodology.
Chu, Haoran, and Janet Z. Yang (2020), "Risk or efficacy? How psychological distance influences climate change engagement". <i>Risk Analysis</i> , 40 (4), 758-70.	✓	This paper is eligible for inclusion in the meta-analysis.
Chung, Christina, and Emi Moriuchi (2016), The effectiveness of donation advertising: An experimental study for felt ethnicity and messages on in-groups and out-groups. In <i>Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing? Proceedings of the 2015 Academy of Marketing Science (AMS) Annual Conference</i> (pp. 745-746). Springer International Publishing.	×	This paper does not have the statistical information necessary to calculate the effect sizes

Chung, Sorim, and Neil Hair (2021), “The adverse effects of mobile devices on willingness to donate and online fundraising outcomes”. <i>International Journal of Advertising</i> , 40 (8), 1343-65.	✓	This paper is eligible for inclusion in the meta-analysis.
Cohen, Andrew J., Sam Washington, Christi Butler, Puneet Kamal, German Patino, Anas Tresh, Jorge Mena, Medina Ndoeye, and Benjamin N. Breyer (2019), “Altruistic donation to improve survey responses: a global randomized trial”. <i>BMC Research Notes</i> , 12 (1), 1-6.	×	This paper's independent variable is ineligible
Coleman, Joshua T., Marla B. Royne, and Kathryn R. Pounders (2020), “Pride, guilt, and self-regulation in cause-related marketing advertisements”. <i>Journal of Advertising</i> , 49 (1), 34-60.	×	This paper's independent variable is ineligible
Conner, Suzanne Lynn. (2012), <i>A Construal Level Theory perspective on environmental donation, event spending, and perceptions of risk</i> . (Doctoral Thesis, New Mexico State University). https://www.proquest.com/openview/30d06cdd16571555b7547231a9566786/1?pq-origsite=gscholar&cbl=18750	×	This paper examines a for-profit/corporate context.
Cooter, Robert, and Brian J. Broughman (2005), Charity, publicity, and the donation registry. <i>The Economists' Voice</i> . 2 (3), 1-9.	×	This paper is conceptual not empirical.
Core, John. E., and Thomas Donaldson (2010), “An economic and ethical approach to charity and to charity endowments”. <i>Leukemia & Lymphoma</i> , 68 (3), 261-84.	×	This paper is conceptual not empirical.
Cowan, Kirsten, and Atefeh Yazdanparast (2019), “Moral foundations and judgment: conceptualizing boundaries”. <i>Journal of Consumer Marketing</i> , 36 (3), 356-65.	×	This paper is conceptual not empirical.
Cox, Joe, Jann Tosatto, and Thang Nguyen (2022), “For love or money? The effect of deadline proximity on completion contributions in online crowdfunding”. <i>International Journal of Entrepreneurial Behavior & Research</i> , 28 (4), 1026-49.	×	This paper's independent variable is ineligible
Czeizler, Amalia, and Ellen Garbarino (2017), “Give blood today or save lives tomorrow: Matching decision and message construal level to maximize blood donation intentions”. <i>Health Marketing Quarterly</i> , 34 (3), 175-86.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Dalman, M. Deniz, and Subhasis Ray (2022), “To donate or not to donate? How cosmopolitanism and brand anthropomorphism influence donation intentions for international humanitarian causes”. <i>Management Research Review</i> , 45 (4), 524-44.	×	This paper's dependent variable is ineligible.
Damgaard, Mette Trier, and Christina Gravert (2017), “Now or never! The effect of deadlines on charitable giving: Evidence from two natural field experiments”. <i>Journal of Behavioral and Experimental Economics</i> , 66, 78-87.	✓	This paper is eligible for inclusion in the meta-analysis.
Das, Enny, Peter Kerkhof, and Joyce Kuiper (2008), “Improving the effectiveness of fundraising messages: The impact of charity goal attainment, message framing, and evidence on persuasion”. <i>Journal of Applied Communication Research</i> , 36 (2), 161-75.	×	This paper's dependent variable is ineligible.
Das, Gopal, Patrick van Esch, Shailendra Pratap Jain, and Yuanyuan Gina Cui (2023), “Donor happiness comes from afar: The role of donation beneficiary social distance and benevolence”. <i>International Journal of Research in Marketing</i> , 40 (4), 865-80.	×	This paper's dependent variable is ineligible.
Dávid, Krisztina (2023), <i>You should give because it feels good: the effects of social norms and anticipated emotion on donation intention</i> (Master's thesis, University of Twente).	×	This paper's independent variable is ineligible
Davis, Lenita, Melissa Markley Rountree, and Juliet A. Davis (2016), “Global cause awareness: Tracking awareness through electronic word of mouth”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 28 (3), 252-72.	×	This paper uses a qualitative methodology.
Dedeaux, Clay (2009), <i>Operationalizing key constructs of construal level theory to maximize donor generosity toward advertising messages</i> . (Doctoral Thesis, Michigan State University).	✓	This paper is eligible for inclusion in the meta-analysis.
Dees, J. Gregory (2012), “A tale of two cultures: Charity, problem solving, and the future of social entrepreneurship”. <i>Journal of Business Ethics</i> , 111, 321-34.	×	This paper is conceptual not empirical.
Demiray, Burcu, and Alexandra M. Freund (2017), “The psychological distance of memories: Examining causal relations with mood and self-esteem in young, middle-aged and older adults”. <i>Consciousness and Cognition</i> , 49, 117-31.	×	This paper's dependent variable is ineligible.

DeMotta, Yoshiko (2017), 16-J: Temporal Focus and Consumer Response to Donation Appeals. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v45/acr_vol45_1024731.pdf	×	This paper does not have the statistical information necessary to calculate the effect sizes
Denis, Etienne, and Claude Pecheux (2019), The Impact of Past Deeds on Prosocial Behaviors: The Case of Charitable Giving: An Abstract. In Finding New Ways to Engage and Satisfy Global Customers: <i>Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)</i> 21 (pp. 433-434). Springer International Publishing.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Denis, Etienne, Thomas Leclercq, and Rafaël Ritondo (2023), “Tell me why or tell me to whom: Framing charitable solicitations based on political orientation”. <i>Recherche et Applications en Marketing</i> (English Edition), 38 (2), 25-56.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Dimant, Eugen (2019), “Contagion of pro-and anti-social behavior among peers and the role of social proximity”. <i>Journal of Economic Psychology</i> , 73, 66-88.	×	This paper's dependent variable is ineligible.
Doces, John A., Jack Goldberg, and Amy Wolaver (2022), “Religion and charitable donations: experimental evidence from Africa”. <i>Journal for the Scientific Study of Religion</i> , 61 (1), 178-96.	×	This paper's independent variable is ineligible
Doñate-Buendía, Anabel, Aurora García-Gallego, and Marko Petrović (2022), “Gender and other moderators of giving in the dictator game: A meta-analysis”. <i>Journal of Economic Behavior & Organization</i> , 198, 280-301.	×	This paper uses an economic game.
Du, Lanying, Jundong Hou, and Yupeng Huang (2008), “Mechanisms of power and action for cause-related marketing: Perspectives of enterprise and non-profit organizations”. <i>Baltic Journal of Management</i> , 3(1), 92-104.	×	This paper's independent variable is ineligible
Du, Zhao, Kanliang Wang, and Meng Xiang Li (2020, December), Can self-donation improve the project performance? The impacts of self-donation in charitable crowdfunding. <i>ICIS 2020 Proceedings</i> .	×	This paper's independent variable is ineligible
Duclos, Rod, and Alixandra Barasch (2014), “Prosocial behavior in intergroup relations: How donor self-construal and recipient group-membership shape generosity”. <i>Journal of Consumer Research</i> , 41 (1), 93-108	✓	This paper is eligible for inclusion in the meta-analysis.
Egholm, Liv (2021), “Practising the common good: Philanthropic practices in twentieth-century Denmark”. <i>International Journal of Politics, Culture, and Society</i> , 34 (2), 237-52.	×	This paper is conceptual not empirical.
Ein-Gar, Danit, and Liat Levontin (2013), “Giving from a distance: Putting the charitable organization at the center of the donation appeal”. <i>Journal of Consumer Psychology</i> , 23 (2), 197-211.	✓	This paper is eligible for inclusion in the meta-analysis.
Ekström, Mathias (2018), “Seasonal altruism: How Christmas shapes unsolicited charitable giving”. <i>Journal of Economic Behavior & Organization</i> , 153, 177-93.	×	This paper's independent variable is ineligible
Erlandsson, Arvid, Hajdi Moche, and Stephan Dickert (2021, Preprint), A new typology of psychological mechanisms underlying prosocial decisions. Available at: https://psyarxiv.com/wg75a/download?format=pdf	×	This paper is conceptual not empirical.
Erlandsson, Arvid (2015, Preprint), Underlying psychological mechanisms of helping effects: Examining the when× why of charitable giving. Lund University. https://lup.lub.lu.se/record/4861638	×	This paper is conceptual not empirical.
Erlandsson, Arvid, Stephan Dickert, Hajdi Moche, Daniel Västfjäll, and Cassandra Chapman (2023), “Beneficiary effects in prosocial decision making: Understanding unequal valuations of lives”. <i>European Review of Social Psychology</i> , 1-48.	×	This paper's independent variable is ineligible
Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), “Toward an optimal donation solicitation: Evidence from the field of the differential influence of donor-related and organization-related information on donation choice and amount”. <i>Journal of Marketing</i> , 82 (2), 142-52	×	This paper's independent variable is ineligible
Fajardo, Tatiana, and Claudia Townsend (2012), Splitting the Decision: Increasing Donations By Recognizing the Differential Impact of Internal and External Considerations. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v40/acr_v40_12818.pdf	×	This paper's independent variable is ineligible
Fan, Xiaojun, Nianqi Deng, Yi Qian, and Xuebing Dong (2020), “Factors affecting the effectiveness of cause-related marketing: A meta-analysis”. <i>Journal of Business Ethics</i> , 1-22.	×	This paper is another meta-analysis.
FeldmanHall, Oriol (2017), “How does social network position influence prosocial behavior?”. <i>Trends in Cognitive Sciences</i> , 21 (8), 572-73.	×	This paper is conceptual not empirical.

Ferguson, Eamonn, Kun Zhao, Ronan E. O'Carroll, and Luke D. Smillie (2019), "Costless and costly prosociality: Correspondence among personality traits, economic preferences, and real-world prosociality". <i>Social Psychological and Personality Science</i> , 10 (4), 461-71.	×	This paper's independent variable is ineligible
Fielding, David, and Stephen Knowles (2015), "Can you spare some change for charity? Experimental evidence on verbal cues and loose change effects in a Dictator Game". <i>Experimental Economics</i> , 18, 718-30.	×	This paper uses an economic game.
Fisher, Robert J., Mark Vandenbosch, and Kersi D. Antia (2008), "An empathy-helping perspective on consumers' responses to fund-raising appeals". <i>Journal of Consumer Research</i> , 35 (3), 519-31.	×	This paper's independent variable is ineligible
Fong, Christina M., and Erzo FP Luttmer (2011), "Do fairness and race matter in generosity? Evidence from a nationally representative charity experiment". <i>Journal of Public Economics</i> , 95 (5-6), 372-94.	×	This paper uses an economic game.
Fu, Shixuan, Xiaojiang Zheng, Hongpeng Wang, and Yunzhong Luo (2023), "Fear appeals and coping appeals for health product promotion: Impulsive purchasing or psychological distancing?". <i>Journal of Retailing and Consumer Services</i> , 74, 103383.	×	This paper's dependent variable is ineligible.
Fuchs, Galia, Dorit Efrat-Treister, and Monika Westphal (2024), "When, where, and with whom during crisis: The effect of risk perceptions and psychological distance on travel intentions". <i>Tourism Management</i> , 100, 104809.	×	This paper's dependent variable is ineligible.
Furnham, Adrian, Luke Treglown, Gillian Hyde, and Geoff Trickey (2016), The bright and dark side of altruism: Demographic, personality traits, and disorders associated with altruism. <i>Journal of Business Ethics</i> , 134, 359-68.	×	This paper's independent variable is ineligible
Galmarini, Umberto, Giuseppe Porro, and Wubeshet Regasa (2022), <i>In-Group (vs Out-Group) Unidentified (vs Identified) Beneficiaries in Charitable Giving</i> . Available at SSRN 4152309.	✓	This paper is eligible for inclusion in the meta-analysis.
Gamma, Karoline, Robert Mai, and Moritz Loock (2020), "The double-edged sword of ethical nudges: Does inducing hypocrisy help or hinder the adoption of pro-environmental behaviors?". <i>Journal of Business Ethics</i> , 161, 351-73.	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Gao, Jian, Jianguo Wang, and Ainsworth Bailey (2021), "How does public recognition affect price sensitivity to green products? The role of self-construal and temporal distance". <i>Psychology & Marketing</i> , 38 (8), 1262-79.	×	This paper's dependent variable is ineligible.
Garbinsky, Emily, and Jennifer Aaker (2012), Make Them Smile: the Temporal Effect of Emotions on Giving. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v40/acr_v40_11630.pdf	✓	This paper is eligible for inclusion in the meta-analysis.
Garcia, Saray, Crystal Loke, Angeline Nariswari, and Jenny Lin (2020, December), Prompting Sustainable Consumption Choices: Exploring the Role of Construal Level Theory: An Abstract. <i>In Academy of Marketing Science Annual Conference</i> (pp. 589-590). Cham: Springer International Publishing.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Gavreliuc, Alin, Dana Gavreliuc, and Alin Semenescu (2021), "Beyond the façade of generosity—Regional stereotypes within the same national culture influence prosocial behaviors". <i>Plos one</i> , 16 (5), e0250125.	×	This paper's independent variable is ineligible
Gee, Laura K., Michael J. Schreck, and Ankriti Singh (2020), "From lab to field: Social distance and charitable giving in teams". <i>Economics Letters</i> , 192, 109128.	×	This paper's independent variable is ineligible
Geipel, Janet, Constantinos Hadjichristidis, and Anne-Kathrin Klesse (2018), "Barriers to sustainable consumption attenuated by foreign language use". <i>Nature Sustainability</i> , 1 (1), 31-33.	×	This paper's independent variable is ineligible
Gibbons, Sophie. Elizabeth (2010), <i>The Effects of Non Profit Agency Website Donation Button Design on Aid Agency Trust and Donation Compliance</i> . (Master's Thesis, University of Canterbury)	×	This paper's independent variable is ineligible
Giebelhausen, Michael, Benjamin Lawrence, and HaeEun Helen Chun (2021), "Doing good while behaving badly: Checkout charity process mechanisms". <i>Journal of Business Ethics</i> , 172, 133-49.	×	This paper's independent variable is ineligible
Gilead, Michael, Yair Ben David, and Yael Ecker (2018), "Not our fault: judgments of apathy versus harm toward socially proximal versus distant others". <i>Social Psychological and Personality Science</i> , 9 (5), 568-75.	×	This paper's dependent variable is ineligible.
Gleasure, Rob (2023), "Contrasting the response to past and future oriented appeals for help on donation-based crowdfunding platforms". <i>European Journal of Information Systems</i> , 1-22.	×	This paper's independent variable is ineligible

Glew, Rob, and Claire Senot (2023), <i>Make it Personal: Standardization and Prosocial Behavior</i> . Available at SSRN 4583322.	×	This paper's dependent variable is ineligible.
Glückler, Johannes, and Martina Ries (2012), “Why being there is not enough: Organized proximity in place-based philanthropy”. <i>The Service Industries Journal</i> , 32 (4), 515-529.	×	This paper is a case study.
Goldsmith, Kelly, Caroline Roux, and Anne V. Wilson (2020), “Can thoughts of having less ever promote prosocial preferences? The relationship between scarcity, construal level, and sustainable product adoption”. <i>Journal of the Association for Consumer Research</i> , 5 (1), 70-82.	×	This paper's independent variable is ineligible
Gonçalves, Dilney (2020), Donating cash or donating objects? How donation type determines donation likelihood. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v48/acr_vol48_2660377.pdf	×	This paper does not have the statistical information necessary to calculate the effect sizes
Gong, Han (2014), <i>The Effects of Psychological Distance on Modes of Decision Making</i> . (Doctoral Thesis, Northwestern University).	✓	This paper is eligible for inclusion in the meta-analysis.
Gong, Xianmin, Fan Zhang, and Helene H. Fung (2019), “Are older adults more willing to donate? The roles of donation form and social relationship”. <i>The Journals of Gerontology: Series B</i> , 74 (3), 440-48.	✓	This paper is eligible for inclusion in the meta-analysis.
Gong, Xiaochen, and Shihua Ye (2021), “Social capital, the state’s structural intervention and donors’ choice among charitable causes: evidence from China”. <i>Social Indicators Research</i> , 155, 647-74.	×	This paper's independent variable is ineligible
Goswami, Indranil, and Oleg Urminsky (2016), When should the ask be a nudge? The effect of default amounts on charitable donations. <i>Journal of Marketing Research</i> , 53(5), 829-846.	×	This paper's independent variable is ineligible
Grau, Stacy Landreth, and Judith Anne Garretson Folse (2007), “Cause-related marketing (CRM): The influence of donation proximity and message-framing cues on the less-involved consumer”. <i>Journal of Advertising</i> , 36 (4), 19-33.	×	This paper examines a for-profit/corporate context.
Gregorek, Katia, A. (2023), <i>Investigating the effects of social media on global citizenship identity and its role in prosocial decision-making behaviors</i> (Master's thesis, Utrecht University). https://studenttheses.uu.nl/bitstream/handle/20.500.12932/44984/Thesis%20-%20Final_KG%20(1).pdf?sequence=1	×	This paper's independent variable is ineligible
Griffioen, Anouk M., Michel JJ Handgraaf, and Gerrit Antonides (2019), “Which construal level combinations generate the most effective interventions? A field experiment on energy conservation”. <i>PloS one</i> , 14 (1), e0209469.	✓	This paper is eligible for inclusion in the meta-analysis.
Grolleau, Gilles, Lisette Ibanez, and Nathalie Lavoie (2016), “Cause-related marketing of products with a negative externality”. <i>Journal of Business Research</i> , 69 (10), 4321-30.	×	This paper's independent variable is ineligible
Groza, Mark D., Mya R. Pronschinske, and Matthew Walker (2011), “Perceived organizational motives and consumer responses to proactive and reactive CSR”. <i>Journal of Business Ethics</i> , 102, 639-52.	×	This paper's dependent variable is ineligible.
Gu, Dian, Jiang Jiang, Yue Zhang, Ying Sun, Wen Jiang, and Xiaopeng Du (2020), “Concern for the future and saving the earth: When does ecological resource scarcity promote pro-environmental behavior?”. <i>Journal of Environmental Psychology</i> , 72, 101501.	×	This paper's independent variable is ineligible
Gu, Yu, and Rong Chen (2021), “How does money phrasing influence intention to donate: The role of construal level and fit”. <i>Psychology & Marketing</i> , 38 (11), 1911-27.	✓	This paper is eligible for inclusion in the meta-analysis.
Guéguen, Nicolas, Lubomir Lamy, and Jacques Fischer-Lokou (2018), “Does the sense of the geographic proximity of a requester influence donation? Three evaluations in field studies”. <i>Journal of Human Behavior in the Social Environment</i> , 28 (2), 193-203.	✓	This paper is eligible for inclusion in the meta-analysis.
Guenther, Lars, Hendrik Meyer, Katharina Kleinen-von KönigsLöw, and Michael Brüggemann (2023), “A distant threat? The framing of climate futures across four countries”. <i>Environmental Communication</i> , 17 (7), 775-93.	×	This paper's dependent variable is ineligible.
Gugenishvili, Ilia (2022), “I Was Thinking to Help but Then I Changed My Mind! The Influence of Injunctive and Descriptive Norms on the Donation Intention-behavior Link”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 1-20.	×	This paper's independent variable is ineligible

Guo, Furong, Shengdao Gan, Chengyan Zhan, and Ziyang Li (2020), Research on CEO Power and Charitable Donation: Evidence from China. In <i>Proceedings of the Fourteenth International Conference on Management Science and Engineering Management: Volume 1</i> (pp. 744-756). Springer International Publishing.	×	This paper's independent variable is ineligible
Guo, Furong, Wei Yang, Shengdao Gan, and Xinyun Liu (2020, September), Charitable donation, managerial power, and sustainable development of enterprises—based on data analysis of Chinese listed companies. In <i>Journal of Physics: Conference Series</i> (Vol. 1629, No. 1, p. 012086). IOP Publishing.	×	This paper is conceptual not empirical.
Guo, Yu, and Yongkang Hou (2023), “COVID-19 Pandemic as an Opportunity or Challenge: Applying Psychological Distance Theory and the Co-Benefit Frame to Promote Public Support for Climate Change Mitigation on Social Media”. <i>Environmental Communication</i> , 1-19.	✓	This paper is eligible for inclusion in the meta-analysis.
Gutentag, Jolie (2021), Can the Circular Economy Concretize Sustainability? A Construal Level Approach to Encourage Sustainable Consumption. (Doctoral Thesis, Pepperdine University)	×	This paper's independent variable is ineligible
Habib, Rishad, Katherine White, and JoAndrea Hoegg (2021), “Everybody thinks we should but Nobody does: how combined Injunctive and descriptive norms Motivate organ donor registration”. <i>Journal of Consumer Psychology</i> , 31 (3), 621-30.	✓	This paper is eligible for inclusion in the meta-analysis.
Hamby, Anne (2016), “One for me, one for you: cause-related marketing with buy-one give-one promotions”. <i>Psychology & Marketing</i> , 33 (9), 692-703.	×	This paper examines a for-profit/corporate context.
Han, DaHee, Ashok K. Lalwani, and Adam Duhachek (2017), “Power distance belief, power, and charitable giving”. <i>Journal of Consumer Research</i> , 44 (1), 182-95.	×	This paper's independent variable is ineligible
Han, Eun Jin, Ji Sok Choi, and Jinkyung Na (2023), “Are they giving scarce resources away?: Types of prosocial behavior modulate the prosocial effects of target social class on others”. <i>Journal of Experimental Social Psychology</i> , 108, 104477.	×	This paper's independent variable is ineligible
Han, Vin (2013), The role of self-construal level on message evidence in cause-related marketing advertising campaign. (Doctoral Thesis, University of Texas)	×	This paper's independent variable is ineligible
Hargrove, Andrew, Jamie M. Sommer, and Jason J. Jones (2020), “Virtual reality and embodied experience induce similar levels of empathy change: Experimental evidence”. <i>Computers in Human Behavior Reports</i> , 2, 100038.	×	This paper's independent variable is ineligible
Harrison, Virginia S., Michail Vafeiadis, and Joseph Bober (2022), “Greening professional sport: How communicating the fit, proximity, and impact of sustainability efforts affects fan perceptions and supportive intentions”. <i>Sustainability</i> , 14 (6), 1-21.	×	This paper's independent variable is ineligible
Hart, David. J. (2016), “Charity begins at home? Setting a future research agenda for national identity and charitable ethnocentrism.” <i>Social Business</i> , 6 (2), 125-51.	×	This paper is conceptual not empirical.
Hart, P. Sol, Dan Lane, and Sedona Chinn (2018), “The elusive power of the individual victim: Failure to find a difference in the effectiveness of charitable appeals focused on one compared to many victims”. <i>PloS one</i> , 13 (7), e0199535.	×	This paper's independent variable is ineligible
Hart, P. Sol, Richard C. Stedman, and Katherine A. McComas (2015), How the physical proximity of climate mitigation projects influences the relationship between affect and public support. <i>Journal of Environmental Psychology</i> , 43, 196-202.	✓	This paper is eligible for inclusion in the meta-analysis.
Harvey, Jennifer A., and Michal A. Strahilevitz (2009), “The power of pink: cause-related marketing and the impact on breast cancer”. <i>Journal of the American College of Radiology</i> , 6 (1), 26-32.	×	This paper is conceptual not empirical.
Hays, Nicholas A., and Steven L. Blader (2017), “To give or not to give? Interactive effects of status and legitimacy on generosity”. <i>Journal of Personality and Social Psychology</i> , 112 (1), 17-38.	×	This paper uses the wrong independent variable. It examines power.
He, Miao, Guibing He, Jiaxin Chen, and Yuan Wang (2019), “Sense of control matters: A long spatial distance leads to a short-term investment preference”. <i>Judgment and Decision Making</i> , 14 (3), 299-308.	×	This paper's dependent variable is ineligible.
He, Tingting (2021), “Comparing money and time donation: what do experiments tell us?”. <i>Marketing of Scientific and Research Organizations</i> , 41 (3), 65-94.	×	This paper's independent variable is ineligible

He, Yucan, and Fang Zou (2022, November), A Study of the Drivers of Non-commercial Behavior Donations to the Internet for Good. In <i>2022 3rd International Conference on E-commerce and Internet Technology</i> (ECIT 2022) (pp. 367-374). Atlantis Press.	✓	This paper is eligible for inclusion in the meta-analysis.
Heinz, Nicolai, Ann-Kathrin Koessler, and Stefanie Engel (2023), "Distance to climate change consequences reduces willingness to engage in low-cost mitigation actions—Results from an experimental online study from Germany". <i>PloS one</i> , 18 (4), e0283190.	✓	This paper is eligible for inclusion in the meta-analysis.
Heiphetz, Larisa (2019), "Moral essentialism and generosity among children and adults". <i>Journal of Experimental Psychology: General</i> , 148 (12), 2077-2090.	×	This paper's independent variable is ineligible
Henderson, Marlone D., and Erin M. Burgoon (2014), "Why the door-in-the-face technique can sometimes backfire: A construal-level account". <i>Social Psychological and Personality Science</i> , 5 (4), 475-83.	×	This paper's independent variable is ineligible
Henderson, Marlone D., Szu-chi Huang, and Chiu-chi Angela Chang (2012), "When others cross psychological distance to help: Highlighting prosocial actions toward outgroups encourages philanthropy". <i>Journal of Experimental Social Psychology</i> , 48 (1), 220-25.	×	This paper's independent variable is ineligible
Henning, Karla (2019), Essays on Social Preferences in the Contexts of Donations, Migration, Religious Worship and Insurance (Doctoral thesis, Niedersächsische Staats-und Universitätsbibliothek Göttingen).	×	This paper is conceptual not empirical.
Heo, Dakyeong, Soomin Kim, and Dongwoo Shin (2021), "The Effect of Temporal Orientation and Recognizability of Recipients for Presenting Donation Messages". <i>Journal of Digital Convergence</i> , 19 (6), 91-101.	×	This paper is not in English.
Herzenstein, Michal, and Deborah Small (2012), Donating in recessionary times: Resource scarcity, social distance, and charitable giving. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v40/acr_v40_11631.pdf	×	This paper does not have the statistical information necessary to calculate the effect sizes
Hettinger, Alex (2012), Doing good by marketing better: simultaneous testing to determine the relative importance of multiple factors that affect consumer choice in cause related marketing (Doctoral thesis, University of Florida).	×	This paper examines a for-profit/corporate context.
Ho, Cony M., Szu-Han Lin, and Robert S. Wyer Jr. (2021), "The downside of purchasing a servant brand: The effect of servant brand consumption on consumer charitable behavior". <i>Psychology & Marketing</i> , 38 (11), 2019-33.	×	This paper's dependent variable is ineligible.
Hoffmann, Lisa (2023), <i>(Ch) eating for oneself or cheating for others? Experimental evidence from young politicians and students in Kenya</i> . [Unpublished Research Paper, German Institute for Global and Area Studies]	×	This paper's dependent variable is ineligible.
Høgsdal, Helene (2021), The help may be far away: The effect of construal level and social distance on charity donations (Master's thesis, UiT Norges arktiske universitet).	✓	This paper is eligible for inclusion in the meta-analysis.
Hong, Ji Mi, and Wei-Na Lee (2021), "The stages-of-change approach for prosocial behavior: Message tailoring to encourage blood donation". <i>Journal of Applied Social Psychology</i> , 51 (3), 219-36.	×	This paper's independent variable is ineligible
Hoover, Joe, Kate Johnson, Reihane Boghrati, Jesse Graham, and Morteza Dehghani (2018), "Moral framing and charitable donation: Integrating exploratory social media analyses and confirmatory experimentation". <i>Collabra: Psychology</i> , 4 (1), 9.	×	This paper uses text analysis.
Hopkins, Nick, Steve Reicher, Kate Harrison, Clare Cassidy, Rebecca Bull, and Mark Levine (2007), "Helping to improve the group stereotype: On the strategic dimension of prosocial behavior". <i>Personality and Social Psychology Bulletin</i> , 33 (6), 776-88.	✓	This paper is eligible for inclusion in the meta-analysis.
Hou, Jundong, Chi Zhang, Fenfen Zhao, and Haixiang Guo (2023), "Underlying mechanism to the identifiable victim effect in collective donation action intentions: does emotional reactions and perceived responsibility matter?". <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i> , 34 (3), 552-72.	×	This paper's independent variable is ineligible
Howie, Katharine M., Lifeng Yang, Scott J. Vitell, Victoria Bush, and Doug Vorhies (2018), "Consumer participation in cause-related marketing: An examination of effort demands and defensive denial". <i>Journal of Business Ethics</i> , 147, 679-92.	×	This paper's independent variable is ineligible
Howie, Katharine Michelle (2016), Finding the sweet spot of cause-related marketing: Consumer response to campaign tactics. (Doctoral thesis, University of Mississippi)	×	This paper examines a for-profit/corporate context.

Hsin-Yin, Lin, and Lim Tze-Yin (2020), ‘The Effects of Construal Level and Donation Magnitude: The Case of Cause-Related Marketing’. <i>Asian Journal of Business Research</i> , 10 (3), 133-53.	×	This paper examines a for-profit/corporate context.
Hu, Sisi, Courtney D. Boman, and Benjamin R. Warner (2023), “Waiting for a match: Mitigating reactance in prosocial health behavior using psychological distance”. <i>Health Communication</i> , 38 (4), 753-64.	×	This paper's dependent variable is ineligible.
Huang, Yan, Denise Sevick Bortree, Fan Yang, and Ruoxu Wang (2020), “Encouraging volunteering in nonprofit organizations: The role of organizational inclusion and volunteer need satisfaction.” <i>Journal of Nonprofit & Public Sector Marketing</i> , 32 (2), 147-65.	×	This paper's independent variable is ineligible
Human, Debbie, and Nic S. Terblanche (2012), “Who receives what? The influence of the donation magnitude and donation recipient in cause-related marketing”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 24 (2), 141-60.	×	This paper examines a for-profit/corporate context.
Ibrahim, Hafedh, and Mahmoud Mohammad Q. Al-Ajlouni (2018), “Sustainable consumption: Insights from the protection motivation (PMT), deontic justice (DJT) and construal level (CLT) theories”. <i>Management Decision</i> , 56 (3), 610-33.	×	This paper is conceptual not empirical.
Irmak, Caglar, Claudia Townsend, and Ben Bornstein (2019), Distant Connection: Differences in Prosocial Behavior Across Computing Devices. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v47/acr_vol47_2552189.pdf	×	This paper uses an economic game.
Jackson, Elton F., Mark D. Bachmeier, James R. Wood, and Elizabeth A. Craft (1995), “Volunteering and charitable giving: Do religious and associational ties promote helping behavior?”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 24 (1), 59-78.	×	This paper's independent variable is ineligible
Jaeger, Anna-Katharina, and Anja Weber (2020), “Can you believe it? The effects of benefit type versus construal level on advertisement credibility and purchase intention for organic food”. <i>Journal of Cleaner Production</i> , 257, 120543.	×	This paper's dependent variable is ineligible.
Jamal, Ahmad, Aqilah Yaccob, Boris Bartikowski, and Stephanie Slater (2019), “Motivations to donate: Exploring the role of religiousness in charitable donations”. <i>Journal of Business Research</i> , 103, 319-27.	×	This paper is conceptual not empirical.
Jansen, Jochem (2015), Charity shock advertising: does it pay to shock in a philanthropic context? (Master's thesis, University of Twente).	×	This paper's independent variable is ineligible
Jensen, Jakob D., and Ryan J. Hurley (2005), “Third-person effects and the environment: Social distance, social desirability, and presumed behavior”. <i>Journal of Communication</i> , 55 (2), 242-56.	×	This paper's independent variable is ineligible
Jensen, Jakob D., Andy J. King, and Nick Carcioppolo (2013), “Driving toward a goal and the goal-gradient hypothesis: The impact of goal proximity on compliance rate, donation size, and fatigue”. <i>Journal of Applied Social Psychology</i> , 43 (9), 1881-95.	×	This paper's independent variable is ineligible
Jin, Fei, Huawei Zhu, and Ping Tu (2020), “How recipient group membership affects the effect of power states on prosocial behaviors. <i>Journal of Business Research</i> ”, 108, 307-15.	×	This paper uses the wrong independent variable. It examines power.
Jin, Liyin, Yajin Wang, and Ying Zhang (2023), Give Me the Facts or Make Me Feel: How to Effectively Persuade Consumers to Act on a Collective Goal. <i>Journal of Marketing</i> , 87 (5), 776-792.	×	This paper's independent variable is ineligible
Jintranun, Jintanee, Peter Calkins, and Songsak Sriboonchitta (2013), Charitable giving behavior in northeast Thailand and Mukdaharn province: Multivariate tobit models. In Uncertainty Analysis in Econometrics with Applications: <i>Proceedings of the Sixth International Conference of the Thailand Econometric Society</i> TES'2013 (pp. 269-281). Springer Berlin Heidelberg.	×	This paper's independent variable is ineligible
Johnson, Samuel GB, and Seo Young Park (2021), “Moral signaling through donations of money and time”. <i>Organizational Behavior and Human Decision Processes</i> , 165, 183-96.	×	This paper's independent variable is ineligible
Jones, Charlotte, Donald W. Hine, and Anthony DG Marks (2017), “The future is now: Reducing psychological distance to increase public engagement with climate change”. <i>Risk Analysis</i> , 37 (2), 331-41.	✓	This paper is eligible for inclusion in the meta-analysis.
Jones, Tim, Peggy H. Cunningham, and Katherine Gallagher (2010), “Violence in advertising”. <i>Journal of Advertising</i> , 39 (4), 11-36.	×	This paper is conceptual not empirical.

Joo, Soyoung (2017), Consumer Responses to Spatial Distance and Social Distance in a Cause Marketing Campaign: A Structured Abstract. In Creating Marketing Magic and Innovative Future Marketing Trends: <i>Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference</i> (pp. 993-998). Springer International Publishing.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Joosten, Anne, Marius van Dijke, Alain Van Hiel, and David De Cremer (2015), “Out of control!? How loss of self-control influences prosocial behavior: The role of power and moral values”. <i>PloS one</i> , 10 (5), e0126377.	×	There is no communication/scenario in this paper.
Jörling, Moritz, Sarah Eitze, Philipp Schmid, Cornelia Betsch, Jennifer Allen, and Robert Böhm (2023), “To disclose or not to disclose? Factors related to the willingness to disclose information to a COVID-19 tracing app”. <i>Information, Communication & Society</i> , 26 (10), 1954-78.	×	This paper's independent variable is ineligible
Kao, Danny Tengti, Annie Pei-I Yu, and Chao-Feng Lee (2022), “Impact of Message Construal, Temporal Distance, and Construal Level on Potential Philanthropic Supporters’ Intentions to Donate”. <i>Japanese Psychological Research</i> , October, jpr.12443.	✓	This paper is eligible for inclusion in the meta-analysis.
Karataş, Mustafa, and Zeynep Gürhan-Canli (2020), “A construal level account of the impact of religion and God on prosociality”. <i>Personality and Social Psychology Bulletin</i> , 46 (7), 1107-20.	×	This paper's independent variable is ineligible
Kawamura, Yuta, and Takashi Kusumi (2017), “The norm-dependent effect of watching eyes on donation”. <i>Evolution and Human Behavior</i> , 38 (5), 659-66.	×	This paper's independent variable is ineligible
Kawawaki, Yasuo (2023), “Giving of time or giving of money? An empirical analysis of nationwide prosocial behavior in times of disaster”. <i>International Journal of Disaster Risk Reduction</i> , 96, 103888.	×	This paper's independent variable is ineligible
Kemp, Elyria, Pamela A. Kennett-Hensel, and Jeremy Kees (2013), “Pulling on the heartstrings: Examining the effects of emotions and gender in persuasive appeals”. <i>Journal of Advertising</i> , 42 (1), 69-79.	×	This paper's independent variable is ineligible
Kennedy, Ann-Marie, and Andrew Parsons (2014), “Social engineering and social marketing: why is one “good” and the other “bad”?”. <i>Journal of Social Marketing</i> , 4 (3), 198-209.	×	This paper is conceptual not empirical.
Kennedy, Kathleen, Christopher Olivola, and Emily Pronin (2009), Do we give more of our present selves or our future selves? Psychological distance and prosocial decision making. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v36/NAACR_v36_218.pdf	×	This paper does not have the statistical information necessary to calculate the effect sizes
Kessler, Judd B., and Katherine L. Milkman (2018), “Identity in charitable giving”. <i>Management Science</i> , 64 (2), 845-59.	✓	This paper is eligible for inclusion in the meta-analysis.
Khalil, Mary, Saira Khan, and Felix Septianto (2020), “Effects of power and implicit theories on donation”. <i>Australasian Marketing Journal</i> , 28 (3), 98-107.	×	This paper uses the wrong independent variable. It examines power.
Khodakarami, Farnoosh, J. Andrew Petersen, and Rajkumar Venkatesan (2015), “Developing donor relationships: The role of the breadth of giving”. <i>Journal of Marketing</i> , 79 (4), 77-93.	✓	This paper is eligible for inclusion in the meta-analysis.
Kim, Eunyi, M. Jae Moon, and Sun-Young Park (2024), “Impact of public information campaign on citizen behaviors: Vignette experimental study on recycling program in South Korea”. <i>Review of Policy Research</i> . 1-14	✓	This paper is eligible for inclusion in the meta-analysis.
Kim, Eunyoung, and Sung Eun Park (2023), “Do Facebook Friends Make Me Donate? Factors Involved in Online Donations via SNS”. <i>Journal of Promotion Management</i> , 1-24.	×	This paper uses a survey method.
Kim, Hyunji, and Simone Schnall (2021), “Profit for friends, fairness for strangers: Social distance reverses the endowment effect in proxy decision making”. <i>Journal of Retailing and Consumer Services</i> , 59, 102395.	×	This paper's dependent variable is ineligible.
Kim, Jarim (2023), “Gain-loss framing and social distancing: temporal framing’s role as an emotion intensifier”. <i>Health Communication</i> , 38 (11), 2326-35.	✓	This paper is eligible for inclusion in the meta-analysis.
Kim, Jinhyung, Pyungwon Kang, and Incheol Choi (2014), “Pleasure now, meaning later: Temporal dynamics between pleasure and meaning”. <i>Journal of Experimental Social Psychology</i> , 55, 262-70.	×	This paper's dependent variable is ineligible.
Kim, Kyongseok, and Sun Joo Ahn (2019), “The moderating role of cultural background in temporal framing: focusing on climate change awareness advertising”. <i>Asian Journal of Communication</i> , 29 (4), 363-85.	×	This paper does not have the statistical information necessary to calculate the effect sizes

Kim, Kyuha, Sungmi Lee, and Yung Kyun Choi (2019), "Image proximity in advertising appeals: Spatial distance and product types". <i>Journal of Business Research</i> , 99, 490-97.	×	This paper's dependent variable is ineligible.
Kim, Minseong, and Jihye Kim (2023), "The compassion fade framework in the social media context: applying place attachment to advertising strategies for monetary donations". <i>International Journal of Human-Computer Interaction</i> , 1-15.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Kim, Seeun, and Michelle L. Childs (2021), "Passion for the past: Effect of charity appeals and nostalgia on clothing donation intentions". <i>Journal of Consumer Behaviour</i> , 20 (5), 1179-90	✓	This paper is eligible for inclusion in the meta-analysis.
Kim, Taemin, and Jeesun Kim (2021), "How spatial distance and message strategy in cause-related marketing ads influence consumers' ad believability and attitudes". <i>Sustainability</i> , 13 (12), 6775.	×	This paper examines a for-profit/corporate context.
Kim, WooJin, Yuhosua Ryoo, Sukki Yoon, and Kacy Kim (2021), "Ethical dissonance in environmental advertising: Moderating effects of self-benefit versus other-benefit appeals". <i>International Journal of Advertising</i> , 40 (8), 1320-42.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Klucarova, Sona, and Xin He (2022), "Status consumption and charitable donations: The power of empowerment". <i>Psychology & Marketing</i> , 39 (6), 1116-28.	×	This paper uses the wrong independent variable. It examines power.
Knutsson, Mikael, Peter Martinsson, and Conny Wollbrant (2013), "Do people avoid opportunities to donate?: A natural field experiment on recycling and charitable giving". <i>Journal of Economic Behavior & Organization</i> , 93, 71-77.	×	This paper's independent variable is ineligible
Ko, Dongwoo, William Hedgcock, and Catherine Cole (2011), Temporal distance and the endowment effect. <i>ACR North American Advances</i> .	×	This paper's dependent variable is ineligible.
Kogut, Tehila, Ilana Ritov, Enrico Rubaltelli, and Nira Liberman (2018), "How far is the suffering? The role of psychological distance and victims' identifiability in donation decisions". <i>Judgment and Decision Making</i> , 13 (5), 458-66.	✓	This paper is eligible for inclusion in the meta-analysis.
Kogut, Tehlia (2011), "Someone to blame: When identifying a victim decreases helping". <i>Journal of Experimental Social Psychology</i> , 47 (4), 748-55.	×	This paper's independent variable is ineligible
Koksal, Ahmet, Aaron Johnson, Somak Banerjee, and Sujay Dutta (2022), "The effect of evidence in nonprofit donation requests: how does mindset play a role?". <i>Journal of Marketing Communications</i> , 1-19.	×	This paper's independent variable is ineligible
Kong, Sining, and Jung Won Chun (2023), "Pride versus guilt: the interplay between emotional appeals and self-construal levels in organ donation messages". <i>Current Psychology</i> , 1-10.	×	This paper's independent variable is ineligible
Koster, Mienke, Ana Simaens, and Bart Vos (2019), "The advocate's own challenges to behave in a sustainable way: An institutional analysis of advocacy NGOs". <i>Journal of Business Ethics</i> , 157, 483-501.	×	This paper is conceptual not empirical.
Krawczyk, Kelly, Olivia Cook, and Jiaxin Liu (2022), "US INGOs Working in Sub-Saharan Africa: What Impacts Their Ability to Attract Private Donations?". <i>Journal of Nonprofit & Public Sector Marketing</i> , 34 (2), 247-69.	×	This paper's independent variable is ineligible
Krueger, Joachim I., Johannes Ullrich, and Leonard J. Chen (2016), "Expectations and decisions in the volunteer's dilemma: Effects of social distance and social projection". <i>Frontiers in Psychology</i> , 7, 1909.	×	This paper uses an economic game.
Kuczynski, Adam. M. (2021), Social media effects on warm-glow giving (Doctoral thesis, Rutgers University-Graduate School-Newark).	×	This paper's independent variable is ineligible
Kulkarni, Atul A., and Hong Yuan (2015), "Effect of ad-irrelevant distance cues on persuasiveness of message framing". <i>Journal of Advertising</i> , 44 (3), 254-63.	×	This paper's dependent variable is ineligible.
Kumara, Sandaruwan Pradeep (2018), Gain vs. Loss and Near vs. Far Spatial Distance Message Framing and Support for Aquaculture Among US Seafood Consumers. (Doctoral thesis, The University of Maine).	✓	This paper is eligible for inclusion in the meta-analysis.
Kumar, Sanjay (2023), <i>Examination of self-control, group membership, and gender identity on charitable donations</i> . (Doctoral Thesis, University of Manitoba).	×	This paper's independent variable is ineligible
Kwan, Canice, and Robert S. Wyer (2016), The Effects of Self-Identity Activation and Emotions on Donation Decisions. <i>ACR North American Advances</i> .	✓	This paper is eligible for inclusion in the meta-analysis.

La Ferle, Carrie, Sidharth Muralidharan, and Eunjin Kim (2019), "Using guilt and shame appeals from an eastern perspective to promote bystander intervention: a study of mitigating domestic violence in India". <i>Journal of Advertising</i> , 48 (5), 555-68.	×	This paper's independent variable is ineligible
Lammers, Joris, Adam D. Galinsky, Ernestine H. Gordijn, and Sabine Otten (2012), "Power increases social distance". <i>Social Psychological and Personality Science</i> , 3 (3), 282-90.	×	This paper uses an economic game.
Landreth, Stacy (2002), For a good cause: the effects of cause important, cause proximity, congruency and participation effort on consumers' evaluation of cause related marketing. (Doctoral thesis, Louisiana State University and Agricultural & Mechanical College).	×	This paper examines a for-profit/corporate context.
Langan, Ryan, and Anand Kumar (2019), "Time versus money: The role of perceived effort in consumers' evaluation of corporate giving". <i>Journal of Business Research</i> , 99, 295-305.	×	This paper's dependent variable is ineligible.
LaTour, Stephen A., and Ajay K. Manrai (1989), "Interactive impact of informational and normative influence on donations". <i>Journal of Marketing Research</i> , 26 (3), 327-35.	×	This paper's independent variable is ineligible
Law, Kyle Fiore, Dylan Campbell, and Brendan Gaesser (2022), "Biased benevolence: The perceived morality of effective altruism across social distance". <i>Personality and Social Psychology Bulletin</i> , 48 (3), 426-44.	×	This paper's dependent variable is ineligible.
Ledgerwood, Alison, Yaacov Trope, and Shelly Chaiken (2010), "Flexibility now, consistency later: psychological distance and construal shape evaluative responding". <i>Journal of Personality and Social Psychology</i> , 99 (1), 32-51.	×	This paper's dependent variable is ineligible.
Lee, Ah Ram, and Linda Hon (2022), "The effects of age-morphing technology on older adult issue campaigns: The interplay of construal level, perceived probability, and message appeal." <i>Cyberpsychology: Journal of Psychosocial Research on Cyberspace</i> , 16(2).	✓	This paper is eligible for inclusion in the meta-analysis.
Lee, Chun-Chia, Yen-Jung Chen, Pai-Lu Wu, and Wen-Bin Chiou (2021), "An unintended consequence of social distance regulations: COVID-19 social distancing promotes the desire for money". <i>British Journal of Psychology</i> , 112 (4), 866-78.	×	This paper's independent variable is ineligible
Lee, Eun Young, and Kyounghee Chu (2023), "The effect of partitioned framing vs. all-inclusive framing of donation amount on prosocial behavior: focus on the moderation effect of psychological characteristics". <i>Frontiers in Psychology</i> , 14, 1166092.	×	This paper's independent variable is ineligible
Lee, Hui Min, and Benjamin J. Li (2023), "So far yet so near: Exploring the effects of immersion, presence, and psychological distance on empathy and prosocial behavior". <i>International Journal of Human-Computer Studies</i> , 176, 103042.	×	This paper's independent variable is ineligible
Lee, Hyojin, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (2014), Colorful Or Black-And-White? the Role of Temporal Distance on How You See the Future. <i>ACR North American Advances</i> .	×	This paper's dependent variable is ineligible.
Lee, Jaehoon, and L. J. Shrum (2012), "Conspicuous consumption versus charitable behavior in response to social exclusion: A differential needs explanation". <i>Journal of Consumer Research</i> , 39 (3), 530-44.	×	This paper's independent variable is ineligible
Lee, Jeonghoon & Han-Suk Lee (2021), The Effects of Construal Levels to Charity Retailing Communication. <i>Journal of Distribution Science</i> 19 (8), 81-89.	✓	This paper is eligible for inclusion in the meta-analysis.
Lee, Younghwa, Sukki Yoon, Young Woo Lee, and Marla B. Royne (2018), "How liberals and conservatives respond to equality-based and proportionality-based rewards in charity advertising". <i>Journal of Public Policy & Marketing</i> , 37 (1), 108-18.	×	This paper's independent variable is ineligible
Levine, Mark, Amy Prosser, David Evans, and Stephen Reiche (2005), "Identity and emergency intervention: How social group membership and inclusiveness of group boundaries shape helping behavior". <i>Personality and Social Psychology Bulletin</i> , 31 (4), 443-53.	×	There is no communication/scenario in this paper.
Li, Boying, Fangfang Hou, Zhengzhi Guan, and Alain Chong (2019), How social experience encourages donation intention to charitable crowdfunding projects on social media: Empathy and personal impulsiveness. <i>PACIS 2019 Proceedings</i> . https://core.ac.uk/download/pdf/326833388.pdf	×	This paper's independent variable is ineligible

Li, Mei, Jin Li, Guanfei Zhang, Wei Fan, and Yiping Zhong (2022), Interpersonal distance modulates the influence of social observation on prosocial behaviour: An event-related potential (ERP) study. <i>International Journal of Psychophysiology</i> , 176, 108-116.	×	This paper's independent variable is ineligible
Li, Rui, Yali Ma, Zhihua Ding, and Yupeng Mou (2023), "Time-space-connections in online pro-environmental behavior choice". <i>Journal of Cleaner Production</i> , 137598.	×	This paper's independent variable is ineligible
Li, Shuaiqi, Kehan Li, and Jianbiao Li (2023), "Does the Power of Social Example Fade? Nudge Effect of Social Information on Individual's Donation Behaviors During the COVID-19 Pandemic: A Moderated Mediation Model with Three-Wave Cross-Sectional Data". <i>Psychology Research and Behavior Management</i> , 971-87.	×	This paper's independent variable is ineligible
Liang, Jianping, Zengxiang Chen, and Jing Lei (2016), "Inspire me to donate: The use of strength emotion in donation appeals". <i>Journal of Consumer Psychology</i> , 26(2), 283-88.	×	This paper's independent variable is ineligible
Lichtenstein, Donald R., Minette E. Drumwright, and Bridgette M. Braig (2004), "The effect of corporate social responsibility on customer donations to corporate-supported nonprofits". <i>Journal of Marketing</i> , 68 (4), 16-32.	×	This paper examines a for-profit/corporate context.
Lii, Yuan-Shuh, Kuang-Wen Wu, and May-Ching Ding (2013), "Doing good does good? Sustainable marketing of CSR and consumer evaluations". <i>Corporate Social Responsibility and Environmental Management</i> , 20 (1), 15-28.	×	This paper examines a for-profit/corporate context.
Lim, Dongjae, Jhih-Syuan Lin, Un Chae Chung, and Youngjee Ko (2021), "The role of construal fit in threat appeal to persuade young drivers not to text while driving". <i>Journal of Social Marketing</i> , 11 (4), 406-23.	×	This paper's independent variable is ineligible
Lin, Jing, Wenqi Li, Zhen Guo, and Yu Kou (2023), "When and why does economic inequality predict prosocial behaviour? Examining the role of interpersonal trust among different targets". <i>European Journal of Social Psychology</i> . 54 (1), 136-53.	×	This paper's independent variable is ineligible
Lindkvist, Amanda M., and Timothy J. Luke (2022), "Set Size and Donation Behavior". <i>Frontiers in Psychology</i> , 13, 800528.	×	This paper's independent variable is ineligible
Linos, Katerina, Laura Jakli, and Melissa Carlson (2021), "Fundraising for stigmatized groups: A text message donation experiment". <i>American Political Science Review</i> , 115 (1), 14-30.	×	This paper's independent variable is ineligible
Liu, Wenlong, Lele Zeng, and Qunwei Wang (2021), "Psychological distance toward air pollution and purchase intention for new energy vehicles: An investigation in China". <i>Frontiers in Psychology</i> , 12, 569115.	×	There is no communication/scenario in this paper.
Liu, Wenlong, Wen Shao, and Qunwei Wang (2021), "Psychological distance from environmental pollution and willingness to participate in second-hand online transactions: An experimental survey in China". <i>Journal of Cleaner Production</i> , 281, 124656.	×	This paper's dependent variable is ineligible.
Liu, Yanbin, Ping Yuan, Hongxu Lu, and Fanghui Ju (2019), "The effect of power on donation intention: A moderated mediation model". <i>Social Behavior and Personality: an International Journal</i> , 47 (10), 1-12.	×	This paper's independent variable is ineligible
Loebnitz, Natascha, Clarisse Kienou-Traore, Yanfeng Zhou, Phillip Frank, and Klaus G. Grunert (2020), "The impact of marketing campaigns deterring the supply and demand of endangered wildlife in Kenya and China". <i>Psychology & Marketing</i> , 37 (12), 1797-1811.	×	This paper's dependent variable is ineligible.
Loebnitz, Natascha, Phillip Frank, and Tobias Otterbring (2022), "Stairway to organic heaven: The impact of social and temporal distance in print ads". <i>Journal of Business Research</i> , 139, 1044-57.	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Loy, Laura S., and Alexa Spence (2020), "Reducing, and bridging, the psychological distance of climate change". <i>Journal of Environmental Psychology</i> , 67, 101388.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Lu, Teng, Dapeng Liang, and Mei Hong (2023), "Time matters: Time perspectives predict intertemporal prosocial preferences". <i>Behavioral Sciences</i> , 13 (7), 590.	×	This paper's independent variable is ineligible
Lu, Yunfeng. (2022). "Cause Marketing and Consumer Brand Evaluation: The Moderating Role of Corporate Warm Perception and Donation Proximity". <i>Frontiers in Economics and Management</i> , 3 (2), 708-14.	×	This paper's dependent variable is ineligible.
Lucke, Sabrina, and Joerg Koenigstorfer (2018), "Construal-level perspective on consumers' donation preferences in relation to the environment and health". <i>Marketing: ZFP-Journal of Research and Management</i> , 40(1), 21-34.	×	This paper's dependent variable is ineligible.

Luo, Jun, and Guanlin Gao (2023), “Donor recognition: A double-edged sword in charitable giving”. <i>Journal of Philanthropy and Marketing</i> , 28 (1), e1772.	×	This paper's independent variable is ineligible
Lv, Linxiang, and Minxue Huang (2022), “Can Personalized Recommendations in Charity Advertising Boost Donation? The Role of Perceived Autonomy”. <i>Journal of Advertising</i> , 1-18.	×	This paper's independent variable is ineligible
Ma’rof, Aini Azeqa, Zeinab Zaremohzzabieh and Haslinda Abdullah (2023), “Imagined Intergroup Contact Promotes Prosocial Behavioral Intentions through Intergroup Anxiety in the United Kingdom and Malaysia”. <i>The Journal of Behavioral Science</i> , 18 (3), 1-16.	×	This paper's independent variable is ineligible
Macdonnell, Rhiannon, and Katherine White (2015), “How construals of money versus time impact consumer charitable giving”. <i>Journal of Consumer Research</i> , 42 (4), 551-63.	×	This paper's independent variable is ineligible
Madurapperuma, Madurapperuma Arachchige Yasantha Daminda, and Kyung-min Kim (2020), “Sustaining business: A psychological perspective of donation behavior”. <i>Sustainability</i> , 12 (22), 9355.	✓	This paper is eligible for inclusion in the meta-analysis.
Maftai, Alexandra, and Andrei-Corneliu Holman (2022), “Moral in the future, better now: Moral licensing versus behavioral priming in children and the moderating role of psychological distance”. <i>Current Psychology</i> , 1-12.	×	This paper uses a child sample.
Maki, Alexander, Patrick C. Dwyer, Susanne Blazek, Mark Snyder, Roberto González, and Siugmin Lay (2019), “Responding to natural disasters: Examining identity and prosociality in the context of a major earthquake”. <i>British Journal of Social Psychology</i> , 58 (1), 66-87.	×	This paper's independent variable is ineligible
Malika, Malika, Tanuka Ghoshal, Pragya Mathur, and Durairaj Maheswaran (2023), “Does scarcity increase or decrease donation behaviors? An investigation considering resource-specific scarcity and individual person-thing orientation”. <i>Journal of the Academy of Marketing Science</i> , 1-23.	×	This paper's independent variable is ineligible
Mantovani, Danielle, Lucas Magalhães de Andrade, and Angela Negrão (2017), “How motivations for CSR and consumer-brand social distance influence consumers to adopt pro-social behavior”. <i>Journal of Retailing and Consumer Services</i> , 36, 156-63.	×	This paper's independent variable is ineligible
Mastromatteo, Giuseppe, and Francesco Flaviano Russo (2017), “Inequality and charity”. <i>World Development</i> , 96, 136-44.	×	This paper's independent variable is ineligible
Mattila, Anna S., Laurie Wu, and Choongbeom Choi (2016), “Powerful or powerless customers: the influence of gratitude on engagement with CSR”. <i>Journal of Services Marketing</i> , 30 (5), 519-28.	×	This paper examines a for-profit/corporate context.
Maung, Min, Danny Miller, Zhenyang Tang, and Xiaowei Xu (2020), “Value-enhancing social responsibility: Market reaction to donations by family vs. non-family firms with religious CEOs”. <i>Journal of Business Ethics</i> , 163, 745-58.	×	This paper's dependent variable is ineligible.
Meer, Jonathan (2011), “Brother, can you spare a dime? Peer pressure in charitable solicitation”. <i>Journal of Public Economics</i> , 95 (7-8), 926-41.	×	This paper's independent variable is ineligible
Mehta, Ravi, Boyoun Grace Chae, Rui Juliet Zhu, and Dilip Soman (2011), Warm or cool color?: Exploring the effects of color on donation behavior. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v39/acr_v39_9942.pdf	×	This paper's independent variable is ineligible
Meirick, Patrick. C. (2005), “Rethinking the target corollary: The effects of social distance, perceived exposure, and perceived predispositions on first-person and third-person perceptions”. <i>Communication Research</i> , 32 (6), 822-43.	×	This paper's dependent variable is ineligible.
Mercado, Julie, M. (2020), <i>Donors, distance, and the influence of accounting information</i> . (Doctoral thesis, The University of Alabama).	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Mesler, Rhiannon MacDonnell, and Bonnie Simpson (2022), “How affective displays and self-construal impact consumers’ generosity”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 34 (5), 501-26.	×	This paper's independent variable is ineligible
Metzger, Laura, and Isabel Günther (2019), “Is it what you say or how you say it? The impact of aid effectiveness information and its framing on donation behavior”. <i>Journal of Behavioral and Experimental Economics</i> , 83, 101461.	×	This paper's independent variable is ineligible

Mir, Hussein M., Koorosh Behrang, Mohammad T. Isaai, and Pegah Nejat (2016), “The impact of outcome framing and psychological distance of air pollution consequences on transportation mode choice”. <i>Transportation Research Part D: Transport and Environment</i> , 46, 328-338.	✓	This paper is eligible for inclusion in the meta-analysis.
Mohsen, Yomna, and Abeer A. Mahrous (2021), A Qualitative Investigation on the Impact of Positive vs Negative Charitable Advertisement Appeals on the Prosocial Behavior and Donation Behavior Using Neuroscientific Techniques. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3909806	×	This paper uses a qualitative methodology.
Molenda, Zuzanna, Marta Marchlewska, and Marta Rogoza (2023), “Nothing hurts like (in-group) love? National narcissism, conspiracy intentions, and non-prosocial managing emotions of others”. <i>Personality and Individual Differences</i> , 201, 111947.	×	This paper's independent variable is ineligible
Morais, Luiz Augusto de Macêdo (2020), Designing for more than efficacy: investigating the role of anthropographics on compassion. (Master's thesis, Universidade Federal de Campina Grande)	×	This paper's dependent variable is ineligible.
Moran, Nora, and Rajesh Bagchi (2019), “The power of emotional benefits: Examining the role of benefit focus on donation behavior”. <i>Journal of Advertising</i> , 48 (3), 284-91.	×	This paper's independent variable is ineligible
Morton, Rebecca B., Kai Ou, and Xiangdong Qin (2020), “The effect of religion on Muslims' charitable contributions to members of a non-Muslim majority”. <i>Journal of Public Economic Theory</i> , 22 (2), 433-48.	×	This paper uses an economic game.
Motsenok, Marina, Tehila Kogut, and Ilana Ritov (2022), “Perceived physical vulnerability promotes prosocial behavior”. <i>Personality and Social Psychology Bulletin</i> , 48 (2), 254-67.	×	This paper's independent variable is ineligible
Moussaoui, Lisa-Selma, D. Naef, J-D. Tissot, and Olivier Desrichard (2016), ““Save lives” arguments might not be as effective as you think: A randomized field experiment on blood donation”. <i>Transfusion clinique et biologique</i> , 23 (2), 59-63.	×	This paper's independent variable is ineligible
Mulder, Laetitia B., Jennifer Jordan, and Floor Rink (2015) “The effect of specific and general rules on ethical decisions”. <i>Organizational Behavior and Human Decision Processes</i> , 126, 115-29.	×	This paper's dependent variable is ineligible.
Müller, Marcella S., and Jörg Lindenmeier (2022), “Exploring the role of charitable ethnocentrism and donation motives in international giving: Empirical evidence from Germany”. <i>Journal of Philanthropy and Marketing</i> , 27 (2), e1729.	×	This paper's independent variable is ineligible
Munz, Kurt P., Minah H. Jung, and Adam L. Alter (2020), “Name similarity encourages generosity: A field experiment in email personalization”. <i>Marketing Science</i> , 39 (6), 1071-91.	✓	This paper is eligible for inclusion in the meta-analysis.
Nagel, Jonas, and Michael R. Waldmann (2013), “Deconfounding distance effects in judgments of moral obligation”. <i>Journal of Experimental Psychology: Learning, Memory, and Cognition</i> , 39 (1), 237-52.	×	This paper's dependent variable is ineligible.
Naquin, Charles E., Terri R. Kurtzberg, and Liuba Y. Belkin (2010), The finer points of lying online: E-mail versus pen and paper. <i>Journal of Applied Psychology</i> , 95 (2), 387-94.	×	This paper uses an economic game.
Nardini, Gia, Melissa G. Bublit, Caitlin Butler, Staci Croom-Raley, Jennifer Edson Escalas, Jonathan Hansen, and Laura A. Peracchio (2022), “Scaling social impact: Marketing to grow nonprofit solutions”. <i>Journal of Public Policy & Marketing</i> , 41 (3), 254-76.	×	This paper is conceptual not empirical.
Neufeld, Katelin Helene (2014), The role of abstract construals in increasing public support for addressing local injustice. (Master's Thesis, University of Manitoba).	✓	This paper is eligible for inclusion in the meta-analysis.
Neumayr, Michaela, and Femida Handy (2019), “Charitable giving: What influences donors' choice among different causes?”. <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i> , 30, 783-99.	×	This paper's independent variable is ineligible
Norton, Benjamin (2015), <i>Strategies for greener logistics in the charity sector</i> (Doctoral thesis, University of Southampton).	×	This paper's dependent variable is ineligible.
Noval, Laura J., Andrew Molinsky, and Günter K. Stahl (2018), “Motivated dissimilarity construal and self-serving behavior: How we distance ourselves from those we harm”. <i>Organizational Behavior and Human Decision Processes</i> , 148, 145-158.	×	This paper's dependent variable is ineligible.

Núñez, Juan Bernardo Amezcua (2015), The Impact of Temporal Distance in Willingness to Pay for Cause-Related Products.(Doctoral thesis, EGADE Business School, Tecnológico de Monterre).	×	This paper examines a for-profit/corporate context.
O'Connor, James, and Mark Keil (2017), “The effects of construal level and small wins framing on an individual's commitment to an environmental initiative”. <i>Journal of Environmental Psychology</i> , 52, 1-10.	×	This paper's dependent variable is ineligible.
Oh, Min-Jung, Yoon-Yong Hwnag, Zhi Xuan Quan, and Jin-Chul Jung (2014), “The Effect of Three Different Generation Types on Prosocial Consumption Behavior”. <i>유통과학연구</i> , 12 (3), 55-63.	×	This paper's independent variable is ineligible
Olinski, Marian, and Piotr Szamrowski (2022), “Using websites to cultivate online relationships: The application of the stewardship concept in public benefit organizations”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 34 (2), 149-76.	×	This paper's independent variable is ineligible
Olivola, Christopher, and Eldar Shafir (2009), The “Martyrdom Effect”: When the Prospect of Pain and Effort Increases Charitable Giving. <i>ACR North American Advances</i> . https://www.acrwebsite.org/volumes/v36/NAACR_v36_220.pdf	×	This paper's independent variable is ineligible
Olszewski, Robert M. (2012), Donor motivations for donating to a nonprofit without a previous relationship (Doctoral thesis, Northcentral University).	×	This paper's independent variable is ineligible
Osiński, Jerzy, Adam Karbowski, Jan Rusek, and Anna Reinholz (2021), “The effect of delay and social distance in the dictator and ultimatum games”. <i>Behavioural Processes</i> , 193, 104513.	×	This paper uses an economic game.
Oza, Shweta, and Claudia Townsend (2012), For Charities Not All Aesthetics Are Created Equal: the Differential Effects of Aesthetics With and Without Cost Implications on Response to Donor Solicitations. <i>ACR North American Advances</i> .	×	This paper's independent variable is ineligible
Panasiti, Maria Serena, Cristiano Violani, and Caterina Grano (2020), “Exploring the relationship between umbilical blood cord donation and the impact of social distance on altruism and trust”. <i>International Journal of Psychology</i> , 55 (6), 1003-10.	×	This paper uses an economic game.
Paniculanga, Joseph, and Xin He (2012), Empathy, donation, and the moderating role of psychological distance. <i>ACR North American Advances</i> .	×	This paper's independent variable is ineligible
Pannu, Parveen Kaur (2019), <i>Psychological distance of events and attribute dimensions</i> (Doctoral thesis, University of Northern British Columbia).	×	This paper's dependent variable is ineligible.
Paramita, Widya, Felix Septianto, Marco Escadas, Devi Arnita, and Reza Ashari Nasution (2023), “The effects of organizational positioning and donation recognition on charitable giving: insights from moral foundations theory”. <i>Asia Pacific Journal of Marketing and Logistics</i> , 35 (5), 1093-111.	×	This paper's independent variable is ineligible
Park, Hee Sun, Ezgi Ulusoy, Soe Yoon Choi, and Hye Eun Lee (2020), “Temporal distance and descriptive norms on environmental behaviors: A cross-cultural examination of construal-level theory”. <i>Sage Open</i> , 10 (1).	✓	This paper is eligible for inclusion in the meta-analysis.
Park, Jaejin, Sungwook Hwang, and Yoon Y. Cho (2018), “Message Strategies for Korean Celebrity Charitable Campaigns”. <i>Journal of Public Relations</i> , 22 (3), 1-32.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Park, Kiwan, and Seojin Stacey Lee (2015), “The role of beneficiaries’ group identity in determining successful appeal strategies for charitable giving”. <i>Psychology & Marketing</i> , 32 (12), 1117-32.	✓	This paper is eligible for inclusion in the meta-analysis.
Park, Hee Sun, Soe Yoon Choi & Hanna Joo (2014), “Cultural Differences in the Role of Perceived Descriptive Norms in Behavioral Intentions”. <i>Communication Research Reports</i> , 31 (1), 14-22	✓	This paper is eligible for inclusion in the meta-analysis.
Park, Sun-Young, and Cynthia R. Morton (2015), “The role of regulatory focus, social distance, and involvement in anti-high-risk drinking advertising: A construal-level theory perspective”. <i>Journal of Advertising</i> , 44 (4), 338-48.	×	This paper's dependent variable is ineligible.
Park, Sun-Young (2021), “The moderating role of descriptive norms on construal-level fit: An examination in the context of “less plastic” campaigns”. <i>Environmental Communication</i> , 15(2), 235-49.	✓	This paper is eligible for inclusion in the meta-analysis.
Patel, Ritesh, Sujo Thomas, and Viral Bhatt (2022), “Testing the Influence of Donation Message-framing, Donation Size, and Product Type (Androgynous Luxury: Hedonic Vs. Eco-friendly: Utilitarian) on CRM Participation Intention”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 1-23.	×	This paper examines a for-profit/corporate context.

Pattschull, Theo (2018), <i>Effects of spatial distance on color-visualization and its consequences for donation behavior</i> . (Master's thesis, University of Vienna)	✓	This paper is eligible for inclusion in the meta-analysis.
Paulin, Michele, Ronald J. Ferguson, Nina Jost, and Jean-Mathieu Fallu (2014), "Motivating millennials to engage in charitable causes through social media". <i>Journal of Service Management</i> , 25 (3), 334-48	✓	This paper is eligible for inclusion in the meta-analysis.
Pearce, Keith (2017), <i>The Ripple Effects of Prioritizing Personal Excellence or Pleasure: Impacts on the Surrounding World</i> (Doctoral thesis, Université d'Ottawa/University of Ottawa).	×	This paper's dependent variable is ineligible.
Piao, Xiangdan, and Shunsuke Managi (2022), "Donations for environmental sustainability and subjective well-being: Evidence from 37 nations". <i>Resources, Conservation and Recycling</i> , 187, 106609.	×	There is no communication/scenario in this paper.
Piff, Paul K., Michael W. Kraus, Stéphane Côté, Bonnie Hayden Cheng, and Dacher Keltner. (2010). "Having less, giving more: the influence of social class on prosocial behavior". <i>Journal of Personality and Social Psychology</i> , 99 (5), 771-84.	×	This paper's independent variable is ineligible
Pospíšilová, Tereza (2019), "Giving and refusing: the contested reception of transnational philanthropy in the case of the Prague Central European University Foundation". <i>Nonprofit and Voluntary Sector Quarterly</i> , 48 (2), 266-82.	×	This paper is conceptual not empirical.
Priante, Anna, Michel L. Ehrenhard, Tijs van den Broek, Ariana Need, and Djoerd Hiemstra (2022), "'Mo' Together or Alone? Investigating the Role of Fundraisers' Networks in Online Peer-to-Peer Fundraising". <i>Nonprofit and Voluntary Sector Quarterly</i> , 51 (5), 986-1009.	×	This paper's independent variable is ineligible
Pristl, Ann-Catrin, Sven Kilian, and Andreas Mann (2021), "When does a social norm catch the worm? Disentangling social normative influences on sustainable consumption behaviour". <i>Journal of Consumer Behaviour</i> , 20 (3), 635-54.	×	This paper's independent variable is ineligible
Pronin, Emily, Christopher Y. Olivola, and Kathleen A. Kennedy (2008), "Doing unto future selves as you would do unto others: Psychological distance and decision making". <i>Personality and Social Psychology Bulletin</i> , 34 (2), 224-36.	✓	This paper is eligible for inclusion in the meta-analysis.
Rabinovich, Anna, Thomas A. Morton, Tom Postmes, and Bas Verplanken (2009), "Think global, act local: The effect of goal and mindset specificity on willingness to donate to an environmental organization". <i>Journal of Environmental Psychology</i> , 29 (4), 391-99.	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Ramirez, Edward, Fernando R. Jiménez, and Roland Gau (2015), "Concrete and abstract goals associated with the consumption of environmentally sustainable products". <i>European Journal of Marketing</i> , 49 (9/10), 1645-65.	×	This paper's dependent variable is ineligible.
Rana, Irfan Ahmad, Hafiz Syed Hamid Arshad, Ali Jamshed, Zainab Khalid, Zahid Irshad Younas, Saad Saleem Bhatti, and Junaid Ahmad (2023), "The impact of psychological distance to climate change and urban informality on adaptation planning". <i>Urban Climate</i> , 49, 101460.	×	This paper's dependent variable is ineligible.
Reczek, Rebecca Walker, Remi Trudel, and Katherine White (2018), "Focusing on the forest or the trees: How abstract versus concrete construal level predicts responses to eco-friendly products". <i>Journal of Environmental Psychology</i> , 57, 87-98.	×	This paper examines a for-profit/corporate context.
Reed, Americus, Karl Aquino, and Eric Levy (2007), "Moral identity and judgments of charitable behaviors". <i>Journal of Marketing</i> , 71 (1), 178-93.	×	This paper's independent variable is ineligible
Rickard, Laura N., Z. Janet Yang, and Jonathon P. Schuldt (2016), "Here and now, there and then: How "departure dates" influence climate change engagement". <i>Global Environmental Change</i> , 38, 97-107.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Rifkin, Jacqueline R., Katherine M. Du, and Jonah Berger (2021), "Penny for your preferences: leveraging self-expression to encourage small prosocial gifts". <i>Journal of Marketing</i> , 85 (3), 204-19.	×	This paper's independent variable is ineligible
Robb, Hannah (2015), "Purses and the Charitable Gift." <i>Journal of Social History</i> , 49 (2), 387-405.	×	This paper is conceptual not empirical.
Roberts, Jennifer R., and Molly Maxfield (2019), "Mortality salience and age effects on charitable donations". <i>American Behavioral Scientist</i> , 63 (14), 1863-84.	×	This paper's independent variable is ineligible
Robinson, Stefanie Rosen, Caglar Irmak, and Satish Jayachandran (2012), "Choice of cause in cause-related marketing". <i>Journal of Marketing</i> , 76 (4), 126-39.	×	This paper's independent variable is ineligible

Robson, Andrew, and David John Hart (2021), “Understanding the correlates of donor intention: A comparison of local, national, and international charity destinations”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 50 (3), 506-30.	×	There is no communication/scenario in this paper.
Rogers, Todd, and Max H. Bazerman (2008), “Future lock-in: Future implementation increases selection of ‘should’ choices”. <i>Organizational Behavior and Human Decision Processes</i> , 106 (1), 1-20.	✓	This paper is eligible for inclusion in the meta-analysis.
Ross III, John K., Larry T. Patterson, and Mary Ann Stutts (1992), “Consumer perceptions of organizations that use cause-related marketing”. <i>Journal of the Academy of Marketing Science</i> , 20 (1), 93-97.	×	This paper examines a for-profit/corporate context.
Ruehle, Rebecca C., Bart Engelen, and Alfred Archer (2021), “Nudging charitable giving: What (if anything) is wrong with it?”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 50 (2), 353-71.	×	This paper is conceptual not empirical.
Ruiz, Jessica (2012), <i>Assessing the persuasive effects of temporal distance and social distance on intentions to volunteer</i> . (Master’s thesis, The Pennsylvania State University)	✓	This paper is eligible for inclusion in the meta-analysis.
Sabri, Ouidade (2018), “The detrimental effect of cause-related marketing parodies”. <i>Journal of Business Ethics</i> , 151 (2), 517-37.	×	This paper’s independent variable is ineligible
Samson, Frank. L. (2016), “Perceived group competition and charitable giving: Racial prejudice affect as a mediating factor”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 45 (5), 1031-51.	×	This paper’s independent variable is ineligible
Sánchez, Angela (2022), “Group identity and charitable contributions: Experimental evidence”. <i>Journal of Economic Behavior & Organization</i> , 194, 542-549.	×	This paper uses an economic game.
Sanders, Michael (2017), “Social influences on charitable giving in the workplace”. <i>Journal of Behavioral and Experimental Economics</i> , 66, 129-36.	×	This paper’s independent variable is ineligible
SanPietro, Irene (2014), <i>Money, Power, Respect: Charity and the Creation of the Church</i> (Doctoral thesis, Columbia University).	×	This paper is conceptual not empirical.
Sarrasin, Oriane, Cinzia Zanetti, Ocyna Rudmann, Robert AT Avery, and Aurélien Graton (2023), “‘I Do It for Others’! Prosocial Reasons for Complying with Anti-COVID Measures and Pro-Environmental Behaviours: The Mediating Role of the Psychological Distance of Climate Change”. <i>Sustainability</i> , 15 (17), 13194.	×	This paper uses a survey method.
Schamp, Christina, Mark Heitmann, Tammo HA Bijmolt, and Robin Katzenstein (2023), “The effectiveness of cause-related marketing: A meta-analysis on consumer responses”. <i>Journal of Marketing Research</i> , 60 (1), 189-215.	×	This paper is another meta-analysis.
Scherrer, Yvonne M. (2009), “Environmental conservation NGOs and the concept of sustainable development: a research into the value systems of greenpeace international, WWF international and IUCN international”. <i>Journal of Business Ethics</i> , 85, 555-71.	×	This paper is a case study.
Schill, Marie, and Deirdre Shaw (2016), “Recycling today, sustainability tomorrow: Effects of psychological distance on behavioural practice”. <i>European Management Journal</i> , 34 (4), 349-62.	×	This paper uses a qualitative methodology.
Schons, Laura Marie, John Cadogan, and Roumpini Tsakona (2017), “Should charity begin at home? An empirical investigation of consumers’ responses to companies’ varying geographic allocations of donation budgets”. <i>Journal of Business Ethics</i> , 144, 559-76.	×	This paper’s dependent variable is ineligible.
Schreiner, Nadine, Doreén Pick, and Peter Kenning (2018), “To share or not to share? Explaining willingness to share in the context of social distance”. <i>Journal of Consumer Behaviour</i> , 17 (4), 366-78.	×	This paper’s dependent variable is ineligible.
Schröder, Joris Melchior, Eva-Maria Merz, Bianca Suanet, and Pamala Wiepking (2023), “Did you donate? Talking about donations predicts compliance with solicitations for donations”. <i>PLoS one</i> , 18(2), e0281214.	×	This paper’s dependent variable is ineligible.
Schuldt, Jonathon P., Laura N. Rickard, and Z. Janet Yang (2018), “Does reduced psychological distance increase climate engagement? On the limits of localizing climate change”. <i>Journal of Environmental Psychology</i> , 55, 147-53.	✓	This paper is eligible for inclusion in the meta-analysis.
Schütt, Christoph. A. (2023), “The effect of perceived similarity and social proximity on the formation of prosocial preferences”. <i>Journal of Economic Psychology</i> , 99, 102678.	×	This paper uses an economic game.

Schwarzwald, Joseph, Aharon Bizman, and Moshe Raz (1983), "The foot-in-the-door paradigm: Effects of second request size on donation probability and donor generosity". <i>Personality and Social Psychology Bulletin</i> , 9 (3), 443-50.	×	This paper's independent variable is ineligible
Sepehri, Amir, Rod Duclos, Kirk Kristofferson, Poornima Vinoo, and Hamid Elahi (2021), "The Power of Indirect Appeals in Peer-to-Peer Fundraising: Why "S/He" Can Raise More Money for Me Than "I" Can For Myself". <i>Journal of Consumer Psychology</i> , 31(3), 612-20.	×	This paper's independent variable is ineligible
Shang, Jen, Americus Reed, Adrian Sargeant, and Kathryn Carpenter (2020), "Marketplace donations: The role of moral identity discrepancy and gender". <i>Journal of Marketing Research</i> , 57 (2), 375-93.	×	This paper's independent variable is ineligible
Shang, Jen, Americus Reed, and Rachel Croson (2008), "Identity congruency effects on donations". <i>Journal of Marketing Research</i> , 45 (3), 351-61.	×	This paper's independent variable is ineligible
Sheehan, Daniel and Koert Van Ittersum (2013), Close, yet so far away: the influence of temporal distance on mobile promotion redemption during a shopping experience. <i>ACR North American Advances</i> .	×	This paper's dependent variable is ineligible.
Sheng, Guanghua, Jiatong Dai, and Hong Pan (2020), "Influence of air quality on pro-environmental behavior of Chinese residents: from the perspective of spatial distance". <i>Frontiers in Psychology</i> , 11, 566046	✓	This paper is eligible for inclusion in the meta-analysis.
Sherwani, Shariq I., Benjamin R. Bates, and Mario J. Grijalva (2021), "Charitable giving in the context of unfamiliar organizations: the effectiveness of construal level theory in predicting donating intentions and antecedents". <i>Southern Communication Journal</i> , 86 (5), 472-86.	✓	This paper is eligible for inclusion in the meta-analysis.
Shi, Haijiao, and Rong Chen (2019), "Small Rewards Leverage Big Change: The Effect of M-Payment Rewards on Charitable Donations". <i>Journal of Marketing Development and Competitiveness</i> , 13 (4), 81-93.	×	This paper's dependent variable is ineligible.
Shin, Yunchul, and Sujin Lee (2021), "What Good is Charitable Giving for the Giver? The Combined Effect of Charitable Giving and Construal Level on Giver Creativity". <i>The Journal of Creative Behavior</i> , 55 (3), 636-48.	×	This paper's dependent variable is ineligible.
Singh, Ajay S., Adam Zwickle, Jeremy T. Bruskotter, and Robyn Wilson (2017), "The perceived psychological distance of climate change impacts and its influence on support for adaptation policy". <i>Environmental Science & Policy</i> , 73, 93-99.	×	There is no communication/scenario in this paper.
Singh, Sangeeta, and Lola C. Duque (2020), "Familiarity and format: cause-related marketing promotions in international markets". <i>International Marketing Review</i> , 37 (5), 901-21.	×	This paper's dependent variable is ineligible.
Small, Deborah A., and George Loewenstein (2003), "Helping a victim or helping the victim: Altruism and identifiability". <i>Journal of Risk and Uncertainty</i> , 26, 5-16.	×	This paper's independent variable is ineligible
Small, Deborah A., and Uri Simonsohn (2008), "Friends of victims: Personal experience and prosocial behavior". <i>Journal of Consumer Research</i> , 35(3), 532-42.	×	This paper's independent variable is ineligible
Smith, Aimee. E., Alex Belli and Natalina Zlatevska (2024), "The Effect of Quantity Requests on the Donation Outcomes for Distant Donation Appeals". [Unpublished data]	✓	This paper is eligible for inclusion in the meta-analysis.
Smith, Karen E., Greg J. Norman, and Jean Decety (2020), "Medical students' empathy positively predicts charitable donation behavior". <i>The Journal of Positive Psychology</i> , 15 (6), 734-42.	×	This paper's independent variable is ineligible
Smith, Robert W., David Faro, and Katherine A. Burson (2013), "More for the many: The influence of entitativity on charitable giving". <i>Journal of Consumer Research</i> , 39 (5), 961-76.	×	This paper's independent variable is ineligible
Smith-Carrier, Tracy (2020), "Charity isn't just, or always charitable: Exploring charitable and justice models of social support". <i>Journal of Human Rights and Social Work</i> , 5 (3), 157-63.	×	This paper is conceptual not empirical.
Soliman, Monica, Susan Alisat, Nadia Y. Bashir, and Anne E. Wilson (2018), "Wrinkles in time and drops in the bucket: Circumventing temporal and social barriers to pro-environmental behavior". <i>Sage Open</i> , 8 (2), 2158244018774826.	✓	This paper is eligible for inclusion in the meta-analysis.
Song, Doori, and Dong Hoo Kim (2020), ""I'll donate money today and time tomorrow": The moderating role of attitude toward nonprofit organizations on donation intention". <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 25 (3), e1659.	×	This paper's independent variable is ineligible

Soricelli, Filippo (2020), Assertive language, how does it change individuals' willingness to donate?: A construal level theory perspective. (Master's thesis, Libera Università Internazionale degli Studi Sociali)	×	This paper's independent variable is ineligible
Sparkman, Gregg, Nathan R. Lee, and Bobbie NJ Macdonald (2021), "Discounting environmental policy: The effects of psychological distance over time and space". <i>Journal of Environmental Psychology</i> , 73, 101529.	✓	This paper is eligible for inclusion in the meta-analysis.
Spence, Alexa, and Nick Pidgeon (2010), "Framing and communicating climate change: The effects of distance and outcome frame manipulations". <i>Global Environmental Change</i> , 20 (4), 656-67.	×	This paper's dependent variable is ineligible.
Spence, Alexa, Wouter Poortinga, and Nick Pidgeon (2012), "The psychological distance of climate change". <i>Risk Analysis: An International Journal</i> , 32 (6), 957-72.	×	There is no communication/scenario in this paper.
Stanley, Samantha K., Anna Klas, Edward JR Clarke, and Iain Walker (2021), "The effects of a temporal framing manipulation on environmentalism: A replication and extension". <i>PloS one</i> , 16 (2), e0246058.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Stephan, Elena, Nira Liberman, and Yaacov Trope (2010), "Politeness and psychological distance: a construal level perspective". <i>Journal of Personality and Social Psychology</i> , 98 (2), 268-80.	×	This paper's dependent variable is ineligible.
Strombach, Tina, Jia Jin, Bernd Weber, Peter Kenning, Qiang Shen, Qingguo Ma, and Tobias Kalenscher (2014), "Charity begins at home: Cultural differences in social discounting and generosity". <i>Journal of Behavioral Decision Making</i> , 27 (3), 235-45.	×	This paper uses an economic game.
Stürmer, Stefan, Mark Snyder, Alexandra Kropp, and Birte Siem (2006), "Empathy-motivated helping: The moderating role of group membership". <i>Personality and Social Psychology Bulletin</i> , 32 (7), 943-56.	✓	This paper is eligible for inclusion in the meta-analysis.
Sudhir, K., Subroto Roy, and Mathew Cherian (2016), "Do sympathy biases induce charitable giving? The effects of advertising content". <i>Marketing Science</i> , 35(6), 849-69	✓	This paper is eligible for inclusion in the meta-analysis.
Su, Lujun, Huixuan Chen, Yinghua Huang, and Xiuqiong Chen (2023), "In-group favoritism or black sheep effect? The moderating role of norm strength on destination residents' responses towards deviant behaviors". <i>Tourism Management</i> , 98, 104773.	×	This paper's dependent variable is ineligible.
Suh, Minhyang, and Gary Hsieh (2016, May), Designing for future behaviors: Understanding the effect of temporal distance on planned behaviors. In <i>Proceedings of the 2016 CHI Conference on Human Factors in computing systems</i> (pp. 1084-1096).	×	This paper's dependent variable is ineligible.
Syropoulos, Stylianos, Hanne M. Watkins, Geoffrey P. Goodwin, and Ezra M. Markowitz (2023), "Disentangling the contributions of impact-oriented versus reputation-focused legacy motives on intergenerational concern and action". <i>Journal of Environmental Psychology</i> , 90, 102092.	×	This paper's independent variable is ineligible
Syropoulos, Stylianos, Kyle Fiore Law, and Liane Young. (2023), <i>Caring for Present and Future Generations Alike: Longtermism and Moral Regard Across Temporal and Social Distance</i> . Unpublished manuscript [Available at: https://osf.io/preprints/psyarxiv/hzwrt]	×	This paper's independent variable is ineligible
Tang, Hang Wu (2022, January), Charitable Organizations in Singapore: From Clan Based to State Facilitated Endeavors. In <i>Nonprofit Policy Forum</i> (Vol. 13, No. 1, pp. 49-68). De Gruyter.	×	This paper is conceptual not empirical.
Tangari, Andrea Heintz, Judith Anne Garretson Folse, Scot Burton, and Jeremy Kees (2010), "The moderating influence of consumers' temporal orientation on the framing of societal needs and corporate responses in cause-related marketing campaigns". <i>Journal of Advertising</i> , 39 (2), 35-50.	×	There are 2 manipulations in this paper from which we cannot obtain the effect size accurately.
Tangari, Andrea Heintz, Scot Burton, and Ronn J. Smith (2015), "Now that's a bright idea: The influence of consumer elaboration and distance perceptions on sustainable choices". <i>Journal of Retailing</i> , 91 (3), 410-21.	×	This paper examines a for-profit/corporate context.
Taniguchi, Yuri, and Tomoko Ikegami (2021), "Influence of psychological distance on people's willingness to help accident victims: discrepancies between implicit and explicit inferences". <i>SAGE Open</i> , 11 (3), 21582440211033251.	✓	This paper is eligible for inclusion in the meta-analysis.
Tausen, Brittanny. M. (2022), "Thinking about time: identifying prospective temporal illusions and their consequences". <i>Cognitive Research: Principles and Implications</i> , 7 (1), 1-18.	×	This paper's dependent variable is ineligible.

Taylor, Rachel, Nuttaneeya Torugsa, and Anthony Arundel (2020), “Social innovation in disability nonprofits: An abductive study of capabilities for social change”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 49 (2), 399-423.	×	This paper uses a qualitative methodology.
Teng, Chih-Ching, and Jung-Hua Chang (2014), “Effects of temporal distance and related strategies on enhancing customer participation intention for hotel eco-friendly programs”. <i>International Journal of Hospitality Management</i> , 40, 92-99.	×	This paper examines a for-profit/corporate context.
Testa, Mario, and Antonio D’Amato (2020), “Does charity affect economic bargaining? Exploring gender× social distance interactions”. <i>Social Responsibility Journal</i> , 16 (1), 109-28.	×	This paper uses an economic game.
Thaler, Julia, and Bernd Helmig (2013), “Promoting good behavior: does social and temporal framing make a difference?”. <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i> , 24, 1006-36.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Theodorakis, Ioannis G., and Grigorios Painesis (2018), “The impact of psychological distance and construal level on consumers' responses to taboos in advertising”. <i>Journal of Advertising</i> , 47 (2), 161-81.	×	This paper's dependent variable is ineligible.
Thomas, Sujo (2023), “Determinants of cause-related marketing participation intention: The role of consumer knowledge, cause scope and donation proximity”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 35 (2), 194-214.	×	This paper examines a for-profit/corporate context.
Thomassen, Jean-Pierre, Marijke C. Leliveld, Kees Ahaus, and Steven Van de Walle (2020), “Prosocial compensation following a service failure: fulfilling an organization’s ethical and philanthropic responsibilities”. <i>Journal of Business Ethics</i> , 162, 123-47.	×	This paper's dependent variable is ineligible.
Tofghi, Maryam, Ebrahim Mazaheri, and Jeffrey E. Anderson (2022), “The Impact of Peer-Influence: How Does Social Network Endorsement Affect Nonprofits and For-Profit Companies?”. <i>Journal of Nonprofit & Public Sector Marketing</i> , 34(2), 177-203.	×	This paper's independent variable is ineligible
Tong, Luqiong, and Fengyun He (2022), “No one is an island: The influence of social crowding on prosocial intentions”. <i>Journal of Consumer Behaviour</i> , 21 (5), 1165-74.	✓	This paper is eligible for inclusion in the meta-analysis.
Tonin, Mirco, and Michael Vlassopoulos (2013), “Experimental evidence of self-image concerns as motivation for giving”. <i>Journal of Economic Behavior & Organization</i> , 90, 19-27.	×	This paper uses an economic game.
Touré-Tillery, Maferima, and Ayelet Fishbach (2017), “Too far to help: The effect of perceived distance on the expected impact and likelihood of charitable action”. <i>Journal of Personality and Social Psychology</i> , 112 (6), 860-76.	✓	This paper is eligible for inclusion in the meta-analysis.
Trombini, Chiara, Winnie Jiang, and Zoe Kinias (2023), <i>Receiving Social Support Motivates Proximal and Distant Prosocial Behaviors</i> . Available at SSRN 4400974	×	This paper uses a survey method.
Tsiros, Michael, and Caglar Irmak (2020), “Lowering the minimum donation amount increases consumer purchase likelihood of products associated with cause-related marketing campaigns”. <i>Journal of Marketing Research</i> , 57 (4), 755-70.	×	This paper's independent variable is ineligible
Tugrul, Tugba Orten, and Eun-Mi Lee (2018), “Promoting charitable donation campaigns on social media”. <i>The Service Industries Journal</i> , 38 (3-4), 149-63.	×	This paper's dependent variable is ineligible.
Tusche, Anita, Anne Böckler, Philipp Kanske, Fynn-Mathis Trautwein, and Tania Singer (2016), “Decoding the charitable brain: empathy, perspective taking, and attention shifts differentially predict altruistic giving”. <i>Journal of Neuroscience</i> , 36 (17), 4719-32.	×	This paper's independent variable is ineligible
Ugur, Zeynep B. (2021), “Does self-control foster generosity? Evidence from ego depleted children”. <i>Journal of Behavioral and Experimental Economics</i> , 90, 101652.	×	This paper's independent variable is ineligible
Valsecchi, Giulia, Jacques Berent, Islam Borinca, Eva GT Green, and Juan M. Falomir-Pichastor (2023), “Inclusive social norms and nationals’ positive intergroup orientations toward refugees: The moderating role of initial prejudice and intergroup contact”. <i>Group Processes & Intergroup Relations</i> , 13684302231156399.	×	This paper's dependent variable is ineligible.
van Diepen, Merel, Bas Donkers, and Philip Hans Franses (2009), “Dynamic and competitive effects of direct mailings: A charitable giving application”. <i>Journal of Marketing Research</i> , 46 (1), 120-33.	×	This paper's dependent variable is ineligible.
van Esch, Patrick, Yuanyuan Cui, and Shailendra Pratap Jain (2021), “COVID-19 charity advertising: identifiable victim message framing, self-construal, and donation intent”. <i>Journal of Advertising</i> , 50 (3), 290-98.	×	This paper's independent variable is ineligible

van Esch, Patrick, Yuanyuan Gina Cui, and Shailendra Pratap Jain (2021), "The effect of political ideology and message frame on donation intent during the COVID-19 pandemic". <i>Journal of Business Research</i> , 125, 201-13.	×	This paper's independent variable is ineligible
van Houwelingen, Gijis, and Marius van Dijke (2023), "Investing to gain others' trust: Cognitive abstraction increases prosocial behavior and trust received from others". <i>PloS one</i> , 18 (4), e0284500.	×	This paper's dependent variable is ineligible.
van Witteloostuijn, Arjen, Jianhong Zhang, and Chaohong Zhou (2023), "In-and Out-Group Biases and Public Service Motivation: A Configurational Study of Donation Behavior in China". <i>International Journal of Public Administration</i> , 1-17.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Varadarajan, P. Rajan, and Anil Menon (1988), "Cause-related marketing: A coalignment of marketing strategy and corporate philanthropy". <i>Journal of Marketing</i> , 52 (3), 58-74.	×	This paper is conceptual not empirical.
Vardy, Tom, and Quentin D. Atkinson (2019), "Property damage and exposure to other people in distress differentially predict prosocial behavior after a natural disaster". <i>Psychological Science</i> , 30 (4), 563-75.	×	This paper's independent variable is ineligible
Vekaria, Kruti M., Abbey E. Hammell, Laura Vincent, Michael Smith, Todd Rogers, Galen E. Switzer, and Abigail A. Marsh (2020), "The role of prospection in altruistic bone marrow donation decisions". <i>Health Psychology</i> , 39 (4), 316-24.	×	This paper's independent variable is ineligible
Vekaria, Kruti (2019), Generosity Across Time and Space: Examining the Roles of Temporal Delay, Social Distance, and Risk in Altruistic Decisions (Doctoral thesis, Georgetown University).	×	This paper's independent variable is ineligible
Veludo-de-Oliveira, Tania M., Ibrahim S. Alhaidari, Mirella Yani-de-Soriano, and Shumaila Y. Yousafzai (2017), "Comparing the explanatory and predictive power of intention-based theories of personal monetary donation to charitable organizations". <i>VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations</i> , 28, 571-93.	×	There is no communication/scenario in this paper.
von Loessl, Victor, Eva Weingärtner, and Sonja Zitzelsberger (2023), "Do spatial climate messages increase pro-environmental engagement? Evidence from a survey experiment on public transport". <i>Journal of Environmental Economics and Policy</i> , 12 (2), 168-87.	×	This paper's dependent variable is ineligible.
Wan Ahmad Fauzi, W. N. F. (2018), The Roles of Global Identity, Self-Construals, and Construal Level Theory on Consumers' Prosocial Consumption. (Master's thesis, Southern Illinois University Carbondale)	×	This paper examines a for-profit/corporate context.
Wang, Cindy Xin, Elizabeth A. Minton, and Jiao Zhang (2020), "Sense of power: Policy insights for encouraging consumers' healthy food choice". <i>Journal of Public Policy & Marketing</i> , 39 (2), 188-204.	×	This paper's independent variable is ineligible
Wang, Phyllis Xue, Yijie Wang, and Yuwei Jiang (2023), "Gift or donation? Increase the effectiveness of charitable solicitation through framing charitable giving as a gift". <i>Journal of Marketing</i> , 87 (1), 133-47.	✓	This paper is eligible for inclusion in the meta-analysis.
Wang, Shuo, Yuhui Gao, Gerard P. Hodgkinson, Denise M. Rousseau, and Patrick C. Flood (2015), "Opening the black box of CSR decision making: A policy-capturing study of charitable donation decisions in China". <i>Journal of Business Ethics</i> , 128, 665-83.	×	This paper's independent variable is ineligible
Wang, Susie, Mark J. Hurlstone, Zoe Leviston, Iain Walker, and Carmen Lawrence (2019), "Climate change from a distance: An analysis of construal level and psychological distance from climate change". <i>Frontiers in Psychology</i> , 10, 230.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Wang, Yajin, Amna Kirmani, and Xiaolin Li (2020), "Not too far to help: Residential mobility, global identity, and donations to distant beneficiaries". <i>Journal of Consumer Research</i> , 47 (6), 878-89.	✓	This paper is eligible for inclusion in the meta-analysis.
Wang, Yan, Haojia Feng, Shuang Qiu, and Lijuan Cui (2021), "Interactive effects of power and donation target on charitable giving". <i>Journal of Behavioral Decision Making</i> , 34 (4), 479-87.	×	This paper uses the wrong independent variable. It examines power.
Wang, Yuan, Jiyou Kim, Allison Chatham, and Lingyan Ma (2022), "'I lose' vs. 'they lose' vs. 'they gain': The influence of message framing on donation intentions in disaster fundraising". <i>Journal of International Crisis and Risk Communication Research</i> , 5 (1), 29-55.	✓	This paper is eligible for inclusion in the meta-analysis.
Wang, Zhechen, Jolanda Jetten, Niklas K. Steffens, Belén Álvarez, Sarah V. Bentley, Bruno Gabriel Salvador Casara, Charlie R. Crimston et al. (2023), "A world together: Global citizen identification as a basis for prosociality in the face of COVID-19". <i>Group Processes & Intergroup Relations</i> , 26 (1), 71-95.	×	This paper uses a survey method.

Warner, Ruth H., Molly J. VanDeursen, and Anna RD Pope (2012), “Temporal distance as a determinant of just world strategy”. <i>European Journal of Social Psychology</i> , 42 (3), 276-84.	×	This paper's dependent variable is ineligible.
Waters, Richard D., and Giselle A. Auger (2023), “Crowded but not crowded out: Comparing the solicitation strategies and outcomes of nonprofits' and individual's GoFundMe campaigns”. <i>Journal of Philanthropy and Marketing</i> , 28 (4), e1766.	×	This paper's independent variable is ineligible
Wei, Shuqin, Tyson Ang, and Ru-Shiun Liou (2020), “Does the global vs. local scope matter? Contingencies of cause-related marketing in a developed market”. <i>Journal of Business Research</i> , 108, 201-212.	×	This paper examines a for-profit/corporate context.
Weinmann, Markus, and Abhay Mishra (2019), The effect of social distance in donation-based crowdfunding. Available at SSRN 3524087.	×	This paper's independent variable is ineligible
White, Katherine, and John Peloza (2009), “Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support”. <i>Journal of Marketing</i> , 73 (4), 109-24.	✓	This paper is eligible for inclusion in the meta-analysis.
Wiebe, Jeff, Debra Z. Basil, and Mary Runté (2017), “Psychological distance and perceived consumer effectiveness in a cause-related marketing context”. <i>International Review on Public and Nonprofit Marketing</i> , 14, 197-215.	×	This paper examines a for-profit/corporate context.
Wieping, Pamala, and Marco HD Van Leeuwen (2013), “Picturing generosity: Explaining the success of national campaigns in the Netherlands”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 42 (2), 262-84.	×	This paper's independent variable is ineligible
Williams, Lawrence E., Randy Stein, and Laura Galguera (2014), “The distinct affective consequences of psychological distance and construal level”. <i>Journal of Consumer Research</i> , 40 (6), 1123-38.	✓	This paper is eligible for inclusion in the meta-analysis.
Winterich, Karen Page, and Michael J. Barone (2011), “Warm glow or cold, hard cash? Social identity effects on consumer choice for donation versus discount promotions”. <i>Journal of Marketing Research</i> , 48 (5), 855-68.	×	This paper's dependent variable is ineligible.
Winterich, Karen Page, Vikas Mittal, and Karl Aquino (2013), “When does recognition increase charitable behavior? Toward a moral identity-based mode”. <i>Journal of Marketing</i> , 77 (3), 121-34.	×	This paper's independent variable is ineligible
Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2012), “Donation behavior toward in-groups and out-groups: The role of gender and moral identity”. <i>Journal of Consumer Research</i> , 36(2), 199-214.	✓	This paper is eligible for inclusion in the meta-analysis.
Winterich, Karen Page, Rebecca Walker Reczek, and Tamar Makov (2023), “How lack of knowledge on emissions and psychological biases deter consumers from taking effective action to mitigate climate change”. <i>Journal of the Academy of Marketing Science</i> , 1-20.	×	This paper's independent variable is ineligible
Witkowski, Gregory. R. (2021), “Funny Money: Philanthropic Giving and the Money Illusion”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 50 (1), 77-92.	×	This paper is conceptual not empirical.
Wong, Jody CS, Janet Z. Yang, and Zhuling Liu (2023), “It's the thoughts that count: How psychological distance and affect heuristic influence support for aid response measures during the COVID-19 pandemic”. <i>Health Communication</i> , 38 (12), 2702-10.	×	This paper uses a survey method.
Woo, Hongjoo, Michelle Lynn Childs, and Seeun Kim (2020), “A path to altruism: Investigating the effects of brand origin and message explicitness in CR-M campaigns”. <i>Business Ethics: A European Review</i> , 29 (3), 617-28.	×	This paper's dependent variable is ineligible.
Woods, Amanda L., Felix Y. Wu, and Michelle R. Hebl (2023), “Giving to Matthew, Emily, Jose, or Maria: A Field Study Examining the Impact of Race and Gender on Donation Requests”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 52 (6) 1660-80.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Wu, Chia-Chun, Wen-Hsiung Wu, and Wen-Bin Chiou (2017), “Construing morality at high versus low levels induces better self-control, leading to moral acts”. <i>Frontiers in Psychology</i> , 8, 1041.	×	This paper uses an economic game.
Wu, Zhongsheng, Rong Zhao, Xiulan Zhang, and Fengqin Liu (2018), “The impact of social capital on volunteering and giving: Evidence from urban China”. <i>Nonprofit and Voluntary Sector Quarterly</i> , 47 (6), 1201-22.	×	This paper's independent variable is ineligible
Xu, Elaine (2021), “Communicating distant suffering and charitable actions: Framing consumer decisions as remedies for water insecurity” (Doctoral thesis, Murdoch University).	×	This paper uses a qualitative methodology.

Xu, Alison Jing, Maria A. Rodas, and Carlos J. Torelli (2020), “Generosity without borders: The interactive effect of spatial distance and donation goals on charitable giving”. <i>Organizational Behavior and Human Decision Processes</i> , 161, 65-78.	✓	This paper is eligible for inclusion in the meta-analysis.
Xue, Fei, and Lijie Zhou (2022), “Understanding social influence in Facebook fundraising: Relationship strength, immediacy of needs, and number of donations”. <i>Journal of Philanthropy and Marketing</i> , e1749.	×	This paper's independent variable is ineligible
Xue, Tao, Sarah Hong Xiao, and Gopalkrishnan R. Iyer (2016), Psychological Distance in Cause-Related Product Buying Decisions. In Rediscovering the Essentiality of Marketing: <i>Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress</i> (pp. 185-185). Springer International Publishing.	×	This paper examines a for-profit/corporate context.
Yan, Li, Hean Tat Keh, and Kyle B. Murray (2023), “Feeling the values: How pride and awe differentially enhance consumers’ sustainable behavioral intentions”. <i>Journal of the Academy of Marketing Science</i> , 1-22.	×	This paper's independent variable is ineligible
Yang, Zhiyong, Narayan Janakiraman, Mehdi T. Hossain, and Douglas B. Grisaffe (2020), “Differential effects of pay-it-forward and direct-reciprocity on prosocial behavior”. <i>Journal of Business Research</i> , 121, 400-408.	×	This paper's independent variable is ineligible
Yao, Qi, Zhangjian Wu, Changqing Zhang, and Guoqun Fu (2020), “Effect of power on conspicuous prosocial behavior”. <i>Acta Psychologica Sinica</i> , 52 (12), 1421.	×	This paper uses the wrong independent variable. It examines power.
Yasa, Ni Nyoman Kerti (2021), “Distribution of Personal Income on Donating Behavior: Application of Theory of Planned Behaviors”. <i>유통과학연구</i> , 19 (8), 57-67.	×	This paper's independent variable is ineligible
Ye, Nan, Lefa Teng, Ying Yu, and Yingyuan Wang (2015), “What's in it for me?": The effect of donation outcomes on donation behavior. <i>Journal of Business Research</i> , 68(3), 480-486.	✓	This paper is eligible for inclusion in the meta-analysis.
Yin, Bingqing, and Yexin Jessica Li (2023), “Benefactor-versus Recipient-Focused Charitable Appeals: How to Leverage In-Group Bias to Promote Donations for Out-Group Recipients”. <i>Journal of Advertising</i> , 52 (5), 739-55.	✓	This paper is eligible for inclusion in the meta-analysis.
Yoo, Dongho, Jung-Ae Kim, and Sun-Jae Doh (2018), “The dual processing of donation size in cause-related marketing (CRM): The moderating roles of construal level and emoticons”. <i>Sustainability</i> , 10(11), 4219.	×	This paper examines a for-profit/corporate context.
Yoo, Seung-Chul, and Minette Drumwright (2018), “Nonprofit fundraising with virtual reality”. <i>Nonprofit Management and Leadership</i> , 29(1), 11-27.	×	This paper's independent variable is ineligible
Yoon, Jeehyun David. (2013). Power and altruistic helping in organizations: roles of psychological closeness, workplace design, and relational self-construal. (Doctoral thesis, University of Minnesota).	×	This paper is in organizational context.
Yörüğ, Barış K. (2009), “How responsive are charitable donors to requests to give?”. <i>Journal of Public Economics</i> , 93 (9-10), 1111-17.	×	This paper's independent variable is ineligible
Yu, Tai-Yi, Tai-Kuei Yu, and Cheng-Min Chao (2017), “Understanding Taiwanese undergraduate students’ pro-environmental behavioral intention towards green products in the fight against climate change”. <i>Journal of Cleaner Production</i> , 161, 390-402.	×	This paper's independent variable is ineligible
Yukizawa, Ugo, Masateru Tsunoda, and Amjed Tahir (2019, February), Please help! A preliminary study on the effect of social proof and legitimization of paltry contributions in donations to OSS. In 2019 <i>IEEE 26th International Conference on Software Analysis, Evolution and Reengineering (SANER)</i> (pp. 609-613). IEEE.	×	This paper's independent variable is ineligible
Zagefka, Hanna (2018), “It could have been me: Proximity motivates disaster giving”. <i>International Journal of Nonprofit and Voluntary Sector Marketing</i> , 23(1), e1587.	✓	This paper is eligible for inclusion in the meta-analysis.
Zeng, Taoran (2019), <i>Construal Level and Well-being: The Role of Psychological Needs Satisfaction</i> . (Doctoral thesis, The Chinese University of Hong Kong).	×	This paper's dependent variable is ineligible.
Zhang, Jin, and Lijun Zha. (2017), “Interactive effects of appeal type and social distance on helping intention”. <i>Social Behavior and Personality: an International Journal</i> , 45 (5), 785-94.	✓	This paper is eligible for inclusion in the meta-analysis.
Zhang, Jipeng, and Huan Xie (2019), “Hierarchy Leadership and Social Distance in Charitable Giving”. <i>Southern Economic Journal</i> , 86 (2), 433-58.	×	This paper uses the wrong independent variable. It examines power.

Zhang, Kuangjie, Fengyan Cai, and Zhengyu Shi (2021), “Do promotions make consumers more generous? The Impact of price promotions on consumers’ donation behavior”. <i>Journal of Marketing</i> , 85 (3), 240-55.	×	This paper's independent variable is ineligible
Zhang, Lu, Lydia Hanks, and Nathan Line (2019), “The joint effect of power, relationship type, and corporate social responsibility type on customers’ intent to donate”. <i>Journal of Hospitality & Tourism Research</i> , 43 (3), 374-94.	×	This paper examines a for-profit/corporate context.
Zhang, Zhicong, and Chenlan Xie (2022), “Improving the Efficiency of Online Philanthropy: The Interactive Role of Temporal Distance and Goal Frame”. <i>Open Journal of Social Sciences</i> , 10 (7), 154-74.	✓	This paper is eligible for inclusion in the meta-analysis.
Zhao, Liang, and Zhe Sun (2020), “Pure donation or hybrid donation crowdfunding: Which model is more conducive to prosocial campaign success?”. <i>Baltic Journal of Management</i> , 15 (2), 237-60.	×	This paper's independent variable is ineligible
Zheng, Denise, Daniel R. Berry, and Kirk Warren Brown (2023), “Effects of Brief Mindfulness Meditation and Compassion Meditation on Parochial Empathy and Prosocial Behavior Toward Ethnic Out-Group Members”. <i>Mindfulness</i> , 1-17.	×	This paper's dependent variable is ineligible.
Zhou, Kun, Jun Ye, and Xiao-xiao Liu (2023), “Is cash perceived as more valuable than digital money? The mediating effect of psychological ownership and psychological distance”. <i>Marketing Letters</i> , 34 (1), 55-68.	×	This paper's dependent variable is ineligible.
Zhao, Xiaohong, Fengyan Cai, and Zhiyong Yang (2023), “Are people less generous after a family member gives to charity? The interaction of self-construal and relationship type”. <i>International Journal of Research in Marketing</i> , 40 (2), 398-416.	×	This paper's independent variable is ineligible
Zhao, Xinxin, Yanbo Yao, Lianping Ren, and Guangmei Jia (2023), “Message framing strategies in promoting tourists’ pro-environmental behavioral intentions: the interaction of social distance and message framing”. <i>Journal of Travel & Tourism Marketing</i> , 40 (8), 678-92.	×	This paper does not have the statistical information necessary to calculate the effect sizes
Zhou, Yuanyuan, Zhuoying Fei, Yuanqiong He, and Zhilin Yang (2022), “How human–chatbot interaction impairs charitable giving: the role of moral judgment”. <i>Journal of Business Ethics</i> , 178 (3), 849-65.	×	This paper's independent variable is ineligible
Zhu, Huawei, Nancy Wong, and Minxue Huang (2019), “Does relationship matter? How social distance influences perceptions of responsibility on anthropomorphized environmental objects and conservation intentions”. <i>Journal of Business Research</i> , 95, 62-70.	×	This paper's dependent variable is ineligible.
Zhu, Linlin, Yi He, Qimei Chen, and Miao Hu (2017), “It's the thought that counts: The effects of construal level priming and donation proximity on consumer response to donation framing”. <i>Journal of Business Research</i> , 76, 44-51.	×	This paper examines a for-profit/corporate context.

Appendix F: List of Effect Size Calculations

1. If the study contained information about the means and standard deviations of a between-subject design, Cohen's d was calculated by, $\frac{m_1 - m_2}{S_{pooled}}$, where m_1 and m_2 = are the means relative to the condition. $S_{pooled} = \frac{\sqrt{(n_1 - 1)SD_1^2 + (n_2 - 1)SD_2^2}}{(n_{total} - 2)}$ where n_1 and n_2 = total sample size for the relevant condition, $n_{total} = n_1 + n_2$ and SD_1 and SD_2 = standard deviation for each condition (Borenstein et al. 2009).

2. If the study presented the number of individuals that participated, we calculated an log odds ratio. $LogOddsRatio = \ln\left(\frac{n_1 * n_3}{n_2 * n_4}\right)$, where n_1 & n_2 = number of participants in that engaged in the prosocial behavior for each condition and n_3 & n_4 = number of participants that did not engage in the prosocial behavior per respective condition. We then transformed the log odds ratio to Cohen's d by $d = LogOddsRatio * \frac{3}{\pi}$ and $V_d = V_{LogOddsRatio} * \frac{3}{\pi^2}$ where $V_{LogOddsRatio} = \frac{1}{n_1} + \frac{1}{n_2} + \frac{1}{n_3} + \frac{1}{n_4}$

3. If the study statistic was a t-statistic, we converted to Pearson's $r = \frac{t}{\sqrt{t^2 + (n - 2)}}$ (Borenstein et al. 2005). From Pearson's r , we converted to d . $d = \frac{2r}{\sqrt{1 - r^2}}$ and $V_d = \frac{4V_r}{(1 - r^2)^3}$

4. Where the study did not have any of the above information (i.e., t-values, percentage participation or means and standard deviations), we converted unstandardized Beta estimates or exact p-value from regression models to t-values to Pearson's r and then to Cohen's d following the procedure in (3). We calculated $t = \frac{\beta}{Standard\ Error}$ or inputting p using the inverse function of the cumulative distribution with the model's

df or the sample n-2 using the TINV function in Microsoft Excel™. we converted to

Pearson's $r = \sqrt{\frac{t^2}{t^2 + df}}$ where df = degrees of freedom rather than sample size.

5. In order to disattenuate d , $d_u = \frac{d}{\sqrt{\alpha_1 \alpha_2}}$ where α_1 = internal reliability of the independent variable and α_2 = internal reliability of the dependent variable and $V_{du} = \frac{V_d}{(\alpha_1 \alpha_2)^2}$ (Schumacker 1996).

Appendix G: Description of Excluded Outliers

We excluded nine effect sizes from two papers. The first paper is a 2013 *Journal of Consumer Psychology* paper by Ein-Gar and Levontin⁶. In total we removed six effect sizes from this manuscript, due to heightened studentized residuals which exceeded 2.57 (Belli et al. 2022). We excluded three effect sizes from Study 3 which accounted for a measure of how many hours the participant would donate to a single immigrant ($M_{\text{distant}} = 3.67$ $SD_{\text{distant}} = 0.71$; $M_{\text{proximal}} = 6.19$ $SD_{\text{proximal}} = 0.69$), or the Ministry of Immigrant Absorption ($M_{\text{distant}} = 6.81$ $SD_{\text{distant}} = .59$; $M_{\text{proximal}} = 4.24$ hours $SD_{\text{proximal}} = .66$). This was also the same for when they asked how many months they would like to donate to the Ministry of Immigrant Absorption ($M_{\text{distant}} = 3.22$, $SD_{\text{distant}} = .36$; $M_{\text{proximal}} = 1.90$ $SD_{\text{proximal}} = .41$). From Study 4, we removed an additional three effect sizes. These effects measured the amount of money donated to a rehabilitation center by female donors ($M_{\text{distant}} = 39.35$ $SD_{\text{distant}} = 6.84$; $M_{\text{proximal}} = 15.74$ $SD_{\text{proximal}} = 7.43$), by all donors ($M_{\text{distant}} = 42.62$ $SD_{\text{distant}} = 7.08$; $M_{\text{proximal}} = 17.72$ $SD_{\text{proximal}} = 7.34$), and to a single victim of a car accident ($M_{\text{distant}} = 16.30$ $SD_{\text{distant}} = 7.00$; $M_{\text{proximal}} = 38.75$ $SD_{\text{proximal}} = 7.34$). The high studentized residuals for these effect sizes can be explained by the variation due to smaller sample sizes ($N_{\text{Study3}} = 331$, $N_{\text{Study4}} = 238$, both across two distinct effect sizes).

Further, we also excluded three effect sizes for the same reason from Han Gong's 2014 unpublished thesis work from Northwestern University⁷. First, we excluded an effect size from Study 4 which captures the amount of money that participants would donate to save eight warblers ($M_{\text{distant}} = 4.68$, $SD_{\text{distant}} = 0.56$; $M_{\text{proximal}} = 2.60$ $SD_{\text{proximal}} = 0.55$). Second, we

⁶ Ein-Gar, Danit, and Liat Levontin (2013), "Giving from a distance: Putting the charitable organization at the center of the donation appeal", *Journal of Consumer Psychology*, 23 (2), 197–211. <https://doi.org/10.1016/j.jcps.2012.09.002>

⁷ Gong, Han (2014), "The Effects of Psychological Distance on Modes of Decision Making", (Doctoral Thesis) Northwestern University. <https://www.proquest.com/pqdtglobal/docview/1615373601>

removed an effect from Study 5 which accounted for how much money participants would donate to save one warbler ($M_{\text{distant}} = 4.34$ $SD_{\text{distant}} = .47$; $M_{\text{proximal}} = 5.83$ $SD_{\text{proximal}} = .47$). Finally, we excluded an effect size from Study 6 which measured donations to save four warblers ($M_{\text{distant}} = 3.50$ $SD_{\text{distant}} = .46$; $M_{\text{proximal}} = 2.12$ $SD_{\text{proximal}} = .44$). Similarly, we were assured in removing these effect sizes that the low sample sizes potentially account for this random variation ($N_{\text{Study4}} = 153$; $N_{\text{Study5}} = 161$; $N_{\text{Study6}} = 164$, all across six distinct effect sizes).

Additionally, for the spatial distance independent model, we excluded the same effect size from Gong (2014), noted in the previous paragraph. Further, we removed an additional two effect sizes that was included in the main model. This was from a 2017 paper by Zhang and Zhou⁸ that was published in *Social Behavior and Personality*. We removed both effect sizes obtained from Study 3 ($N = 162$ across two distinct effect sizes). These effect sizes represented participants' responses of how many hours they would be willing to donate to take phone calls from underprivileged children to the "significance appeal condition" (promotion-focused message) ($M_{\text{distant}} = 3.35$ $SD_{\text{distant}} = .15$; $M_{\text{proximal}} = 3.05$ $SD_{\text{proximal}} = .14$), and the "control appeal condition" (prevention-focused message) ($M_{\text{distant}} = 2.86$ $SD_{\text{distant}} = .14$; $M_{\text{proximal}} = 3.13$ $SD_{\text{proximal}} = .15$).

⁸ Zhang, Jin, and Lijun Zhao (2017), "Interactive effects of appeal type and social distance on helping intention". *Social Behavior and Personality: an International Journal*, 45 (5), 785–94.
<https://doi.org/10.2224/sbp.6070>

Appendix H: Moderator Table

Variable name	Description
Social influence	
Descriptive norm	Categorical variable for whether the cause appeal used a descriptive social norm (k = 17), or not (k = 218). Dummy coded (1 = Descriptive norm; 0 = No). E.g., Agerström et al. (2015) describe how many students in their university (Sweden) give.
Injunctive norm	Categorical variable for whether the cause appeal used an injunctive social norm (k = 57), or not (k = 178). Dummy coded (1 = Injunctive norm; 0 = No). E.g., Breman (2011) asks participants to “Give More Now (in Two Months)”.
Social desirability	Categorical variable indicating whether the behavior is private (k = 152), or public (k = 83). Dummy coded (1 = Public; 0 = Private). E.g., White and Peloza (2009) manipulate the visibility of volunteering commitment.
Social distance	Categorical variable for whether social distance is manipulated in the cause appeal (k = 62) or not (k = 173). Dummy coded (1 = Socially distant; 0 = No). E.g., Duclos and Barasch (2014) manipulate social distance as a function of ethnicity.
Habit formation	
Suggested donation amounts (SDAs)	Categorical variable for whether the response uses a suggested donation amount (k = 44), or open-ended (k = 191). Dummy coded (1 = Suggested Donation Amount; 0 = Open-ended). E.g., Touré-Tillery and Fishbach (2017) used \$20 as a reference amount in their appeals.
Donor sample	Categorical variable for whether the participant group is made of existing donors (k = 22), or new (k = 213). Dummy coded (1 = Existing donors; 0 = New donors). E.g., Breman (2011), and Damgaard and Gravert (2017) use existing donor databases for their appeal.

Variable name	Description
Feelings and cognition	
Messaging strategy	Categorical variable for whether the cause appeal uses a rational (k = 186), or an emotional appeal (k = 49). Dummy coded (1 = Emotional appeal; 0 = Rational appeal). E.g., Kim and Childs (2021) use emotions “how your donation will make you feel”, whereas White and Peloza (2009) communicate rational benefits “help the less fortunate/build your CV”.
Regulatory focus	Categorical variable for whether the cause appeal uses prevention (k = 78), or a promotion focus (k = 157). Dummy coded (1 = Promotion focus; 0 = Prevention focus). E.g., Chang and Lee (2009) manipulate regulatory fit “with(out) your donation their life could be hopeful(less)” – promotion/(prevention).
Tangibility	
Temporal distance	Categorical variable for whether temporal distance is manipulated in the cause appeal (k = 164), or not (k = 71). Dummy coded (1 = Temporally distant; 0 = No). E.g., Breman (2011) donate today vs. one month, two months’ time. Rogers and Bazerma (2008) policy implementation today vs. four years’ time.
Cause location	Categorical variable for whether the cause is national/manipulated within the same country (k = 137), or international/manipulated across countries (k = 98). Dummy coded (1 = International (across country – spatial distance); 0 = National (within country – spatial distance)). E.g., Xu, Rodas, and Torelli (2020) look at spatial distance within the U.S. (national); Winterich, Mittal, and Ross Jr. (2009) look at different anniversary funds across the U.S. (international); Duclos and Barasch (2014) look at social distance within a U.S. context (national); Breman (2011) looks at international aid in a Swedish donation context.
Focal stakeholder: Individual	Categorical variable for whether an individual person is depicted as the focal stakeholder (k = 42). or not (k = 193). Dummy coded (1 = An individual person is a focal stakeholder; 0 = They are not) E.g., Munz, Jung, and Alter (2020) use a donation appeal for individual teachers with the same name as the participant.

Variable name	Description
Focal stakeholder: Collective	Categorical variable for whether multiple people are depicted as the focal stakeholders (k = 67), or not (k = 168). Dummy coded (1 = A collective is a focal stakeholder; 0 = They are not). E.g., Wang, Wang, and Jiang (2023) use a donation appeal for Alzheimer's patients.
Focal stakeholder: Organization	Categorical variable for whether the organization is depicted as the focal stakeholders (k = 75), or not (k = 160). Dummy coded (1 = An organization is a focal stakeholder; 0 = It is not). E.g., White and Peloza (2009) use a donation appeal for the Mustard Seed homelessness charity.
Volunteering	Categorical variable for whether the appeal requests volunteers (k = 27), or not (k = 208). Dummy coded (1 = Volunteering; 0 = Not). E.g., White and Peloza (2009) look at volunteering in studies 1–2, Ein-Gar and Levontin (2013) in studies 1–3.
Monetary donation	Categorical variable for whether the appeal requests monetary donations (k = 138), or not (k = 97). Dummy coded (1 = Monetary donation; 0 = Not). E.g., Touré-Tillery and Fishbach (2017), Breman (2011), and Damgaard and Gravert (2017) focus on donation.
Tangible donation	Categorical variable for whether the cause appeal frames the donation as something tangible (k = 28), or not (k = 207). Dummy coded (1 = Tangible donation; 0 = Not). E.g., Kim and Childs (2021) ask consumers to give clothes, Wang, Wang, and Jiang (2023) frame a donation as a gift.
Methodological controls	
Dependent variable	Categorical variable indicating whether the outcome is a measure of intentions (k = 158), or behavior (k = 77). Dummy coded (1 = Intentions; 0 = Behavior).
Engagement	Categorical variable indicating whether the prosocial behavior is likelihood of consumers that participate i.e., participation (k = 155) or is a measure of the extent to which consumers participate i.e., magnitude (k = 80).

Variable name	Description
Sample characteristics	
Student sample	Categorical variable for whether the participant group is made of students (k = 85), or new (k = 150). Dummy coded (1 = Student sample; 0 = Non-student sample).
Giving Index	Continuous. A percentage metric of how many citizens behave prosocially (donation, volunteer, and help others) collected from Charities Aid Foundation (2022). /100 and mean centered.
Publication bias controls	
Publication status	Categorical variable for whether the study was in a peer-reviewed journal or unpublished. Dummy coded (1 = Published; 0 = Unpublished).
Effect size precision	Continuous. The inverse of the effect size's standard error (Stanley and Doucouliagos 2012). Mean centered.
Year of publication	Continuous. Year in which the manuscript was published/made available (for unpublished studies). Mean centered.
Exploratory cause characteristics	
Children	Categorical variable for whether the appeal advocates for a child cause (k = 44), or not (k = 191). Dummy coded (1 = Child cause; 0 = Not).
Homelessness	Categorical variable for whether the appeal advocates for a homelessness cause (k = 44), or not (k = 191). Dummy coded (1 = Homelessness cause; 0 = Not).
Health-related	Categorical variable for whether the appeal advocates for a health-related cause (k = 81), or not (k = 154). Dummy coded (1 = Health-related cause; 0 = Not).
Educational	Categorical variable for whether the appeal advocates for an educational cause (k = 39), or not (k = 196).

	Dummy coded (1 = Educational cause; 0 = Not).
Environmental	Categorical variable for whether the appeal advocates for an environmental cause (k = 67), or not (k = 168). Dummy coded (1 = Environmental cause; 0 = Not).

Appendix I: Model Specifications

Psychological distance model

The following specification was used in the main model to calculate effect sizes. The effect size was obtained from sample i within study j extracted from paper z :

$$\begin{aligned} ES_{ijz} = & \beta_0 + \beta_1 \text{Descriptive.Norm}_{ijz} + \beta_2 \text{Injunctive.Norm}_{ijz} + \beta_3 \text{Social.Desirability}_{ijz} + \\ & \beta_4 \text{Social.Distance}_{ijz} + \beta_5 \text{Suggested.Donation.Amount}_{ijz} + \beta_6 \text{Donor.Sample}_{ijz} + \\ & \beta_7 \text{Messaging.Strategy}_{ijz} + \beta_8 \text{Regulatory.Focus}_{ijz} + \beta_9 \text{Temporal.Distance}_{ijz} + \\ & \beta_{10} \text{Cause.Location}_{ijz} + \beta_{11} \text{Focal.Stakeholder.Individual}_{ijz} + \\ & \beta_{12} \text{Focal.Stakeholder.Collective}_{ijz} + \beta_{13} \text{Focal.Stakeholder.Organization}_{ijz} + \\ & \beta_{14} \text{Volunteering}_{ijz} + \beta_{15} \text{Monetary.Donation}_{ijz} + \beta_{16} \text{Tangible.Donation}_{ijz} + \\ & \beta_{17} \text{Dependent.Variable}_{ijz} + \beta_{18} \text{Engagement}_{ijz} + \beta_{19} \text{Student.Sample}_{ijz} + \beta_{20} \text{Giving.Index}_i \\ & + \beta_{21} \text{Publication.Status}_z + \beta_{22} \text{Publication.Year}_z + \beta_{23} \text{ES.Precision}_i + \\ & \beta_{24} \text{Children.Cause}_{ijz} + \beta_{25} \text{Homelessness.Cause}_{ijz} + \beta_{26} \text{Health.Cause}_{ijz} + \\ & \beta_{27} \text{Education.Cause}_{ijz} + \beta_{28} \text{Environmental.Cause}_{ijz} + e_i + q_z + u_{jz} + w_{ijz} \end{aligned}$$

β_0 is the intercept, β_1 – β_{28} are parametric estimates for moderators and e_i is the sampling variance. Random effects q_z , u_{jz} and w_{ijz} estimate the variance between papers, between studies nested in papers, and between the samples nested within studies within papers respectively.

Spatial Distance Model

$$\begin{aligned} ES_{ijz} = & \beta_0 + \beta_1 \text{Descriptive.Norm}_{ijz} + \beta_2 \text{Injunctive.Norm}_{ijz} + \beta_3 \text{Social.Desirability}_{ijz} + \\ & \beta_4 \text{Suggested.Donation.Amount}_{ijz} + \beta_5 \text{Messaging.Strategy}_{ijz} + \beta_6 \text{Regulatory.Focus}_{ijz} + \\ & \beta_7 \text{Cause.Location}_{ijz} + \beta_8 \text{Focal.Stakeholder.Individual}_{ijz} + \beta_9 \text{Focal.Stakeholder.Collective}_{ijz} + \\ & \beta_{10} \text{Focal.Stakeholder.Organization}_{ijz} + \beta_{11} \text{Monetary.Donation}_{ijz} + \beta_{12} \text{Tangible.Donation}_{ijz} + \\ & \beta_{13} \text{Dependent.Variable}_{ijz} + \beta_{14} \text{Engagement}_{ijz} + \beta_{15} \text{Student.Sample}_{ijz} + \beta_{16} \text{Giving.Index}_i + \\ & \beta_{17} \text{Publication.Status}_z + \beta_{18} \text{Publication.Year}_z + \beta_{19} \text{ES.Precision}_i + \beta_{20} \text{Children.Cause}_{ijz} + \\ & \beta_{21} \text{Homelessness.Cause}_{ijz} + \beta_{22} \text{Health.Cause}_{ijz} + e_i + q_z + u_{jz} + w_{ijz} \end{aligned}$$

Note: The following moderators were removed from the model specification due to having a low frequency in the final dataset:

- Donor sample: yes ($k = 9$),
- Animals: yes ($k = 3$),
- Education: yes ($k = 7$),
- Volunteering: yes ($k = 3$).

We similarly removed Hypotheticality due to a high negative correlation with the dependent variable ($r = -0.94$). We also do not include Environmental due to a high correlation with Monetary donation ($r = -0.86$). We apply a similar logic for the inclusion of Monetary donation based on a higher frequency (Monetary donation: yes, $k = 61$) than Environmental: yes ($k = 41$).

Appendix J: Correlation Matrices

Psychological Distance Dataset

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)	(23)	(24)	(25)	(26)	(27)	(28)
(1) Descriptive norm	1.00																											
(2) Injunctive norm	.15	1.00																										
(3) Social desirability	.00	-.02	1.00																									
(4) Individual	-.09	-.13	-.02	1.00																								
(5) Collective	-.14	.10	.07	-.29	1.00																							
(6) Organization	.13	.08	-.26	-.25	-.43	1.00																						
(7) SDA	.03	.21	-.24	.03	.11	.16	1.00																					
(8) Existing donors	.14	.12	-.08	-.07	-.07	.28	.30	1.00																				
(9) Social distance	-.09	.04	.08	.28	-.04	.05	-.21	-.09	1.00																			
(10) Messaging strategy	.10	.20	.06	-.05	.12	.01	.00	.05	.00	1.00																		
(11) Regulatory focus	-.08	.00	-.01	.07	.12	.11	.18	.16	.20	-.39	1.00																	
(12) Temporal distance	.00	.10	.00	-.14	.04	.01	.16	.11	-.39	.07	-.17	1.00																
(13) Cause location	.00	-.02	-.25	.01	-.11	-.01	.24	.17	-.35	-.20	.05	-.24	1.00															
(14) Volunteering	-.10	.08	.04	.11	.04	.04	-.14	-.12	.15	.08	-.06	.11	-.28	1.00														
(15) Monetary donation	-.03	.09	-.25	.10	.24	.30	.36	.27	.21	.13	.29	-.20	.10	-.32	1.00													
(16) Tangible donation	.00	.04	-.02	-.03	.20	-.05	.06	.29	.02	.17	.15	-.18	-.07	-.13	.20	1.00												
(17) Dependent variable	.09	-.06	-.02	-.09	.02	.26	.27	.46	-.07	.02	.13	-.10	.09	-.22	.40	.30	1.00											
(18) Engagement	-.03	-.01	-.06	.13	.10	.14	.25	.17	.06	.03	.11	-.02	-.02	.08	.37	-.04	.36	1.00										
(19) Student sample	-.04	-.05	.24	-.12	.15	-.12	-.16	-.24	.05	-.04	.04	.20	-.21	.20	-.23	-.25	-.24	-.13	1.00									
(20) Giving Index	-.16	-.07	.04	.09	.07	-.18	.04	-.08	-.04	.02	.00	-.01	-.02	.05	-.11	-.15	-.17	.06	.21	1.00								
(21) Publication status	.11	.06	.13	-.35	-.08	.12	-.17	-.04	.01	.22	-.17	.23	-.33	.12	-.25	.00	-.16	-.12	.27	.22	1.00							
(22) Year of publication	-.02	.22	.18	-.09	-.07	.23	-.08	.04	.18	.07	-.01	.26	-.36	.35	-.12	-.17	-.11	.09	.22	-.18	.33	1.00						
(23) Precision	-.03	.23	.00	.08	-.12	-.08	-.05	.00	-.09	-.05	.02	.00	.07	-.08	-.16	.19	-.04	-.10	-.05	.05	.10	-.18	1.00					
(24) Children cause	-.01	.16	-.08	-.05	.28	.00	.22	.18	-.14	.37	-.15	.30	-.07	.20	.20	.03	.13	.25	.07	.25	.23	.08	-.07	1.00				
(25) Homelessness cause	.03	.03	-.22	-.22	.16	.26	.19	.18	-.06	-.03	.15	-.17	.21	.03	.29	.09	.32	.16	-.09	-.17	-.22	-.21	-.07	-.03	1.00			
(26) Health-related cause	.14	.17	-.05	.11	.18	.04	.13	-.02	.03	.11	-.02	.21	-.05	-.04	.19	-.16	-.09	.05	.05	.11	.16	-.02	-.01	.32	-.19	1.00		
(27) Educational cause	-.04	.07	-.04	-.06	.00	.26	.02	.21	.17	-.14	.17	.08	-.15	.13	.16	.15	.13	.09	.09	-.03	.15	.28	-.04	.26	-.18	.04	1.00	
(28) Environmental cause	.04	-.16	.16	-.20	-.34	-.31	-.25	-.20	-.25	-.16	-.30	.00	.13	-.23	-.64	-.17	-.22	-.39	.02	.06	.15	-.13	.12	-.30	-.21	-.34	-.28	1.00

Correlations in bold are significant at the 0.05 level.

Spatial Distance Dataset

Variable	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)	(21)	(22)
(1) Descriptive norm	1.00																					
(2) Injunctive norm	.28	1.00																				
(3) Social desirability	.07	-.08	1.00																			
(4) Individual	-.13	-.10	-.12	1.00																		
(5) Collective	-.13	-.05	.00	-.24	1.00																	
(6) Organization	.15	-.08	-.19	-.06	-.40	1.00																
(7) SDA	-.01	-.05	-.28	.17	.13	.25	1.00															
(8) Messaging strategy	.22	.22	.19	-.09	.04	.13	-.16	1.00														
(9) Regulatory focus	-.04	-.27	-.13	.15	.10	.10	.32	-.49	1.00													
(10) Cause location	-.17	-.07	-.19	.10	-.04	-.19	.04	-.23	.18	1.00												
(11) Monetary donation	.00	-.15	-.27	.19	.40	.40	.42	.13	.32	-.04	1.00											
(12) Tangible donation	.02	.12	.03	-.10	.30	-.02	.08	.22	.12	-.30	.22	1.00										
(13) Dependent variable	.05	-.19	.02	-.21	.44	.24	.26	.07	.27	-.21	.57	.39	1.00									
(14) Engagement	-.08	-.20	-.16	.06	.23	.27	.34	-.12	.25	-.03	.55	.02	.52	1.00								
(15) Student sample	-.10	-.19	.18	.01	.06	-.14	-.16	-.03	-.13	.11	-.06	-.19	-.11	.01	1.00							
(16) Giving Index	-.23	-.18	.19	.04	-.03	-.33	-.14	-.11	-.16	-.06	-.40	-.12	-.25	-.18	.32	1.00						
(17) Publication status	.23	.16	.23	-.36	-.24	.04	-.32	.25	-.28	-.28	-.36	.00	-.26	-.27	.27	.30	1.00					
(18) Year of publication	.06	.09	.36	-.09	-.18	.23	-.18	.17	-.14	-.28	-.05	-.05	-.22	-.09	.30	-.17	.43	1.00				
(19) Precision	-.05	.41	-.13	-.10	-.13	-.08	-.12	-.09	.06	-.04	-.23	.22	-.13	-.12	-.13	.04	.16	-.16	1.00			
(20) Children cause	.00	.02	.22	-.03	.25	.00	-.09	.31	-.18	-.10	.27	.10	.19	.14	.39	.18	.23	.08	-.09	1.00		
(21) Homelessness cause	-.07	-.13	-.27	-.25	.31	.30	.32	-.10	.27	.19	.52	.04	.57	.48	-.07	-.26	-.40	-.29	-.14	.01	1.00	
(22) Health-related cause	.21	.05	-.10	.21	.04	.06	.07	.15	-.16	-.10	.16	-.07	-.13	-.06	.17	-.04	.18	-.02	-.11	.37	-.19	1.00

Correlations in bold are significant at the 0.05 level.

Appendix K: Variance Inflation Factor Results

Psychological Distance Model

Descriptive norm 1.11	Injunctive norm 1.34	Social desirability 1.37	Social distance 1.19
Suggested donation amount 1.73	Donor sample 1.24	Messaging strategy 1.60	Regulatory focus 1.27
Temporal distance 1.24	Cause location 1.11	Focal stakeholder: individual 4.38	Focal stakeholder: collective 5.84
Focal stakeholder: organization 5.57	Volunteering 2.30	Monetary donation 3.42	Tangible donation 1.56
Dependent variable 1.10	Engagement 1.09	Student sample 1.36	Giving Index 1.41
Publication status 1.70	Year of publication 1.66	Precision 1.23	Children cause 1.65
Homelessness cause 1.51	Health-related cause 1.56	Educational cause 1.50	Environmental cause 3.64

Spatial Distance Model

Descriptive norm 1.32	Injunctive norm 1.37	Social desirability 1.36	Suggested donation amount 1.34
Messaging strategy 1.63	Regulatory focus 1.53	Cause location 1.17	Focal stakeholder: individual 2.51
Focal stakeholder: collective 3.61	Focal stakeholder: organization 3.59	Monetary donation 2.78	Tangible donation 1.46
Dependent variable 1.48	Engagement 1.13	Student sample 1.58	Giving Index 1.99
Publication status 2.10	Year of publication 2.14	Precision 1.44	Children cause 1.79
	Homelessness cause 1.54	Health-related cause 1.65	

Appendix L: Robustness Models

Psychological Distance Models

	Model I: Intentions		Model II: Behavior		Model III: Participation		Model IV: Magnitude	
Variable	k	β (SE)	k	β (SE)	k	β (SE)	k	β (SE)
Intercept	-	.51 (.43)	-	-.42 (.52)	-	-.04 (.26)	-	-.01 (1.65)
Descriptive norm: yes	9	-	6	-	12	-.23 [^] (.13)	5	-
Injunctive norm: yes	41	-.19 (.16)	14	.12 (.25)	38	.00 (.11)	22	-.12 (.50)
Social desirability: yes	57	.07 (.09)	26	-.01 (.19)	58	.08 (.07)	28	.64 (.47)
Social distance: yes	45	-.08 (.10)	17	-.07 [^] (.04)	37	-.13*** (.03)	31	.12 (.56)
Suggested donation amount: yes	18	.50* (.20)	24	-.13 (.14)	18	-.03 (.11)	26	.26 (.42)
Donor sample: existing	0	-	20	.19 (.17)	9	-	13	.04 (.55)
Messaging strategy: emotional	32	.02 (.18)	15	-.09 (.23)	31	.10 (.11)	18	.37 (.52)
Regulatory focus: promotion	99	.23* (.09)	58	.09 (.23)	96	.24*** (.07)	67	.37 (.49)
Temporal distance: yes	53	-.07 [^] (.04)	16	.28*** (.04)	48	.11*** (.03)	24	.66 (.58)
Cause location: international	61	-.21*** (.04)	35	-.17 (.21)	65	-.25*** (.03)	33	.46 (.46)
Focal stakeholder individual: yes	32	-1.08** (.37)	10	.08 (.47)	20	-.42 [^] (.22)	23	-1.74 (1.29)
Focal stakeholder collective: yes	44	-.45 (.33)	23	.58 (.51)	39	-.21 (.19)	30	-.31 (1.38)
Focal stakeholder organization: yes	37	-.39 (.31)	36	.47 (.49)	42	-.23 (.19)	37	.16 (1.23)
Volunteering: yes	26	.42 [^] (.24)	1	-	15	.47** (.15)	15	.53 (1.89)
Monetary donation: yes	71	-.02 (.22)	65	.00 (.22)	69	.02 (.11)	73	.10 (1.87)
Tangible donation: yes	8	-	20	-.33 (.20)	20	-.15 (.12)	8	-
Dependent variable: behavior	-	-	-	-	32	.03 (.06)	45	.03 (.44)
Engagement measure: magnitude	35	.16 [^] (.09)	43	.15** (.05)	-	-	-	-
Student sample: yes	70	-.07 (.15)	15	.16 (.28)	63	-.06 (.10)	25	-.31 (.47)
Giving Index	-	-.55 (.51)	-	-.60 (.88)	-	-.39 (.35)	-	.91 (1.56)
Publication status: published	131	-.43 [^] (.23)	51	-.23 (.27)	127	-.12 (.15)	63	-.36 (.66)

Year of publication	2017	.01 (.02)	2018	-.01 (.03)	2018	.00 (.01)	2017	.01 (.05)
Precision	-	.00 (.00)	-	.00** (.00)	-	.00 (.00)	-	.00 (.01)
Children cause: yes	24	.00 (.26)	18	-.14 (.23)	18	-.22 (.14)	26	-.69 (.51)
Homelessness cause: yes	16	.18 (.25)	26	-.13 (.23)	22	.16 (.14)	22	-.32 (.57)
Health-related cause: yes	59	.14 (.17)	20	-.09 (.23)	50	.20^ (.11)	33	-.19 (.45)
Educational cause: yes	21	.09 (.24)	18	-.04 (.21)	22	-.03 (.13)	17	-.03 (.54)
Environmental cause: yes	56	-.07 (.31)	11	.15 (.32)	64	.14 (.17)	3	-
Age	29.59		37.87	-	30.68	-	34.15	-
Gender	.53		.55	-	.54	-	.52	-
	Q-statistic	994.33***	Q-statistic	220.57***	Q-statistic	613.98***	Q-statistic	1805.81***
	τ^2	.30 (.04)	τ^2	.07 (.02)	τ^2	.08 (.01)	τ^2	1.62 (.30)
	I ²	92.91%	I ²	85.61%	I ²	86.37%	I ²	98.93%
	R ²	8.34%	R ²	13.85%	R ²	25.37%	R ²	5.26%
	Total k	158	Total k	75	Total k	153	Total k	89

Note: Moderators described in the model are relative to a reference category shown in parenthesis as follows:

Descriptive norm: yes (vs. no); Injunctive norm: yes (vs. no); Social desirability: public (vs. private); Social distance: yes (vs. no); Suggested donation amount: yes (vs. no); Donor sample: existing (vs. new); Messaging strategy: emotional (vs. rational); Regulatory focus: promotion (vs. prevention); Temporal distance: yes (vs. no); Cause location: international (vs. national); Focal stakeholder individual: yes (vs. no); Focal stakeholder collective: yes (vs. no); Focal stakeholder organization: yes (vs. no); Volunteering: yes (vs. no); Monetary donation: yes (vs. no); Tangible donation: yes (vs. no); Dependent variable: behavior (vs. intention); Engagement measure: magnitude (vs. participation); Student sample: yes (vs. no); Publication status: published (vs. unpublished); Children cause: yes (vs. no); Homelessness cause: yes (vs. no); Health-related cause: yes (vs. no); Educational cause: yes (vs. no); Environmental cause: yes (vs. no).

^ = $p < .10$; * = $p < .05$; ** = $p < .01$; *** = $p < .001$.

	Model V: No outliers		Model VI: No controls		Model VII: Cultural indices		Model VIII: Age and gender	
Variable	k	β (SE)	k	β (SE)	k	β (SE)	k	β (SE)
Intercept	-	.60 (.43)	-	-.04 (.27)	-	.22 (.33)		.87 (.6)
Descriptive norm: yes	17	-.31 [^] (.18)	17	-.22 (.15)	17	-.23 (.15)	12	-.42* (.2)
Injunctive norm: yes	60	-.15 (.16)	57	.06 (.12)	57	-.08 (.13)	48	.19 (.23)
Social desirability: yes	86	.07 (.09)	83	.08 (.08)	83	.09 (.08)	63	.06 (.09)
Social distance: yes	69	-.13*** (.03)	62	-.14*** (.03)	62	-.13*** (.03)	46	-.02 (.18)
Suggested donation amount: yes	44	.16 (.15)	44	.18 (.11)	44	.15 (.12)	42	.22 (.18)
Donor sample: existing	22	.20 (.27)	22	.31 [^] (.18)	22	.18 (.19)	15	-.04 (.38)
Messaging strategy: emotional	49	.05 (.18)	49	.10 (.14)	49	.20 (.14)	33	-.02 (.23)
Regulatory focus: promotion	165	.22* (.10)	157	.23** (.08)	157	.27** (.08)	128	.09 (.2)
Temporal distance: yes	72	.12*** (.03)	71	.12*** (.03)	71	.12*** (.03)	58	-.13 [^] (.07)
Cause location: international	99	-.27*** (.04)	98	-.25*** (.04)	98	-.26*** (.04)	88	.12 (.21)
Focal stakeholder individual: yes	45	-1.23*** (.36)	42	-.52* (.24)	42	-.75** (.28)	37	-1.41** (.46)
Focal stakeholder collective: yes	69	-.17 (.35)	67	-.17 (.25)	67	-.25 (.27)	55	-.31 (.47)
Focal stakeholder organization: yes	79	.00 (.33)	75	-.12 (.24)	75	-.24 (.25)	57	.13 (.43)
Volunteering: yes	30	.31 (.20)	27	.20 (.16)	27	.27 (.17)	27	.19 (.23)
Monetary donation: yes	144	-.08 (.17)	138	-.06 (.13)	138	-.07 (.14)	107	-.19 (.20)
Tangible donation: yes	28	-.18 (.25)	28	-.22 (.16)	28	-.27 (.18)	12	.20 (.36)
Dependent variable: behavior	77	.02 (.07)	77	-	77	.02 (.07)	57	.03 (.07)
Engagement measure: magnitude	89	.16*** (.04)	80	-	80	.15*** (.04)	75	.12* (.05)
Student sample: yes	88	-.12 (.16)	85	-	85	-.08 (.13)	73	-.27 (.26)
Giving Index: high	-	-.18 (.57)	-	-	-	-.52 (.65)	-	.56 (.72)
Publication status: published	190	-.61** (.24)	184	-	184	-.34 [^] (.18)	139	-.67* (.29)
Year of publication	2017	.02 (.02)	2018	-	2018	.01 (.02)	2018	.03 (.03)
Precision	-	.00*** (.00)	-	-	-	.00** (.00)	-	.00 (.01)
Children cause: yes	44	-.16 (.22)	44	-.13 (.15)	44	-.10 (.16)	35	.04 (.31)

Homelessness cause: yes	44	.04 (.22)	44	.18 (.16)	44	.24 (.17)	40	-.26 (.29)
Health-related cause: yes	84	.21 (.17)	81	.03 (.12)	81	.11 (.13)	69	.20 (.21)
Educational cause: yes	39	-.16 (.22)	39	.14 (.16)	39	.16 (.17)	23	-.47 (.31)
Environmental cause: yes	67	-.07 (.31)	67	.04 (.23)	67	.01 (.24)	51	-.26 (.41)
Age	32.07	-	32.26	-	32.26	-	32.17	.01 (.01)
Gender	.53	-	.54	-	.54	-	.53	.25 (.58)
Cultural values: secular-rational	-	-	-	-	-	-.06 (.11)	-	-
Cultural values: self-expression	-	-	-	-	-	-.03 (.07)	-	-
	Q-statistic	3477.49***	Q-statistic	3317.93***	Q-statistic	2516.82***	Q-statistic	2073.78***
	τ^2	.56 (.06)	τ^2	.24 (.03)	τ^2	.24 (.03)	τ^2	.68 (.08)
	I ²	97.69%	I ²	95.28%	I ²	94.90%	I ²	97.14%
	R ²	11.59%	R ²	13.46%	R ²	14.82%	R ²	10.64%
	Total k	244	Total k	235	Total k	235	Total k	189

Note: Moderators described in the model are relative to a reference category shown parenthesis as follows:

Descriptive norm: yes (vs. no); Injunctive norm: yes (vs. no); Social desirability: public (vs. private); Social distance: yes (vs. no); Suggested donation amount: yes (vs. no); Donor sample: existing (vs. new); Messaging strategy: emotional (vs. rational), Regulatory focus: promotion (vs. prevention); Temporal distance: yes (vs. no); Cause location: international (vs. national); Focal stakeholder individual: yes (vs. no); Focal stakeholder collective: yes (vs. no); Focal stakeholder organization: yes (vs. no); Volunteering: yes (vs. no); Monetary donation: yes (vs. no); Tangible donation: yes (vs. no); Dependent variable: behavior (vs. intentions); Engagement measure: magnitude (vs. participation); Student sample: yes (vs. no); Publication status: published (vs. unpublished); Children cause: yes (vs. no); Homelessness cause: yes (vs. no); Health-related cause: yes (vs. no); Educational cause: yes (vs. no); Environmental cause: yes (vs. no)

[^] = $p < 0.10$; * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$.

Spatial Distance Models

	Model IX: Intentions		Model X: Behavior		Model XI: Participation		Model XII: Magnitude	
Variable	k	β (SE)	k	β (SE)	k	β (SE)	k	β (SE)
Intercept	-	-.10 (.26)	-	.22 (.32)	-	.01 (.12)	-	-.27 (.63)
Descriptive norm: yes	5	-	5	-	8	-	2	-
Injunctive norm: yes	14	-.16 (.25)	4	-	16	-.01 (.11)	2	-
Social desirability: yes	18	.04 (.11)	13	-.03 (.17)	24	.04 (.08)	8	-
Suggested donation amount: yes	7	-	14	-.07 (.11)	8	-	13	-.04 (.29)
Messaging strategy: emotional	9	-	8	-	13	.21 [^] (.11)	5	-
Regulatory focus: promotion	32	.30*** (.09)	34	.13 (.17)	38	.25*** (.07)	27	-
Cause location: international	47	-.25*** (.04)	26	-.19 (.17)	49	-.23*** (.04)	22	-.12 (.33)
Focal stakeholder individual: yes	11	-.41 (.30)	2	-	6	-	5	-
Focal stakeholder collective: yes	7	-	21	-.25 (.28)	14	-.15 (.13)	15	.27 (.51)
Focal stakeholder organization: yes	12	-.05 (.24)	18	-.27 (.30)	25	-.10 (.13)	15	.11 (.51)
Monetary donation: yes	21	-.02 (.20)	39	-.11 (.18)	27	-.37** (.12)	31	-
Tangible donation: yes	3	-	15	-.08 (.11)	12	-.12 (.09)	6	-
Dependent variable: behavior	-	-	-	-	17	.03 (.08)	25	-
Engagement measure: magnitude	7	-	25	.11* (.05)	-	-	-	-
Student sample: yes	16	.09 (.18)	7	-	15	.16 (.11)	9	-
Giving Index: high	-	-1.98* (.81)	-	-.81 (.81)	-	-1.03* (.41)	-	-.42 (1.15)
Publication status: published	46	.11 (.25)	22	-.10 (.23)	52	.01 (.11)	17	.07 (.36)
Year of publication	2019	-.07 [^] (.04)	2021	.00 (.02)	2020	-.03 (.02)	2020	.00 (.04)
Precision	-	.00 (.00)	-	.00 (.00)	-	.00 (.00)	-	.00 (.00)
Children cause: yes	4	-	7	-	5	-	7	-
Homelessness cause: yes	4	-	25	.12 (.18)	10	.21 (.13)	19	.15 (.31)
Health-related cause: yes	16	.12 (.17)	7	-	16	.08 (.09)	6	-
	Q-statistic	273.69***	Q-statistic	75.14***	Q-statistic	144.66***	Q-statistic	205.67***

	τ^2	.14 (.04)	τ^2	.01 (.01)	τ^2	.03 (.01)	τ^2	.42 (.13)
	I ²	88.75%	I ²	61.63%	I ²	71.33%	I ²	95.17%
	R ²	17.61%	R ²	53.51%	R ²	24.85%	R ²	.00%
	Total k	59	Total k	42	Total k	67	Total k	33

Note: Moderators described in the model are relative to a reference category shown parenthesis as follows:

Descriptive norm: yes (vs. no); Injunctive norm: yes (vs. no); Social desirability: public (vs. private); Suggested donation amount: yes (vs. no); Messaging strategy: emotional (vs. rational), Regulatory focus: promotion (vs. prevention); Cause location: international (vs. national); Focal stakeholder individual: yes (vs. no); Focal stakeholder collective: yes (vs. no); Focal stakeholder organization: yes (vs. no); Monetary donation: yes (vs. no); Tangible donation: yes (vs. no); Dependent variable: behavior (vs. intentions); Engagement measure: magnitude (vs. participation); Student sample: yes (vs. no); Publication status: published (vs. unpublished); Children cause: yes (vs. no); Homelessness cause: yes (vs. no); Health-related cause: yes (vs. no).

[^] = $p < 0.10$; * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$.

	Model XIII: No outliers		Model XIV: No controls		Model XV: Cultural indices		Model XVI: Age and gender	
Variable	k	β (SE)	k	β (SE)	k	β (SE)	k	β (SE)
Intercept	-	.25 (.23)	-	.01 (.11)	-	.07 (.17)	-	.16 (.42)
Descriptive norm: yes	10	-.18 (.22)	10	-.14 (.12)	10	-.32* (.15)	6	
Injunctive norm: yes	19	.22 (.19)	18	-.04 (.09)	18	.03 (.12)	12	.41 (.27)
Social desirability: yes	33	.04 (.09)	30	-.04 (.08)	30	.02 (.08)	23	.05 (.10)
Suggested donation amount: yes	21	-.15 (.16)	21	-.13 (.09)	21	-.07 (.09)	20	-.28 (.21)
Messaging strategy: emotional	18	.03 (.18)	16	.19^ (.11)	16	.18 (.12)	12	-.10 (.23)
Regulatory focus: promotion	67	.30** (.11)	66	.29** (.09)	66	.29*** (.08)	56	.28 (.22)
Cause location: international	74	-.25*** (.05)	73	-.13 (.08)	73	-.24*** (.04)	68	-.11 (.22)
Focal stakeholder individual: yes	13	-.66* (.28)	13	-.34* (.13)	13	-.54** (.21)	12	-.58 (.36)
Focal stakeholder collective: yes	30	-.28 (.23)	27	-.32* (.13)	27	-.41* (.18)	25	-.26 (.30)
Focal stakeholder organization: yes	30	-.35 (.22)	30	-.31* (.12)	30	-.36* (.16)	23	-.30 (.29)
Monetary donation: yes	61	.10 (.18)	60	-.01 (.13)	60	.01 (.15)	51	.31 (.25)
Tangible donation: yes	18	-.24 (.18)	18	-.07 (.09)	18	-.14 (.11)	9	-
Dependent variable: behavior	42	.08 (.09)	42	-	42	.07 (.08)	32	.09 (.10)
Engagement measure: magnitude	34	.10* (.05)	31	-	31	.10* (.05)	31	.05 (.13)
Student sample: yes	24	.14 (.21)	22	-	22	.17 (.12)	22	.01 (.32)
Giving Index: high	-	-.46 (.64)	-	-	-	-.70 (.65)	-	.32 (.90)
Publication status: published	69	-.24 (.22)	67	-	67	.05 (.16)	52	-.30 (.26)
Year of publication	2020	.00 (.03)	2020	-	2020	-.02 (.02)	2020	.00 (.04)
Precision	-	.00 (.00)	-	-	-	.00 (0)	-	-.01 (.03)
Children cause: yes	12	-.33 (.25)	10	-.42** (.14)	10	-.43* (.18)	9	-
Homelessness cause: yes	29	-.09 (.20)	29	.23* (.10)	29	-.01 (.13)	28	-.18 (.26)
Health-related cause: yes	23	.16 (.19)	23	.28** (.09)	23	.22^ (.12)	18	.09 (.25)
Age	33.91	-	34.21	-	34.21	-	36.91	.00 (.02)
Gender	.53	-	.54	-	.54	-	0.53	.89 (.79)

Cultural values: secular-rational	-	-	-	-	-	-.04 (.12)	-	-
Cultural values: self-expression	-	-	-	-	-	-.05 (.08)	-	-
	Q-statistic	489.57***	Q-statistic	273.69***	Q-statistic	75.14***	Q-statistic	436.12***
	τ^2	.20 (.04)	τ^2	.14 (.04)	τ^2	.01 (.01)	τ^2	.25 (.05)
	I ²	94.02%	I ²	88.75%	I ²	61.63%	I ²	93.22%
	R ²	3.65%	R ²	17.61%	R ²	53.51%	R ²	.00%
	Total k	103	Total k	59	Total k	42	Total k	85

Note: Moderators described in the model are relative to a reference category shown in parentheses as follows:

Descriptive norm: yes (vs. no); Injunctive norm: yes (vs. no); Social desirability: public (vs. private); Suggested donation amount: yes (vs. no); Messaging strategy: emotional (vs. rational); Regulatory focus: promotion (vs. prevention); Cause location: international (vs. national); Focal stakeholder individual: yes (vs. no); Focal stakeholder collective: yes (vs. no); Focal stakeholder organization: yes (vs. no); Monetary donation: yes (vs. no); Tangible donation: yes (vs. no); Dependent variable: behavior (vs. intentions); Engagement measure: magnitude (vs. participation); Student sample: yes (vs. no); Publication status: published (vs. unpublished); Children cause: yes (vs. no); Homelessness cause: yes (vs. no); Health-related cause: yes (vs. no).

[^] = $p < .10$; * = $p < .05$; ** = $p < .01$; *** = $p < .001$.

Additional Moderators Used in Robustness Checks

Variable name	Definition
Age	Continuous. The average (mean) age of the final sample as reported by the manuscript. Mean centered.
Gender	Continuous. The percentage amount of female identifying participants in the final sample as reported in the manuscript. Mean centered.
Cultural values: secular-rational	Continuous. Measure of secular rational (vs. traditional) values (Inglehart and Baker 2000) for the sample's nation in the year of data collection (two years prior to publication assumed if not mentioned), obtained from the World Values Survey (Inglehart et al. 2014). Mean centered.
Cultural values: self-expression	Continuous. Measure of self-expression (vs. survival) values for the sample's nation in the year of data collection, obtained from the World Values Survey (Inglehart et al. 2014). Mean centered.

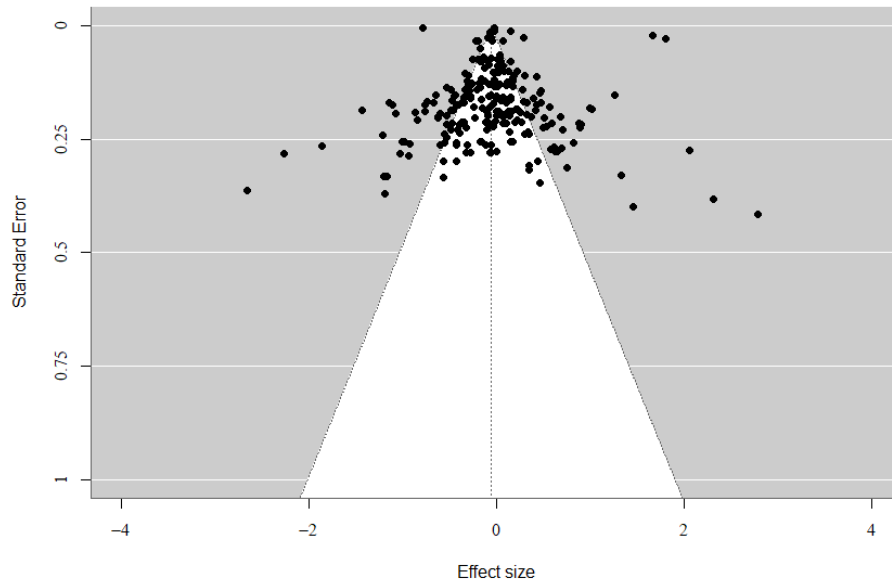
Appendix M: Exploratory Cause Characteristics Results

In the meta-regression we find no significant moderation from children ($p = .61$), homelessness ($p = .14$), health-related ($p = .38$), educational ($p = .41$), or environmental causes ($p = .88$). Such that we find no evidence to suggest that any of these causes are more effective if it is distant (vs. proximal).

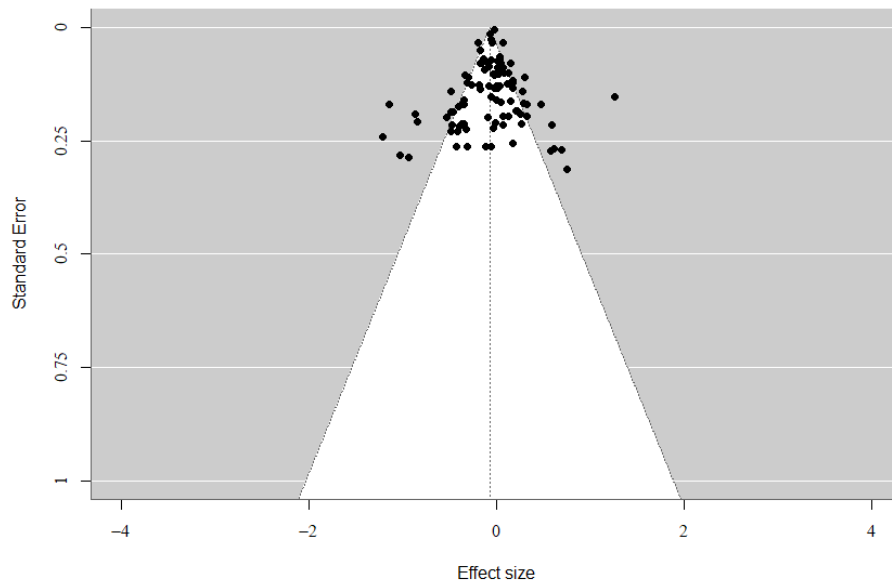
However, in the spatial distance spotlight model, we find significant, negative moderation of children causes ($\beta = -.34, p = .02$), and marginal positive moderation for health-related causes ($\beta = .22, p = .06$). Predicted values further suggest that children causes are more effective when they are proximal ($d = -.46, p < .01$), whereas health-related causes are not ($d = -.15, p = .02$).

Appendix N: Funnel Plots

Psychological Distance



Spatial Distance



Appendix O: Expanded Future Research Agenda

Focus	Research question(s)/phenomena to be addressed
Psychological distance	<ul style="list-style-type: none"> • Domain-specific research in uncontrollable spatially distant contexts. <ul style="list-style-type: none"> - International humanitarian aid. - Developing countries affected by climate change. • Replications of experiments in spatially distant contexts. • What are effective strategies for increasing spatial proximity for causes that are inherently spatially distant?
	<ul style="list-style-type: none"> • What is the interaction between the different dimensions of distance/proximity?
Social influence	<ul style="list-style-type: none"> • Do different manipulations of social proximity (e.g., demographics, relationships) affect prosocial responses?
Habit formation	<ul style="list-style-type: none"> • Is goal orientation a better fit for explaining the role of habit formation for distant (vs. proximal) causes?
	<ul style="list-style-type: none"> • How can cause appeals effectively nudge consumers to engage in prosocial behaviors for distant causes?
	<ul style="list-style-type: none"> • How can cause appeals encourage habitual prosocial responses for distant causes?
Feelings and cognition	<ul style="list-style-type: none"> • Do positive (vs. negative) emotional appeals work better for distant (vs. proximal) cause appeals?
	<ul style="list-style-type: none"> • Is “shockvertising” an effective strategy for distant (vs. proximal) appeals?
Tangibility	<ul style="list-style-type: none"> • Do beneficiary/target construals (e.g., individual vs. organization) matter for spatial distance?
Prosocial behavior	<ul style="list-style-type: none"> • What are the mechanisms for increasing magnitude decisions for distant (vs. proximal) causes?
	<ul style="list-style-type: none"> • What are the mechanisms for increasing participation decisions for distant (vs. proximal) causes?

References

(not included in the manuscript)

* = included in the meta-analysis

- *Adena, Maja, Rustamdjan Hakimov, and Steffen Huck (2023), "Charitable giving by the poor: A field experiment in Kyrgyzstan". *Management Science*, 70 (1), 633-46.
- *Agerström, Jens, Rickard Carlsson, Linda Nicklasson, and Linda Guntell. (2016). "Using descriptive social norms to increase charitable giving: The power of local norms". *Journal of Economic Psychology*, 52, 147-53
- *Balbo, Laurie, Florence Jeannot, and Justine Estarague (2015), "Who is the person in need? Combining message framing and social distance to promote pro-social health behaviors". *ACR North American Advances*.
- Balliet, Daniel, Junhui Wu, and Carsten KW De Dreu (2014), "Ingroup favoritism in cooperation: a meta-analysis." *Psychological Bulletin*, 140 (6), 1556-81.
- *Bashir, Nadia Y., Anne E. Wilson, Penelope Lockwood, Alison L. Chasteen, and Susan Alisat (2014), "The time for action is now: Subjective temporal proximity enhances pursuit of remote-future goals". *Social Cognition*, 32 (1), 83-93.
- *Beldad, Ardion D., Ismay L. Bax, and Joris Van Hoof (2022), "A Few More Words for a Few More Cents: The Roles of Beneficiary and Message Frames during a Door-to-Door Donation Collection". *Journal of Nonprofit & Public Sector Marketing*, 1-24.
- Borenstein, Michael, Larry V. Hedges, Julian P. T. Higgins and Hannah R. Rothstein (2005), *Comprehensive meta-analysis* (Version 2.2.027) [Computer software]. 11. 188-91.
- *Brinkerhoff, Laurel Lee (2020), "The world needs less plastic: The role of psychological distance and self-efficacy in environmental messages". (Master's Thesis, University of Wyoming)
- Butts, Marcus M., Devin C. Lunt, Traci L. Freling, and Allison S. Gabriel (2019), "Helping one or helping many? A theoretical integration and meta-analytic review of the compassion fade literature". *Organizational Behavior and Human Decision Processes*, 151, 16-33.
- Charities Aid Foundation (2022), "World Giving Index 2022 A global view of giving trends" research report Charities Aid Foundation (September 21).
- *Choi, Soe Yoon, Hee Sun Park, and Ju Yeon Oh (2011), "Temporal distance and blood donation intention". *Journal of Health Psychology*, 17 (4), 590-99.
- *Chu, Haoran, and Janet Z. Yang (2020), "Risk or efficacy? How psychological distance influences climate change engagement". *Risk Analysis*, 40 (4), 758-70.
- *Chung, Sorim, and Neil Hair (2021), "The adverse effects of mobile devices on willingness to donate and online fundraising outcomes". *International Journal of Advertising*, 40 (8), 1343-65.
- Coyne, Sarah M., Laura M. Padilla-Walker, Hailey G. Holmgren, Emilie J. Davis, Kevin M. Collier, Madison K. Memmott-Elison, and Alan J. Hawkins (2018), "A meta-analysis of prosocial media on prosocial behavior, aggression, and empathic concern: A multidimensional approach". *Developmental Psychology*, 54 (2), 331-34.
- *Dedeaux, Clay (2009), "Operationalizing key constructs of construal level theory to maximize donor generosity toward advertising messages". (Doctoral Thesis, Michigan State University).
- Fan, Xiaojun, Nianqi Deng, Yi Qian, and Xuebing Dong (2020), "Factors affecting the effectiveness of cause-related marketing: A meta-analysis." *Journal of Business Ethics*, 1-22.
- Feeley, Thomas Hugh, and Shin-Il Moon (2009), "A meta-analytic review of communication campaigns to promote organ donation." *Communication Reports*, 22 (2), 63-73.

- *Galmarini, Umberto, Giuseppe Porro, and Wubeshet Regasa (2022), "In-Group (vs Out-Group) Unidentified (vs Identified) Beneficiaries in Charitable Giving". Available at SSRN 4152309. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4152309
- *Garbinsky, Emily, and Jennifer Aaker (2012), "Make Them Smile: the Temporal Effect of Emotions on Giving". *ACR North American Advances*.
- *Gong, Xianmin, Fan Zhang, and Helene H. Fung (2019), "Are older adults more willing to donate? The roles of donation form and social relationship". *The Journals of Gerontology: Series B*, 74 (3), 440-48.
- *Griffioen, Anouk M., Michel JJ Handgraaf, and Gerrit Antonides (2019), "Which construal level combinations generate the most effective interventions? A field experiment on energy conservation". *PloS one*, 14 (1), e0209469.
- *Guéguen, Nicolas, Lubomir Lamy, and Jacques Fischer-Lokou (2018), "Does the sense of the geographic proximity of a requester influence donation? Three evaluations in field studies". *Journal of Human Behavior in the Social Environment*, 28 (2), 193-203.
- *Guo, Yu, and Yongkang Hou (2023), COVID-19 Pandemic as an Opportunity or Challenge: "Applying Psychological Distance Theory and the Co-Benefit Frame to Promote Public Support for Climate Change Mitigation on Social Media". *Environmental Communication*, 1-19.
- *Hart, P. Sol, Richard C. Stedman, and Katherine A. McComas (2015), "How the physical proximity of climate mitigation projects influences the relationship between affect and public support". *Journal of Environmental Psychology*, 43, 196-202.
- *He, Yucan, and Fang Zou (2022, November), "A Study of the Drivers of Non-commercial Behavior Donations to the Internet for Good". In 2022 3rd International Conference on E-commerce and Internet Technology (ECIT 2022) (pp. 367-374). Atlantis Press.
- *Heinz, Nicolai, Ann-Kathrin Koessler, and Stefanie Engel (2023), "Distance to climate change consequences reduces willingness to engage in low-cost mitigation actions—Results from an experimental online study from Germany". *PloS One*, 18 (4), e0283190.
- *Høgsdal, Helene (2021), "The help may be far away: The effect of construal level and social distance on charity donations" (Master's thesis, UiT Norges arktiske universitet).
- *Hopkins, Nick, Steve Reicher, Kate Harrison, Clare Cassidy, Rebecca Bull, and Mark Levine (2007), "Helping to improve the group stereotype: On the strategic dimension of prosocial behavior". *Personality and Social Psychology Bulletin*, 33 (6), 776-88.
- Inglehart, Ronald, and Wayne E. Baker (2000), "Modernization, cultural change, and the persistence of traditional values." *American Sociological Review* 65 (1), 19-51.
- Inglehart, Ronald, Christian Haerpfer, Alejandro Moreno, Christian Welzel, Kseniya Kizilova, Jaime Diez-Medrano, Marta Lagos, Pippa Norris, Eduard Ponarin, and Bi Puranen (2014), "World values survey: Round six-country-pooled datafile version." *Madrid: JD Systems Institute* 12.
- *Jones, Charlotte, Donald W. Hine, and Anthony DG Marks (2017), "The future is now: Reducing psychological distance to increase public engagement with climate change". *Risk Analysis*, 37 (2), 331-41.
- Jung, Haesung, Eunjin Seo, Eunjoo Han, Marlone D. Henderson, and Erika A. Patall (2020), "Prosocial modeling: A meta-analytic review and synthesis." *Psychological Bulletin* 146 (8), 635-63.
- *Kao, Danny Tengti, Annie Pei-I. Yu, and Chao-Feng Lee (2022), "Impact of Message Construal, Temporal Distance, and Construal Level on Potential Philanthropic Supporters' Intentions to Donate". *Japanese Psychological Research*.
- *Kessler, Judd B., and Katherine L. Milkman (2018), "Identity in charitable giving".

- Management Science*, 64 (2), 845-59.
- *Kim, Eunyi, M. Jae Moon, and Sun-Young Park (2024), "Impact of public information campaign on citizen behaviors: Vignette experimental study on recycling program in South Korea". *Review of Policy Research*. 1-14
 - *Kim, Jarim (2023), "Gain-loss framing and social distancing: temporal framing's role as an emotion intensifier". *Health Communication*, 38 (11), 2326-35.
 - *Kogut, Tehila, Ilana Ritov, Enrico Rubaltelli, and Nira Liberman (2018), "How far is the suffering? The role of psychological distance and victims' identifiability in donation decisions". *Judgment and Decision Making*, 13 (5), 458-66.
 - *Kumara, Sandaruwan Pradeep (2018), "Gain vs. Loss and Near vs. Far Spatial Distance Message Framing and Support for Aquaculture Among US Seafood Consumers". (Doctoral thesis, The University of Maine).
 - *Kwan, Canice, and Robert S. Wyer (2016), "The Effects of Self-Identity Activation and Emotions on Donation Decisions". *ACR North American Advances*.
 - Lee, Seyoung, and Thomas Hugh Feeley (2016), "The identifiable victim effect: A meta-analytic review." *Social Influence*, 11 (3), 199-215.
 - *Lee, Jeonghoon & Han-Suk Lee (2021), "The Effects of Construal Levels to Charity Retailing Communication". *Journal of Distribution Science*, 19 (8), 81-89.
 - *Lee, Ah Ram, and Linda Hon (2022), "The effects of age-morphing technology on older adult issue campaigns: The interplay of construal level, perceived probability, and message appeal". *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, 16 (2).
 - *Madurapperuma, Arachchige Yasantha Daminda, and Kyung-min Kim (2020), "Sustaining business: A psychological perspective of donation behavior". *Sustainability*, 12 (22), 9355.
 - *Mir, Hussein M., Koorosh Behrang, Mohammad T. Isaai, and Pegah Nejat (2016), "The impact of outcome framing and psychological distance of air pollution consequences on transportation mode choice". *Transportation Research Part D: Transport and Environment*, 46, 328-38.
 - Moran, Tal, and Tal Eyal (2022), "Emotion regulation by psychological distance and level of abstraction: Two meta-analyses." *Personality and Social Psychology Review* 26 (2), 112-59.
 - *Neufeld, Katelin Helene (2014), "The role of abstract construals in increasing public support for addressing local injustice". (Master's Thesis, University of Manitoba).
 - *Park, Hee Sun, Ezgi Ulusoy, Soe Yoon Choi, and Hye Eun Lee (2020), Temporal distance and descriptive norms on environmental behaviors: A cross-cultural examination of construal-level theory. *Sage Open*, 10 (1).
 - *Park, Hee Sun, Soe Yoon Choi & Hanna Joo (2014), "Cultural Differences in the Role of Perceived Descriptive Norms in Behavioral Intentions". *Communication Research Reports*, 31 (1), 14-22
 - *Park, Sun-Young (2021), "The moderating role of descriptive norms on construal-level fit: An examination in the context of "less plastic" campaigns". *Environmental Communication*, 15 (2), 235-49.
 - *Pattschull, Theo (2018), "Effects of spatial distance on color-visualization and its consequences for donation behavior". (Master's thesis, University of Vienna)
 - *Paulin, Michele, Ronald J. Ferguson, Nina Jost, and Jean-Mathieu Fallu (2014), "Motivating millennials to engage in charitable causes through social media". *Journal of Service Management*, 25 (3), 334-48.
 - Pelozo, John, and Piers Steel (2005), "The price elasticities of charitable contributions: A meta-analysis." *Journal of Public Policy & Marketing*, 24 (2), 260-72.

- *Pronin, Emily, Christopher Y. Olivola, and Kathleen A. Kennedy (2008), "Doing unto future selves as you would do unto others: Psychological distance and decision making". *Personality and Social Psychology Bulletin*, 34 (2), 224-36.
- *Ruiz, Jessica (2012), "Assessing the persuasive effects of temporal distance and social distance on intentions to volunteer". (Master's thesis, The Pennsylvania State University)
- *Schuldt, Jonathon P., Laura N. Rickard, and Z. Janet Yang (2018), "Does reduced psychological distance increase climate engagement? On the limits of localizing climate change". *Journal of Environmental Psychology*, 55, 147-53.
- Schumacker, Randall. E. (1996), "Disattenuating correlation coefficients". *Rasch Measurement Transactions*, 10 (1), 479.
- *Sheng, Guanghua, Jiatong Dai, and Hong Pan (2020), "Influence of air quality on pro-environmental behavior of Chinese residents: from the perspective of spatial distance". *Frontiers in Psychology*, 11, 566046
- *Sherwani, Shariq I., Benjamin R. Bates, and Mario J. Grijalva (2021), "Charitable giving in the context of unfamiliar organizations: the effectiveness of construal level theory in predicting donating intentions and antecedents". *Southern Communication Journal*, 86 (5), 472-86.
- *Soliman, Monica, Susan Alisat, Nadia Y. Bashir, and Anne E. Wilson (2018), "Wrinkles in time and drops in the bucket: Circumventing temporal and social barriers to pro-environmental behavior". *Sage Open*, 8 (2), 2158244018774826.
- *Sparkman, Gregg, Nathan R. Lee, and Bobbie NJ Macdonald (2021), "Discounting environmental policy: The effects of psychological distance over time and space". *Journal of Environmental Psychology*, 73, 101529.
- Stanley, Tom D., and Hristos Doucouliagos (2012), *Meta-regression Analysis in Economics and Business*. London, UK: Routledge.
- *Stürmer, Stefan, Mark Snyder, Alexandra Kropp, and Birte Siem (2006), "Empathy-motivated helping: The moderating role of group membership". *Personality and Social Psychology Bulletin*, 32 (7), 943-56.
- *Sudhir, K., Subroto Roy, and Mathew Cherian (2016), "Do sympathy biases induce charitable giving? The effects of advertising content". *Marketing Science*, 35 (6), 849-69.
- *Taniguchi, Yuri, and Tomoko Ikegami (2021), "Influence of psychological distance on people's willingness to help accident victims: discrepancies between implicit and explicit inferences". *Sage Open*, 11 (3), 21582440211033251.
- *Wang, Phyllis Xue, Yijie Wang, and Yuwei Jiang (2023), "Gift or donation? Increase the effectiveness of charitable solicitation through framing charitable giving as a gift". *Journal of Marketing*, 87 (1), 133-47.
- *Wang, Yajin, Amna Kirmani, and Xiaolin Li (2020), "Not too far to help: Residential mobility, global identity, and donations to distant beneficiaries". *Journal of Consumer Research*, 47 (6), 878-89.
- *Wang, Yuan, Jiyou Kim, Allison Chatham, and Lingyan Ma (2022), "" I lose"" I gain" vs." they lose"" they gain": The influence of message framing on donation intentions in disaster fundraising". *Journal of International Crisis and Risk Communication Research*, 5 (1), 29-55.
- White, Katherine M., Louise C. Starfelt Sutton, and Xiang Zhao (2023), "Charitable donations and the theory of planned behaviour: A systematic review and meta-analysis." *PloS One*, 18 (5), e0286053.
- *Williams, Lawrence E., Randy Stein, and Laura Galguera (2014), "The distinct affective

- consequences of psychological distance and construal level". *Journal of Consumer Research*, 40 (6), 1123-38.
- Yang, Yongzheng, and Sara Konrath (2023), "A systematic review and meta-analysis of the relationship between economic inequality and prosocial behaviour." *Nature Human Behaviour* 7 (11), 1899-916.
- *Ye, Nan, Lefa Teng, Ying Yu, and Yingyuan Wang (2015), "'What's in it for me?': The effect of donation outcomes on donation behavior". *Journal of Business Research*, 68 (3), 480-86.
- *Yin, Bingqing, and Yexin Jessica Li (2023), "Benefactor-versus Recipient-Focused Charitable Appeals: How to Leverage In-Group Bias to Promote Donations for Out-Group Recipients". *Journal of Advertising*, 52 (5), 739-55.
- *Zagefka, Hanna (2018), "It could have been me: Proximity motivates disaster giving". *International Journal of Nonprofit and Voluntary Sector Marketing*, 23 (1), e1587.
- *Zhang, Jin, and Lijun Zhao (2017), "Interactive effects of appeal type and social distance on helping intention". *Social Behavior and Personality: an International Journal*, 45 (5), 785-94.
- *Zhang, Zhicong, and Chenlan Xie (2022), "Improving the Efficiency of Online Philanthropy: The Interactive Role of Temporal Distance and Goal Frame". *Open Journal of Social Sciences*, 10 (7), 154-74.

Essay 3: Too Much to Handle: How Quantity Requests in International Aid Diminish Empathy and Undermine Donations

Abstract

Previous research has shown that the use of quantity requests, i.e., providing consumers with multiple options about how much to donate, increases total donations for national non-profit organizations by increasing the number of donors (participation). However, it is unclear whether quantity requests are effective for international humanitarian non-profits and how they influence decisions about the amount that donors choose to give (donor magnitude). Six experimental studies (N = 4,243) reveal that while quantity (vs. open-ended) requests increase participation, they generally reduce donor magnitude (Studies 1–5), leading to an inconsistent, non-significant effect on total donations. This effect is attributed to quantity requests increasing cognitive load, which reduces empathy and is shown to drive magnitude decisions (Studies 4–5). However, when a non-profit organization focuses on the impact of the quantity request by displaying how the various donation amounts can be spent, it negatively moderates the relationship between cognitive load and empathy. That is, an increased cognitive load does not impact donor magnitude decisions which increases total donations (Study 5). Implications for theory and practice are discussed.

Keywords: quantity requests; prosocial behavior; donation; magnitude decision making

In recent years, the global demand for humanitarian assistance and aid has surged to unprecedented levels (United Nations 2023), exacerbated by the recent pandemic, disruptions in international peace, and the escalating effects of global warming. This surge has particularly impacted millions of people in developing countries, plunging them into severe hardships (United Nations 2022). Consequently, non-profit organizations face mounting pressure to secure funds and provide essential services to alleviate these hardships (Kotsi and Pedraza Martinez 2023). To address this, many non-profits strategically focus on fundraising efforts primarily targeting individual donors, as opposed to corporations and foundations (Charities Aid Foundation 2022; Faria 2023). These individual donors constitute a significant majority of donations in many developed countries (Giving USA 2022; Philanthropy Australia 2023). However, despite this growing international need, only a small fraction of charitable giving in countries like the UK (11%) and the US (5%) is given towards international aid causes (Charities Aid Foundation 2021; Giving USA 2022). Thus, due to the increasing need for international humanitarian aid, combined with the low allocations of individual donations, it is become critically important for fundraisers to understand how to facilitate the donation decision-making processes for these causes.

An emerging trend in non-profit fundraising involves the prevalence of online giving as the preferred donation method for individuals (Charities Aid Foundation 2021). The landing pages used by non-profits, where individuals can donate online, typically use quantity requests (Moon and VanEpps 2023). Quantity requests, also referred to as “donation menus”, “suggested donation amounts”, or “ask strings” provide consumers with a variety of options about how much to donate (Moon and VanEpps 2023). For example, instead of providing consumers with an open-ended request, where they must manually enter how much they wish to donate, non-profit organizations can include an array of amounts that the consumer might want to select (see Figure 1).

In order to increase total donations, consistent with revenue, non-profits need to engage in efforts that reliably increase the total number of donors (participation) or the amount that prospective donors give (donor magnitude), without having a negative effect on the alternative outcome. Even though fundraising efforts may not exclusively focus on either goal, both rely on distinct decision-making processes and thus donors may respond differently to either decision (participation or magnitude) based on the information, or the appeals presented (e.g., Dickert, Sagara, and Slovic 2011; Fajardo, Townsend, and Bolander 2018). Thus far, previous research has consistently confirmed the beneficial impact of quantity requests on donation participation (Moon and VanEpps 2023; Nelson, Partelow, and Schlüter 2019, Weyant and Smith 1987). Yet, despite the established effectiveness in boosting participation, less attention has been given to understanding the mechanisms by which quantity requests influence decisions with regards to donor magnitude (e.g., Moon and VanEpps 2023). To understand the overall effectiveness of quantity requests in increasing total donations, it is imperative for fundraisers to understand the effect on both participation and donor magnitude.

Furthermore, previous studies examining the effect of quantity requests have predominantly focused on national causes and non-profit organizations (e.g., Baggio and Motterlini 2022; De Bruyn and Prokopec 2013; Moon and VanEpps 2023; Verhaert and Van den Poel 2011), with little knowledge about the effectiveness of quantity requests in international aid fundraising contexts. This presents a large oversight, given the current low allocations to international aid and the important role that focused marketing efforts have in addressing challenges such as global poverty and inequality (Chandy et al. 2021). Amidst this, Hoyer, Wan, and Wilcox (2024) highlight that donation behavior is a particularly important area to conduct targeted (cause-specific) consumer research. Specifically, previous research has shown that donation strategies' effectiveness can vary from the types of

donation (e.g., time vs. money) and issues presented (i.e., the cause) (Hoyer, Wan, and Wilcox 2024). Thus, there is growing practical need to further understand fundraising mechanisms for international humanitarian aid and likely lack of generalizability from existing findings. Consequently, it becomes integral to ask: are quantity requests effective for non-profits that advocate for international humanitarian causes? And if so, how?

Figure 1: Examples of real online donation requests

Open-ended requests from Cancer Council (left), and a quantity request with amounts ranging from AUD \$40–\$250 from the Australian Red Cross (right).

In the present research, we address these research questions through six incentive-compatible experimental studies to test the effect of quantity (vs. open-ended) requests on (1) donation participation, (2) donor magnitude decisions, and (3) total donations to determine their effectiveness for international humanitarian causes. We propose and demonstrate that, for international humanitarian causes and non-profits, quantity requests increase donation participation (Studies 2–5) but decrease donor magnitude (Studies 1–5), with no consistent effect on total donations (Studies 1–5). This contribution is noteworthy, especially given the wealth of studies that have identified significant differential effects between participation and magnitude, which yet remain unexplained (Alpizar, Carlsson, and Johansson-Stenman 2008; Moon and VanEpps 2023; Weyant and Smith 1987). We expand on these findings to explore the mechanism driving the effect of quantity requests on donation magnitude. We provide empirical evidence that the negative effect on magnitude is due to an increased cognitive load

which subsequently decreases individuals' access to empathy (Studies 4 and 5), which is a key driver for magnitude decisions (Dickert, Sagara, and Slovic 2011). Crucially, to discern the effect from those observed for national causes, we offer comparative analyses (Studies 2–3). These comparisons encompass both international (Studies 2 and 3) and national non-profit organizations (Study 3), aligning with established literature (e.g., Touré-Tillery and Fishbach 2016; Xu, Rodas, and Torelli 2020). We find that the effect is isolated for international non-profits (Study 3). Finally, we empirically validate a solution for fundraising practitioners (Study 5), highlighting the important practical and theoretical implications of the present research, and provide fruitful directions for future research.

Conceptual Background

Quantity Requests and Donation Decision-Making

Individuals encounter a multi-dimensional decision when faced with a request to donate. Initially, they must decide whether to donate at all (participation), and subsequently, for those who opt to donate (donors), they must determine how much to contribute (magnitude) (Fajardo, Townsend, and Bolander 2018). A way in which organizations can facilitate these decisions is through quantity requests. These requests offer several donation options (e.g., \$1, \$5, \$10, \$20) about how much to donate. Quantity requests play an important role in informing and ultimately shaping both decisions of donation participation and donor magnitude. By presenting individuals with a range of donation options, each with different amounts, quantity requests aim to nudge individual decisions positively to increase total donations (Moon and VanEpps 2023).

Previous research on the effectiveness of quantity requests offers conflicting results regarding the effect of quantity requests on participation and magnitude, which has implications for total donations and ultimately revenue for the cause (see Appendix A for an

overview of relevant papers). For example, Baggio and Motterlini (2022) found that quantity requests increase participation, donor magnitude and subsequently total donations in an Italian field study for Cancer Research. While Bruns and Perino (2021) find evidence that suggested donation amounts do not work as effectively as mandatory minimums and defaults at increasing participation nor donor magnitude. Doob and MacLaughlin (1989) found that quantity requests increase donor magnitude and thus total donations, but not participation. Finally, Moon and VanEpps (2023) and Nelson, Partelow, and Schlüter (2019) uncovered no differences in donor magnitude, but a consistent effect that quantity requests increased participation which ultimately increased total donations.

The variations in results amongst these studies stem from the fact that donation participation and magnitude are governed by separate mechanisms, leading to certain information and choice architecture designs being more effective than others in influencing each donation decision (Dickert, Sagara, and Slovic 2011; Fajardo, Townsend, and Bolander 2018). For example, in three experimental field studies, Fajardo, Townsend, and Bolander (2018) discovered that presenting individuals with organization-related information in an appeal increases donor magnitude but not participation. Conversely, when donors were provided with donor-related information, the opposite relationship was observed, and participation increased but not donor magnitude. Although results like this are not rare amongst quantity requests, they are seldom explored. An exception to this is the work by Moon and VanEpps (2023), who consistently observe a positive effect of quantity requests on participation due to magnitude norms but no consistent effect on donor magnitude. Rather, they only observe only two instances where quantity requests increase donor magnitude. Notably quantity requests increased donor magnitude for an appeal for ‘Feeding America’, a national organization, whereas they decreased magnitude for ‘Direct Relief’, a global non-profit providing aid to international, humanitarian beneficiaries. Despite these interesting

results, empirical testing to date on quantity requests remain limited in the scope of non-profits and the causes that it investigates. This is often due to methodological constraints. Specifically, previous research typically involves field studies utilizing existing donor databases primarily from national non-profit organizations in developed countries. (e.g., Baggio and Motterlini 2022; De Bruyn and Prokopec 2013; Verhaert and Van den Poel 2011). Given that there is an alarming increasing need for aid targeted towards international humanitarian causes, understanding the effectiveness of quantity requests in this context on these distinct donation decisions, especially donor magnitude, is crucial.

Giving from Afar

Fundraising efforts for international humanitarian aid often induce psychological distance (Smith and Zlatevska 2023a; 2023b), which refers to how far removed a cause is from the potential donors' immediate context (Liberman, Trope, and Stephan 2007). Specifically, fundraisers often target and rely on donations from countries that have the financial means to provide aid which are often geographically further removed. These prospective donors are geographically distant from the beneficiaries and the cause, which is synonymous with spatial distance, a key dimension of psychological distance (Trope, Liberman, and Wakslak 2007).

Many issues that exist within international humanitarian crises (spatially distant) often also exist, to some extent, within a national (spatially proximal) context. For example, victims of international humanitarian crises are often forced to live in extreme poverty (Care International 2024), but poverty is still considered rife amongst various communities in developed countries (Dyvik 2024; UNICEF 2023). Given the social relevance of these issues, previous research has often sought to compare the main or moderating effect of spatial distance on donation outcomes (e.g., Smith and Zlatevska 2023b; Xu, Rodas, and Torelli

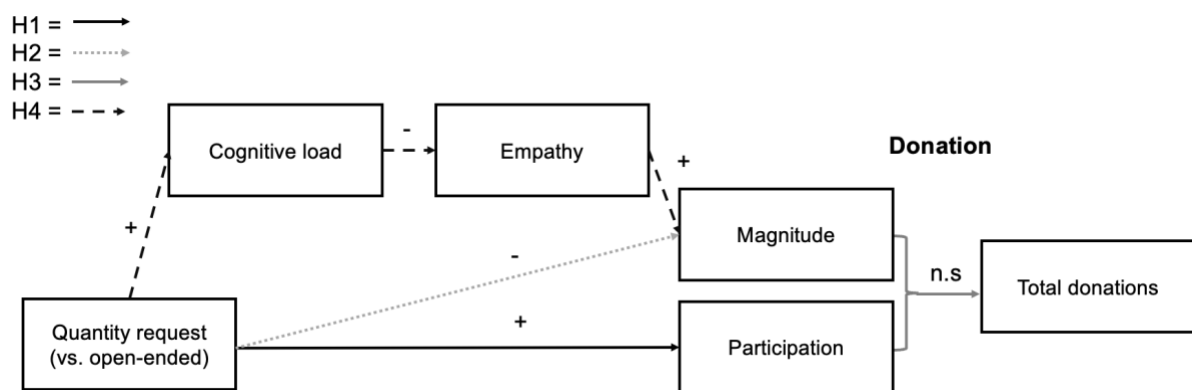
2020). For instance, in a recent meta-analysis, Smith and Zlatevska (2023b) find that individuals are innately more likely to donate to spatially proximal causes than spatially distant causes. These results suggest that a prospective donor would more likely donate to causes that represent national interests than donate to causes that represent international interests. This suggestion is reflected in a real-world application, where, despite individuals in many developing countries giving fair portions of the Gross Domestic Product to charity, allocations of international humanitarian aid are negligible compared to national organizations (Charities Aid Foundation 2021; Giving USA 2022; Philanthropy Australia 2023).

Further, Smith and Zlatevska (2023a) uncover multiple limitations in previous research in relation to advancing understanding of increasing prosocial responses for spatially distant causes. First, they find significant preference for proximal cause-related findings in peer-reviewed journals. Second, results from the meta-analysis also suggest that current understanding of prosocial behaviors, including donation, are limited in how much they can describe and affect individual responses to spatially proximal cause appeals and not distant ones. Thirdly, there is often a greater emphasis on participation in behavior, with fewer manuscripts considering the multidimensionality of donation behavior and the equivalent decision-making processes such as volunteering (Fajardo, Townsend, and Bolander 2018; Smith and Zlatevska 2023b). These findings ultimately highlight large shortcomings in the face of an increasing practical need for international aid. Taken together, although fundraising efforts that involve national humanitarian interests hold considerable importance, the majority of published research to date focuses on advancing knowledge of increasing participation for spatially proximal causes.

Drawing from previous research on psychological distance and donation decision-making processes, we formulate hypotheses for the roles of quantity requests for international

humanitarian causes and non-profits. Specifically, we are motivated to understand the multidimensionality of donation decision making to determine the effectiveness of quantity requests. Due to limitations highlighted in previous research and a growing practical need, we specifically focus on international humanitarian causes. We pay particular attention to the decision-making processes related to donor magnitude to explain their effectiveness. The conceptual model in line with the hypothesized paths discussed in the following section is shown below in Figure 2.

Figure 2: Conceptual model



Hypothesis Development

Multi-Dimensionality of Donation Decisions

Donation requires individuals to sacrifice some proportion of their own resources (e.g., time, money, belongings) in pursuit of other goals such as helping an individual, cause, or organization (Ein-Gar and Levontin 2013; Touré-Tillery and Fishbach 2016). The multi-dimensional nature of donation represents a complex decision-making process. It can be cognitively taxing for potential donors as they must decide (1) whether and (2) how much is appropriate to donate in pursuit of these goals (Moon and VanEpps 2023; Reiley and Samek 2019). Individuals may seek guidance in their donation decision to determine what is normatively acceptable (Goldstein, Cialdini, and Griskevicius 2008; Melnyk, Carrillat, and Melnyk 2022), potentially relying on quantity requests. These requests act as implicit norms

about donation magnitude (Sher and McKenzie 2006; Moon and VanEpps 2023). Previous research has validated the effectiveness of explicit and implicit norms on donation participation. For instance, Agerström et al. (2016) demonstrated that explicitly informing students about the number of other students who donated significantly boosted donation participation. Similarly, Martin and Randal (2008) showed that increasing the visible amount of money in a contribution box, representing an implicit norm, led to an increased participation in donation. Moon and VanEpps (2023) empirically confirmed that implicit norms were the mechanism behind the impact of quantity requests on participation. Their findings suggest the existence of a norm relative to donor magnitude, which in turn increases participation.

Norms have also been found to have a stronger influence in close or proximal contexts (Melnik, Carrillat, and Melnik 2022). For example, many studies find that norms are more impactful in prosocial contexts when the issue is spatially proximal (Agerström et al. 2016; Goldstein, Cialdini, and Griskevicius 2008). We expect that such an effect will also hold for international humanitarian causes using quantity requests. Norms often imply that the behavior associated with it is socially desirable (Schultz et al. 2007). In the context of donation decisions, when an individual is psychologically distant from the cause, they adopt a broader, bigger-picture focus, causing them to pay more attention to the social desirability of their action(s) rather than the feasibility of the outcome (Liviatan, Trope, and Liberman 2008; Rim, Hanson, and Trope 2013). The link between social desirability and prosocial behavior in psychologically distant contexts has been long established (Smith and Zlatevska 2023b). Various studies validate that when the action is more socially desirable, the likelihood of donation, consistent with participation, increases (e.g., White and Peloza 2009). We expect that the positive effect of quantity requests is limited to participation. Previous research has confirmed that the lowest item on quantity requests exerts the greatest influence

on donation decisions (De Bruyn and Prokopec 2013). These requests normalize and legitimize giving smaller amounts, resulting in an established increase in donation participation (Goswami and Urminsky 2016; Moon and VanEpps 2023; Weyant and Smith 1987). Thus, it is likely that, although these implicit norms in quantity requests are relative to donor magnitude, they increase the desirability associated with participation. Thus, we hypothesize the following:

H1: Quantity (vs. open-ended) requests will increase participation in donation appeals for international humanitarian causes and non-profits.

Conversely, relative to donor magnitude (deciding how much to donate), quantity requests may be less effective for international humanitarian aid causes. Perceived impact of the donation is an established key driver of donation behavior and especially magnitude decisions (Fajardo, Townsend, and Bolander 2018). Magnitude decisions are often more impact-driven such that they require potential donors to calculate an appropriate amount to donate to have the necessary impact aligned with the goals of donation (Fajardo, Townsend, and Bolander 2018; Touré-Tillery and Fishbach 2016). However, this is generally problematic for international humanitarian causes, as the perceived impact of donation amounts is generally lower for distant beneficiaries. This perception can influence donation decisions, leading prospective donors to believe that their charitable contributions have less impact when directed towards distant beneficiaries compared to donations for local or proximal causes. Indeed, several experimental studies suggest that as spatial distance increases, perceived impact decreases (e.g., Touré-Tillery and Fishbach 2016). In other words, as impact is not readily observable, potential donors may believe that the same amount (e.g., \$1.00) has a lesser impact the further away the beneficiaries are from the donor.

Furthermore, psychological distance influences how individuals perceive the marginal impact of an action and its outcomes (Bonezzi, Brendl, and De Angelis 2011; Touré-Tillery and Fishbach 2016). Specifically, when prospective donors are in psychologically distant situations, such as an international humanitarian donation request, they typically perceive the highest impact at the outset of their goal pursuit. In other words, when individuals are presented with an international humanitarian cause donation request, they would perceive the participation decision (first action) to have the highest impact. Subsequently, as they progress towards the goal, the perceived impact tends to diminish (Touré-Tillery and Fishbach 2016). This dynamic has significant implications for donation decision making, particularly regarding the order in which prospective donors make participation and magnitude decisions. These decisions can either occur sequentially, with the magnitude choice following participation, or coincidentally, where both decisions happen simultaneously. In the case of international humanitarian causes, when the decision-making process is sequential, the perceived impact for the donation magnitude is likely to be weaker, which is a key driver of these magnitude decisions.

When prospective donors encounter a quantity request, the decision to donate typically precedes the selection of the donation amount, leading to a reduction in the perceived impact associated with the magnitude decision. However, when required to use an open-ended request, participation and magnitude are more likely to occur simultaneously as these mechanisms prescribe donors to manually allocate their preference. Thus, although they are likely to be less effective at increasing participation than quantity requests, we expect that open-ended requests are more likely to increase donation magnitudes for psychologically distant causes. We hypothesize that:

H2: Quantity (vs. open-ended) requests will reduce donor magnitudes in donation appeals for international humanitarian causes and non-profits.

The most important metric for monitoring the success of a donation request is by its effect on total donations (Moon and VanEpps 2023). Total donations contribute to the non-profit organization's revenue, enabling them to provide the necessary aid and services to beneficiaries, as well as cover all the overhead costs associated with these activities. However, an increase in total donations is reliant on an increase in either participation and/or donor magnitude. For simple notation about this relationship, refer to Appendix B. Total donations are observed as the average amount donated across the entire sample, which also includes non-donor's magnitude decisions (including those that donated \$0.00) to infer statistical differences between the two. Expecting an increase in participation in H1, contingent upon a potential downturn in magnitude with H2, we anticipate that there will be no clear direction nor disparity in total donations between quantity requests and open-ended requests as a result of this relationship. Thus, we expect that:

H3: Quantity (vs. open-ended) requests will result in no difference in total donations for international humanitarian causes and non-profits.

Mechanisms of the Effect

While quantity requests may appear advantageous for streamlining donation decisions, we contend that they actually increase cognitive load. In particular, quantity requests inundate individuals with additional information and choices, leading to heightened cognitive burden. This has been demonstrated in previous studies such as Fukukura, Ferguson, and Fujita (2013), which have shown that increasing information or choices elevates cognitive load. Additionally, researchers have used tactics like calculations or numerical decision tasks to intentionally increase cognitive load as an experimental

manipulation (Dickert, Sagara, and Slovic 2011). Cumulatively, these findings indicate that quantity requests increase the cognitive load for individuals.

Furthermore, research suggests that donation magnitude decisions are driven by affect. Specifically, empathy consistently predicts donation behavior (e.g., Ein-Gar and Levontin 2013). Dickert, Sagara, and Slovic (2011) found that donor magnitude is driven by empathy, whereas donation participation is driven by mood management. This implies that donors are more likely to donate a higher amount on average when they feel empathetic towards the beneficiaries. However, a high cognitive load can reduce an individual's ability to feel empathy (Gamble, Henry, and Vanman 2023; Hiraoka and Nomura 2016). Empathy is a multi-dimensional construct that involves perspective-taking (cognitive) and emotional reactions (affective) from the perspective of others, and it does not solely rely on immediate emotional contagion processes (Bajouk and Hansenne 2019; Davis 1983). When individuals experience a higher cognitive load, they are engaged in cognitive tasks that require deliberation and calculation, which may impede them from accessing the necessary processes for empathy. Consequently, this affects their prosocial responses and moral judgement (Gamble, Henry, and Vanman 2023; Hiraoka and Nomura 2016).

Empathy is also a lot harder for individuals to access on behalf of out-groups, as individuals are less able to take the perspective of, and emotionally react to, those that are spatially distant (Cialdini et al. 1997; Vanman 2016). Montalan et al. (2012) empirically validated this by creating artificial groups based on participants' ability in an unrelated task and were induced to feel more psychologically proximal to other members. Participants then subsequently exhibited more empathy towards in-group members through judging the pain felt by in-group members as significantly worse than the equivalent pain felt by out-group members. These findings are consistent with the notion that empathy is accessible from the point of social categorization onwards (Tarrant, Dazeley, and Cottom 2010; Vanman 2016).

Given that empathy is already harder to access for psychologically distant individuals, consistent with beneficiaries of international humanitarian aid, an increased cognitive load might make this even harder for potential donors to access on behalf of the beneficiaries of international humanitarian aid. Therefore, we expect that:

H4: The effect of quantity (vs. open-ended) requests on donor magnitude will be serially mediated by cognitive load and empathy. Specifically, quantity requests will increase cognitive load which will reduce empathy and total donations.

Present Research

The present research investigates the effectiveness of quantity requests in the context of international humanitarian aid. It explores the multifaceted nature of donation decisions when quantity requests are employed, while also delving into the mechanisms that influence these decisions. We evaluate the effectiveness of quantity requests on donation decision making for international humanitarian causes and non-profit organizations, comparing them directly to open-ended requests. Initially, we isolate and analyze the independent influence of quantity requests on donation participation, donor magnitude, and total donations within an international humanitarian context to test H1–3 (Study 1a-b). Consistent with prior research, we introduce national causes locations as a control factor (Study 2), followed by an additional dimension that considers national non-profit organizations advocating for international causes (Study 3). We uncover compelling evidence to suggest that the observed effect of quantity requests is isolated to international humanitarian causes. Subsequently, we test our hypothesized serial mediation through cognitive load and empathy (Study 4-5). All materials used in the studies are available in Appendix C. Summaries of the design and overview of results per condition can be seen in Table 1 and 2 respectively.

Table 1: Overview of Study Design.

Study	Condition	Non-profit	Cause	Beneficiaries	Sample	Total sample	Donor sample
Study 1a	International	Save the Children	Children	Uganda	Australian	N = 419	N = 277
Study 1b		Children’s Compassion Coalition		Democratic Republic of Congo		N = 325	N = 274
Study 2	National	Australian Red Cross	Vulnerable communities	Australia		N = 245	N = 162
	International	International Committee for the Red Cross		Africa		N = 238	N = 150
Study 3	National	British Red Cross	Flood relief	Yorkshire and the Midlands	British	N = 498	N = 339
	International-national			Pakistan		N = 497	N = 320
	International	International Committee for the Red Cross				N = 588	N = 411
Study 4	International	UNHCR	Refugees	Democratic Republic of Congo	Australian	N = 441	N = 217
Study 5	International	Oxfam International	Disaster stricken families	Turkey and Syria	British	N = 984	N = 728

Table 2: Overview of Quantity Request Comparisons across all Conditions Included across Studies.

Study	Outcome	Participation		Donor Magnitude		Total Donations	
	Condition	Open-ended	Quantity request	Open-ended	Quantity request	Open-ended	Quantity request
Study 1a	International	62.98%	68.87%	\$3.72 (\$1.53) ^a	\$3.27 (\$1.55) ^a	\$2.34 (\$2.17)	\$2.25 (\$1.99)
Study 1b		80.38% [^]	88.02% [^]	\$8.43 (\$2.62) ^a	\$7.15 (\$3.54) ^a	\$6.78 (\$4.10)	\$6.29 (\$4.05)
Study 2	National	60.15% ^a	73.21% ^a	\$3.35 (\$1.57)	\$3.32 (\$1.49)	\$2.01 (\$2.05)	\$2.43 (\$1.95)
	International	54.87% ^a	70.40% ^a	\$3.84 (\$1.47) ^a	\$3.24 (\$1.64) ^a	\$2.11 (\$2.20)	\$2.28 (\$2.02)
Study 3	National	63.75% ^a	72.47% ^a	£2.91 (£1.47) ^a	£2.54 (£1.44) ^a	£1.86 (£1.83)	£1.84 (£1.67)
	International-national	60.96%	67.89%	£2.94 (£1.49)	£2.81 (£1.52)	£1.79 (£1.85)	£1.91 (£1.81)
	International	65.38% ^a	74.26% ^a	£3.10 (£1.51) [^]	£2.84 (£1.57) [^]	£2.03 (£1.92)	£2.11 (£1.84)
Study 4	International	38.81% ^a	59.46% ^a	\$0.63 (\$0.27) ^a	\$0.53 (\$0.32) ^a	\$0.23 (\$0.35) ^a	\$0.31 (\$0.36) ^a
Study 5	Non-impact-focused	62.77% ^{a b}	78.11% ^a	£9.04 (£4.98) ^a	£7.21 (£5.15) ^{a b}	£5.63 (£5.89) ^a	£5.63 (£5.44) ^b
	Impact-focused		82.37% ^b		£9.72 (£6.09) ^b		£8.00 (£6.65) ^{a b}

^{a b} = significant results in a pairwise comparison across open-ended vs. quantity requests at the 95% confidence level;

[^] = significant results at the 90% confidence level.

Study 1a

In Study 1a, we assess the efficacy of quantity requests for international humanitarian causes through an international non-profit organization. We compare donation responses across two conditions, specific quantity requests and an open-ended request. The sole distinction lies in the presentation, with participants exposed to a quantity request being provided with incremental amounts of possible donation (refer to Figure 3). We capped both conditions at \$5.00 with all participants being given equal opportunity to donate or not donate. We examine participation, donor magnitude, and total donation amount.

Figure 3: Quantity request vs. open-ended request (as shown in Study 1).

The figure displays two side-by-side survey questions. The left panel, representing the 'Quantity request condition', asks: '*If you were to win the \$5 bonus, would you like to donate a portion of your winnings to Save the Children?'. It provides six radio button options: 'Yes, \$1', 'Yes, \$2', 'Yes, \$3', 'Yes, \$4', 'Yes, \$5', and 'Yes, but I would like to choose another amount. (Enter amount here) \$' followed by a text input field. A final 'No' option is at the bottom. The right panel, representing the 'open-ended condition', asks the same question but provides only two radio button options: 'Yes (Enter amount here) \$' followed by a text input field, and 'No'.

Quantity request condition (left) where participants were shown intervals going up in equal increments of \$1 vs. open-ended condition where participants were to manually allocate an amount out of \$5 (right).

Participants and Procedure

Five-hundred and sixty-four Australian participants were recruited from Prolific Academic to participate in a two-condition (request type: quantity request vs. open-ended request) between-subjects experiment. Participants were first told that they were to be entered into a lottery, and they have the chance to win a \$5.00 reward with equal probability. We used this design because it is commonly used in previous research and allows us to ask for larger amounts which are more ecologically valid (Goswami and Urminsky 2016; Moon and VanEpps 2023). Second, participants read an appeal from the international non-profit

organization ‘Save the Children’ which discussed the non-profit’s focus on helping vulnerable children in Uganda. On the following page, we then asked them whether if they were to win the \$5.00 reward how much, if any, they would like to donate to the cause they had just seen. On this screen participants were randomly presented with either a series of rounded quantity requests with an open-ended request, or just the open-ended request (Moon and VanEpps 2023; Reiley and Samek 2018) (see Figure 3). Participants were also able to opt to not donate in both conditions. Following data collection, we assigned a number that resembled the order of completion to each participant. We used a random number generator to select five random participants, and we allocated the \$5.00 in accordance with their response. Accordingly, a collective donation was made to ‘Save the Children’ by the research team as well as remaining allocations to the selected participants’ Prolific account. To capture donation participation, we accounted for number of participants that elected to donate > \$0.00 out of the total sample. We operationalized donor magnitude by averaging the amount that donors (> \$0.00) elected to give to the cause, while total donations were measured by averaging how much all participants elected to give including those that donated \$0.00.

Results

145 participants were excluded due to seven not completing responses and 138 failing the attention check, leaving 419 respondents for the final analysis⁹ ($M_{age} = 33.26$, $SD_{age} = 10.59$; 64.29% female, 33.17% male, 2.39% non-binary, 0.24% preferred not to state).

Participation

⁹ In Study 1a, we used an instructed manipulation check as our attention check from Oppenheimer, Meyvis, and Davidenko (2009), which reports a higher rejection of participants but higher quality responses. Kees et al. (2017) confirm its application for consumer panels in their sample contrast analysis.

Quantity requests did not significantly increase participation (62.98%) compared to open-ended requests (68.87%, $\chi^2 = 1.29$, $p = 0.26$). Although they were directionally in line with what we had predicted, we do not find support for H1.

Donor Magnitude

Results revealed that donor magnitude decreased when the request type was a quantity request ($M = \$3.27$, $SD = \$1.55$) opposed to an open-ended request ($M = \$3.72$, $SD = \$1.53$, $t(274) = -2.45$, $p = 0.02$). Thus, we find support for H2.

Total Donations

There were no significant differences in total donations between quantity requests ($M = \$2.25$, $SD = \$1.99$) and open-ended requests ($M = \$2.34$, $SD = \$2.17$, $t(417) = -0.49$, $p = 0.62$). Thus, we find support for H3.

Discussion

In this experiment we found partial support for our hypotheses. The effect of quantity requests on participation was directionally positive, as previous research has suggested (Moon and VanEpps 2023), but not statistically significant. While the effect on donor magnitude was significantly negative, suggesting that quantity requests decrease magnitude. Taken together, we found that quantity requests have no significant effect on total donations in an international humanitarian aid context. Given that we used a real non-profit, and we did not control for brand familiarity, we conducted an additional study to check if this applies in a hypothetical, scenario-based context.

Study 1b

In Study 1b, we replicate the same procedure as in Study 1a but with an equivalent hypothetical scenario and non-profit. We increased the capped donation amount from \$5.00 to \$10.00 in Study 1b.

Participants and Procedure

We recruited 367 undergraduate students from a metropolitan Australian university to participate in a two-condition (request type: quantity request vs. open-ended request) between-subjects experiment in exchange for course credit. We followed the same procedure as Study 1a, with the difference being that participants in this study were asked to imagine that they could have the chance to win a \$10.00 reward from participating in this study. We increased the probabilistic amount due to the hypothetical nature of Study 1b, as \$5.00 might feel negligible, but for an undergraduate student sample, \$10.00 is likely to result in a higher trade-off and more ecologically valid request. Participants then read a cause appeal from a fictional, international non-profit organization ‘Children’s Compassion Coalition’ which discussed the non-profit’s focus on helping vulnerable children in the Democratic Republic of Congo. On the following page, after reading the cause appeal, they were asked that on the chance they were to win the \$10.00 reward whether they would like to donate to the cause, and how much if so, using either a quantity request or an open-ended request.

Results

We excluded 17 participants from the final analysis due to six not providing complete responses to the questionnaire, 10 failing the attention check¹⁰, and one stating an amount >

¹⁰ We did not use the instructed manipulation check as in Study 1a due to its use being best advised for consumer panels and not student samples. Instead we used an attention check (Kees et al. 2017). Due to

\$10.00. Further, in Study 1b we used a student sample rather than a consumer panel. We also noted that multiple participants took a prolonged period of time to undertake the study compared to Study 1a. Although Kees et al. (2017) observe a level of significance between the time taken by consumer panels and student samples, in order to improve the quality of the data we used a boxplot analysis which identified 25 outliers of participants that took upwards of 15 minutes to complete our short study. We eliminated these observations from the final analysis, but we include an analysis with these observations included in Appendix E, which confirms the robustness of the main findings. Thus, we were left with 325 participants in the final analysis ($M_{age} = 19.50$, $SD_{age} = 1.55$; 54.15% female, 44.90% male, 1.00% preferred not to state).

Participation

We find that quantity requests marginally increased participation (88.02%) compared to open-ended requests (80.38%, $\chi^2 = 3.03$, $p = 0.08$). Thus, we find marginal support for H1.

Donor Magnitude

Results from Study 1b show, similarly to Study 1a, that donor magnitude significantly decreased when participants used a quantity request ($M = \$8.43$, $SD = \$2.62$) rather than an open-ended request ($M = \$7.15$, $SD = \$3.54$, $t(272) = -3.38$, $p < 0.001$). Thus, we find support in Study 1b for H2.

concerns about data quality and timing in student samples (i.e., students passively filling out the survey or doing so over multiple days), the instructed manipulation check may have received some false positives (Silber, Roßmann, and Gummer 2022). Instead, we used a memory item which has the same level of involvement and comprehension as an instructed manipulation check (Abbey and Meloy 2017). We asked participants how much they donated on the previous page. The attention check was considered passed if they successfully recalled the amount.

Total Donations

We find no significant differences in total donations between quantity requests ($M = \$6.29$, $SD = \$4.05$) and open-ended requests ($M = \$6.78$, $SD = \$4.10$, $t(323) = -0.49$, $p = 0.62$). Thus, we find support for H3.

Discussion

In Study 1b, we find the same results as in Study 1a, apart from gaining marginal significance for participation in the expected direction. Specifically, results from Study 1a–1b suggest that quantity requests are not necessarily effective in the context of international humanitarian aid. However, further studies are needed to test whether this holds in a national humanitarian aid context, which we explore in Study 2.

Study 2

The aim of Study 2 was to check whether the significant negative effect of quantity requests on donor magnitude was specific to international humanitarian causes and non-profits. Thus, we added an additional condition which replicated Study 1a within a national context (proximal causes) where we used a national humanitarian cause and non-profit to serve as a comparison condition, in line with previous research (e.g., Ein-Gar and Levontin 2013; Smith and Zlatevska 2023b; Touré-Tillery and Fishbach 2016).

Participants and Procedure

A further 600 Australian participants were recruited from Prolific Academic were invited to participate in a two (cause location: national vs. international) x two (request type: quantity request vs. open-ended request) between-subjects experiment in exchange for

monetary compensation. We conducted a similar task to Study 1a using the same lottery procedure. Participants were shown a cause appeal that related to the branch of the ‘Red Cross’ relative to their randomly assigned cause location condition. Specifically, participants in the national cause location condition saw a cause appeal from the local division (Australian Red Cross) that urged for donations for vulnerable Australian communities. In the international cause location condition, participants were exposed to an appeal from the equivalent international division (International Committee for the Red Cross) which encouraged donations for vulnerable communities in Africa. After making their donation decisions, as a manipulation check, participants rated on a seven-point scale how faraway they perceived the recipients of the cause to be from them (adapted from Xu, Rodas, and Torelli 2020) (1 = very close; 7 = very far away). As in Study 1, participation was captured by the number of participants that elected to donate > \$0.00, donor magnitude was captured through how much those that donated > \$0.00 gave, and total donations were operationalized by how much all participants elected to give.

Results

We excluded 117 from the final analysis¹¹. 116 due to failing the attention check and one for providing incomplete answers, which left us with 483 responses for the final sample (M_{age} = 35.87, SD_{age} = 12.55; 48.86% female, 48.03% male, 3.69% non-binary, 0.41% preferred not to state).

Manipulation Check

¹¹ We use the same instructed manipulation check as in Study 1a and in all future studies apart from Study 5.

Findings revealed that the manipulations were successful, and participants perceived that recipients in the international cause location condition were significantly further away from them ($M = 5.98$, $SD = 1.31$), than those in the national cause location condition ($M = 4.24$, $SD = 1.64$, $t(481) = 12.86$, $p < 0.001$).

Participation

Results revealed a significant main effect of quantity requests on participation and that quantity requests significantly increased participation (71.73%), compared to open-ended requests (58.13%, $\chi^2 = 9.20$, $p < 0.01$). There was no main effect of cause location ($\chi^2 = 0.27$, $p = 0.60$), nor was there a significant interaction between quantity requests and cause location ($F(3, 479) = 0.03$, $p = 0.85$). We found that quantity requests had a significant positive effect on participation for the national (73.21% vs. 60.15%, $\chi^2 = 4.07$, $p = 0.04$) and international cause location conditions (70.40% vs. 54.87%, $\chi^2 = 18.50$, $p < 0.001$). The results provide evidence that quantity requests increase participation for international causes and non-profits in line with H1.

Donor Magnitude

We found a marginal main effect of quantity requests on donor magnitude ($M_{\text{Quantity}} = \$3.28$, $SD_{\text{Quantity}} = \$1.56$ vs. $M_{\text{Open-ended}} = \3.56 , $SD_{\text{Open-ended}} = \1.54 , $F(3, 308) = 2.85$, $p = 0.09$) and a non-significant main effect of cause location ($M_{\text{Quantity}} = \$3.49$, $SD_{\text{Quantity}} = \$1.59$ vs. $M_{\text{Open-ended}} = \3.34 , $SD_{\text{Open-ended}} = \1.52 , $F(3, 308) = 0.73$, $p = 0.39$). The interaction effect between cause location and request type did not reach significance ($F(3, 308) = 2.63$, $p = 0.11$). We ran pairwise comparisons within cause location conditions to understand the effect of quantity requests independently for each type of cause location. Findings reveal that, in the international cause location condition, donor magnitude significantly decreased when the

request type was a quantity request ($M = \$3.24$, $SD = \$1.64$) compared to an open-ended request ($M = \$3.84$, $SD = \$1.47$, $t(148) = -2.31$, $p = 0.02$), providing support for H2. This effect was not significant for proximal causes ($t(160) = -0.11$, $p = 0.91$).

Total Donations

Results show a non-significant main effect of quantity requests ($F(3, 479) = 2.51$, $p = 0.11$), cause location ($F(3, 479) = 0.00$, $p = 0.96$), and their interaction ($F(3, 479) = 0.42$, $p = 0.52$) on total donations. Pairwise analyses reveal that, although directionally consistent with Moon and VanEpps (2023), there is no significant difference in total donations between quantity requests ($M = \$2.43$, $SD = \$1.95$) and open-ended requests ($M = \$2.01$, $SD = 2.05$) for the national cause location condition ($t(243) = 1.63$, $p = 0.11$). We also find no significant differences between total donations for quantity requests ($M = \$2.28$, $SD = 2.02$) and ($M = \$2.11$, $SD = \$2.20$) in the international cause location condition ($t(236) = 0.64$, $p = 0.53$). This suggests that, in line with H3, there is no significant difference in total donations due to quantity requests.

Discussion

Results from Study 2 provided support for all our tested hypotheses, such that even though quantity requests increase participation, they decrease donor magnitude and taken together there is no significant effect on total donations. It is important to note that even though not significant, total donations were directionally distinct from the quantity (vs. open-ended) request condition in Studies 1a–b. Interestingly, quantity requests have a positive effect on total donations in Study 2, but a negative effect in Studies 1a–b. These results suggests that there is no consistent directional effect on total donations. This is important because it implies that while the effect of quantity requests on participation and donor

magnitude is consistent, the joint effect that they have on total donations is not, which previous literature outside of an international humanitarian aid context has suggested (e.g., Moon and VanEpps 2023).

Further, despite the interaction effect not being significant ($p = 0.11$), the results provide evidence to suggest that the effect of quantity requests is isolated to international humanitarian aid causes. However, we compared the effect of quantity requests for a national humanitarian cause that is represented by a national non-profit organization, and an international humanitarian cause from an international non-profit organization. Thus, we manipulated both the cause location and non-profit organization. This can be viewed as limitation given that many national branches of international non-profits (e.g., Oxfam GB, UNICEF USA) fundraise for causes that represent international humanitarian aid. Therefore, an additional study is required to account for this.

Study 3

Many non-profit organizations raising funds for international aid often use national branches within their organization for their fundraising efforts. For example, the ‘Australian/British Red Cross’ may launch an appeal for humanitarian assistance in distant developing countries. Whilst these causes are consistent with spatial distance, the non-profit branches that represent these causes are spatially proximal. In addition to using an international organization and cause to compare the effectiveness of quantity requests with open-ended requests, we also include an additional ‘international-national’ comparison in Study 3. Here we account for instances where national non-profit organizations solicit donations for international causes.

Participants and Procedure

We invited 1784 British participants from Prolific Academic to take part in a three (cause location: national vs. international-national vs. international) x two (request type: quantity request vs. open-ended request) between-subjects experimental study. Participants took part in the same lottery task as in Studies 1a and 2, but instead we cap donations at £5.00 GBP. Participants that were randomly allocated to the national and the international-national condition read a cause appeal from the ‘British Red Cross’. In the international condition, like in Study 2, participants read an appeal from the ‘International Committee for the Red Cross’. In the national condition, they read about the ‘British Red Cross’ response to a flooding event in Yorkshire and Midlands, which resembled a more specific event and location in part of the United Kingdom. Conversely in both the international-national and international condition, participants read the equivalent passage about the respective non-profit’s response to a flooding event in Pakistan. Similarly, once participants had made their donation decisions, they completed the same manipulation check as in Study 2. Further, we added a measure relating to the individuals’ experiences with the non-profits for additional analyses by asking participants to indicate whether they had previously donated to the non-profit before their participation in the experiment (yes/no). As in Studies 1a–b and 2, participation was captured by the percentage of donors, donor magnitude was captured by the average donations amongst donors ($> \$0.00$), and total donations reflected the average donations in the total sample (including $\$0.00$).

Results

200 participants were excluded from the final analysis due to failing an attention check. Two additional participants were removed for stating a value $> £5.00$ indicating that they did not understand the task, leaving 1,583 responses in the final sample ($M_{age} = 44.20$, $SD_{age} = 13.29$; 51.36% female, 48.33% male, 0.13% non-binary, 0.19% preferred not to

state). We conducted additional analyses to account for previous experience with the non-profit and brand familiarity controls (see Appendix F and G).

Manipulation Check

A one-way ANOVA confirmed that the manipulation was successful ($F(2, 1580) = 425.90, p < 0.001$). Participants perceived the recipients in the national cause location condition ($M = 3.73, SD = 1.67$) to be significantly closer than in the international-national ($M = 5.74, SD = 1.39, t(993) = -20.63, p < 0.001$), and the international condition ($M = 5.74, SD = 1.40, t(1,085) = -21.59, p < 0.001$).

Participation

We find a significant main effect of quantity requests on participation (71.70%) compared to open-ended requests (63.45%, $\chi^2 = 11.91, p < 0.001$), but no significant effect of cause location ($\chi^2 = 0.05, p = 0.83$), nor a significant interaction ($F(3, 1579) = 0.02, p = 0.89$). In the international condition, quantity requests significantly increased participation (74.17%) compared to open-ended requests (65.38%, $\chi^2 = 4.98, p = 0.03$), but not for the international-national condition (67.89% vs. 60.96%, $\chi^2 = 2.31, p = 0.13$). We found a similar pattern for national causes, whereby quantity requests significantly increased participation (72.47%) opposed to open-ended requests (65.38%, $\chi^2 = 3.97, p = 0.05$). These results replicate Study 2, where quantity requests increase participation for both international and national causes. Thus, we find support for H1 and directional consistency with Studies 1–2.

Donor Magnitude

We find a significant negative main effect of quantity requests on donor magnitude ($M = £2.73, SD = £1.49$) compared to open-ended requests ($M = £2.99, SD = £1.49, F(3,$

1066) = 8.66, $p < 0.01$). Further, we observe a significant effect of cause location, such that when the cause is international (international-national or international condition), donor magnitude ($M = £2.91$, $SD = £1.51$) is higher than in the national condition ($M = £2.72$, $SD = £1.46$, $F(3, 1066) = 4.18$, $p = 0.04$). We also find that this is the case for the international non-profit organization (ICRC – international cause condition) ($M = £2.95$, $SD = £1.51$) over the national (British Red Cross – national and international-national conditions) non-profit ($M = £2.79$, $SD = £1.48$). However, we do not find a significant interaction ($F(3, 1066) = 0.61$, $p = 0.44$).

However, through pair-wise comparisons, we find that quantity requests marginally decreased donor magnitude for the international cause location condition ($M = £2.81$, $SD = £1.52$) compared to open-ended requests ($M = £3.10$, $SD = £1.51$, $t(409) = -1.96$, $p = 0.051$). Therefore, we find marginal support for H2. Conversely, in the international-national cause location condition, there was no significant difference between quantity requests ($M = £2.81$, $SD = £1.52$) and open-ended requests ($M = £2.94$, $SD = £1.49$) in donor magnitude ($t(318) = -0.80$, $p = 0.42$). This combined with the findings from the main effects suggests that the negative effect of quantity requests on donor magnitude is limited to international non-profits and cannot be extended to national divisions advocating for the same cause. In the national cause location condition, we observe the same pattern as with in the international cause location condition. Such that, quantity requests significantly reduce donor magnitude ($M = £2.54$, $SD = £1.44$) compared to open-ended requests ($M = £2.91$, $SD = £1.47$, $t(337) = -2.36$, $p = 0.02$).

Total Donations

Findings revealed that, similarly to Study 2, there was no significant main effect of quantity requests ($F(3, 1579) = 0.34$, $p = 0.56$), cause location ($F(3, 1579) = 1.36$, $p = 0.24$),

nor their interaction ($F(3, 1579) = 0.90, p = 0.60$) on total donations. In pair-wise comparisons, we observe this same pattern for international causes ($M_{\text{Quantity}} = £2.11$, $SD_{\text{Quantity}} = £1.84$, $M_{\text{Open-ended}} = £2.03$, $SD_{\text{Open-ended}} = £1.92$, $t(587) = 0.37, p = 0.71$), international-national ($M_{\text{Quantity}} = £1.91$, $SD_{\text{Quantity}} = £1.81$, $M_{\text{Open-ended}} = £1.79$, $SD_{\text{Open-ended}} = £1.85$, $t(495) = 0.68, p = 0.49$), and national ($M_{\text{Quantity}} = £1.84$, $SD_{\text{Quantity}} = £1.67$, $M_{\text{Open-ended}} = £1.86$, $SD_{\text{Open-ended}} = £1.83$, $t(496) = -0.11, p = 0.92$). Thus, consistent with Studies 1–2, we find that quantity requests have no significant effect on total donations and support for H3.

Discussion

In Study 3, we find marginal support for H2 and full support for H1 and H3. Interestingly, we do not find a significant effect of international causes when they are represented by a national non-profit, suggesting that the effect is limited to international non-profit organizations. Although we find significant results for national causes, this was not consistent with Study 2. Thus, we have substantial evidence to suggest that this result is best upheld in international causes represented by international non-profits. In all further studies included in this research, we will focus on understanding the effect of quantity (vs. open-ended) requests for international humanitarian causes.

Study 4

Studies 1–3 used a probabilistic lottery design to test donation behavior that is frequently employed in previous research (e.g., Goswami and Urminsky 2016; Moon and VanEpps 2023). However, given that donation requires a trade-off between sacrificing resources in pursuit of the aims of a cause, this probabilistic design might not be ecologically consistent with the trade-offs that donors make when donating (Moon and VanEpps 2023). Therefore, to test whether the results of these studies uphold in a more consequential

donation context for potential donors, we use smaller amounts to be able to provide all participants with a \$0.50 bonus that they can choose to forgo along with their \$0.50 participation reward (\$1.00 in total). We preregistered this study at https://osf.io/mjqtw/?view_only=0ee0f7616b90462fb2a08e475227e25c.

Participants and Procedure

We recruited 600 Australian participants from Prolific Academic. We invited them to take part in a two-cell (request type: quantity request vs. open-ended request) between-subjects experimental study. Instead of presenting participants with the same lottery incentive as in the previous studies, we instead informed all participants that they would be paid a \$0.50 bonus for their study participation along with the \$0.50 participation reward they would receive. Participants then read a cause appeal adapted from ‘UNHCR – the UN Refugee Agency’ where the beneficiaries of the donation appeal were refugees and vulnerable communities in the Democratic Republic of Congo. Consistent with previous studies, participants were then presented with a quantity request or an open-ended request in which they indicated if, and how much of, their total reward (\$1.00 = \$0.50 bonus + \$0.50 participation payment) they would like to donate to ‘UNHCR’. Once participants had made their decisions, we measured cognitive load ($\alpha = 0.82$, $r = 0.69$). Cognitive load can often be captured by task performance and time taken to complete a task, however previous research has also successfully used scale items where participants rate the difficulty and effort associated with a task to represent load (Sweller, Ayres, and Kalyuga 2011). We included a two-item measure of cognitive load. Participants rated the effort associated with the decision to donate (1 = very low mental effort, 9 = very high mental effort), and the difficulty of donating their reward (1 = extremely easy, 9 = extremely difficult). Participants also responded to a further three items measuring empathy ($\alpha = 0.93$), corresponding to how much

empathy, sympathy, and compassion they felt towards the beneficiaries (1 = not at all, 9 = very much) (adapted from Allard, Dunn, and White 2020). As in the previous studies, we captured participation by total percentage of donors ($> \$0.00$), donor magnitude through the average amount given per donor ($> \$0.00$), and total donations were operationalized by average amount of total donations (full sample, including = $\$0.00$).

Results

We excluded 148 participants from the final analysis due to failing an attention check. An additional 11 participants were removed for stating a value $> \$1.00$, implying that they did not understand the task. In total 441 observations were included in the final analysis ($M_{\text{age}} = 30.96$, $SD_{\text{age}} = 10.66$; 65.50% female, 34.24% male, 0.23% preferred not to state).

Participation

Consistent with Studies 2 and 3, results showed that quantity requests significantly increased participation (59.46%) opposed to open-ended requests (38.81%, $\chi^2 = 17.99$, $p < 0.001$). Although the pattern still upheld and is consistent with H1, the total participation in Study 4 (49.20%), which used a more consequential design, is significantly less overall than equivalent conditions in Study 1a (65.95%, $\chi^2 = 24.67$, $p < 0.001$), Study 1b (84.31%, $\chi^2 = 100.18$, $p < 0.001$), Study 2 (64.60%, $\chi^2 = 11.89$, $p = 0.001$), and Study 3 (62.65%, $\chi^2 = 41.19$, $p < 0.001$).

Donor Magnitude

Results revealed that quantity requests significantly decreased donor magnitude ($M = \$0.53$, $SD = \$0.32$) opposed to an open-ended request ($M = \$0.63$, $SD = \$0.27$, $t(215) = -2.49$, $p = 0.01$). The result replicates the findings of Studies 1–3 and provides support for H2.

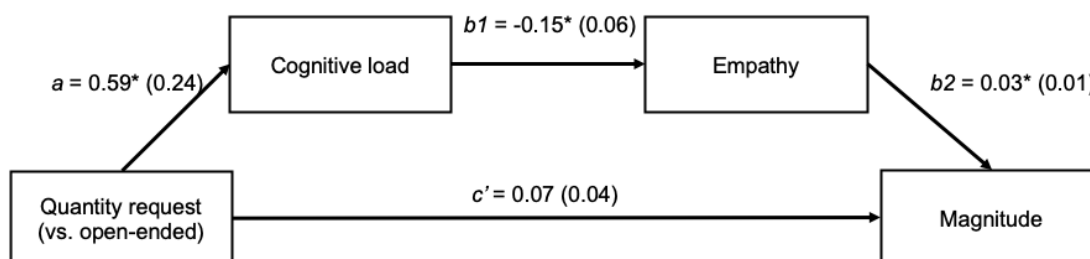
Total Donations

Unlike in previous studies, we find that quantity requests ($M = \$0.31$, $SD = \$0.36$) increase total donations over open-ended requests ($M = \$0.24$, $SD = \$0.35$, $t(439) = 2.03$, $p = 0.04$). This finding is consistent with Moon and VanEpps (2023), who find that the success of quantity requests on revenue can be indebted to increased participation. Thus, we do not find support for H3 in Study 4.

Mediation Analysis

To test H4 and the effect of quantity requests on cognitive load and empathy, we ran a 5,000-iteration bootstrap mediation analysis using the measured components for cognitive load and empathy on donation magnitude. Through Hayes PROCESS model 6, we uncovered a very small negative effect of a serial mediation ($b = -0.002$) that slightly touched zero in the 95% confidence intervals $[-0.01$ to $0.00]$. The direct effect was only marginally significant ($p = 0.08$). Therefore, we find full serial mediation and support for H4.

Figure 4: Mediation analysis paths (Study 4)



Discussion

In Study 4 we find support for H1–2 and 4. Whilst the pattern of H1–2 is consistent in previous studies, the effect of H1 seemingly leads to an increase in total donations which is

consistent with the findings of Moon and VanEpps (2023), but it has not been observed yet in this research. Interestingly, this further highlights the consistently inconsistent results that quantity requests have on total donations that we have uncovered across studies. Such that in Study 1a–b the effect was directionally negative, whereas in Study 2–3 it was directionally positive, yet none of these studies reached statistical significance apart from Study 4. We believe that Study 4 could be the exception due to the small amount of money (\$1.00) that we used in the design. Although this is consequential, and a similar amount to previous research with a similar design (e.g., Goswami and Urminsky 2016; Moon and VanEpps 2023), given current cost of living pressures having an effect overall on charitable behavior (Hill 2024), participants may have been more inclined to give the little available. This is reflected through the observed effect size of donation participation ($d = 0.42$), which is larger than in previous studies. For full table of effect sizes for all studies, see Appendix H.

Study 5

In Study 4, we asked participants to donate a small amount of money to effectively test a more consequential design, as well as smaller amounts in Studies 1–3 consistent with previous research in one-time donation (Goswami and Urminsky 2016; Moon and VanEpps 2023). However, although this may be more consequential for participants, the low amount may not be ecologically valid with practical applications of quantity requests. Thus, in Study 5, we return to using the same probabilistic reward structure adopted in Studies 1–3. We provide participants with a larger capped amount of possible donation (£20.00) which is more aligned with what they might see in a real-world application (Goswami and Urminsky 2016).

Our findings suggest that quantity requests due to their default design result in increased cognitive load that reduces access to empathy, which is a key established driver of magnitude decisions (Dickert, Sagara, and Slovic 2011). In order to address the issue that this

poses for non-profit fundraisers, and further test the robustness of the serial mediation, we add an additional exploratory condition that aims to control the relationship between cognitive load and empathy. We refer to this additional condition as an ‘impact-focused’ quantity request. The impact-focused quantity is a quantity request that outlines what the amounts featured in the quantity request can be put towards. For example, £1.00 = basic medical supplies, £5.00 = basic first aid, £10.00 = medium first aid kit etc., real-world examples can be seen in Appendix I. Therefore, in Study 5, we have a three-condition design where two x quantity request conditions (impact-focused vs. not) and an open-ended request condition. We preregistered this study at:

https://osf.io/cerj6/?view_only=85ac8a65af0248788407d0721cd2833a

Participants and Procedure

We invited 1,003 British participants from Prolific Academic to take part in a three-cell (request type: impact-focused quantity request vs. quantity request vs. open-ended request) between-subjects experimental study. In a similar fashion to studies 1–3, participants were told that they had an equal probability of winning a £20.00 additional reward. Participants then read an adapted passage from ‘Oxfam International’ about their work following the Turkey-Syria earthquake. Next, similarly to previous studies, we presented participants with either a quantity request or an open-ended request box. Participants had equal probability of being assigned to a normal quantity request such as that used across Studies 1–4, or an impact-focused request. In the impact-focused quantity request condition, next to the displayed magnitude, there was a disclosure about what each amount could be used towards if the participant was to donate that amount.

Once participants had then made their decisions, they responded to the same two items for cognitive load as in Study 4 ($r = 0.51$) and the same three items for empathy ($\alpha =$

0.93). We added an additional measure for perceived impact to check the manipulation between the impact-focused quantity request with the other two conditions (open-ended and the non-impact-focused quantity request). Participants responded to three items about how much impact, benefit, and advancement Oxfam International would be able to have because of their (a) donation for (non-) donors ($\alpha = 0.91$, adapted from Touré-Tillery and Fishbach 2016). As in all previous studies, we captured participation through the number of participants that donated $> \text{£}0.00$, donor magnitude through the average donation amount from donors $> \text{£}0.00$, and total donations through the average amount in the entire sample (including $= \text{£}0.00$). We ran all analyses similarly to previous studies, but we conducted a moderated serial mediation where we re-operationalized the type of quantity request (impact-focused vs. not). We included this as variable as a moderator to interact in the b_1 path (Cognitive load \Rightarrow Empathy) and assess whether the use of an impact-focused approach would disrupt the serial mediation shown in Study 4.

Results

We excluded 16 participants due to failing an attention check. An additional three participants were removed for not responding to all items in the survey. In total 984 observations were included in the final analysis ($M_{\text{age}} = 42.49$, $SD_{\text{age}} = 12.72$; 49.59% female, 50.10% male, 0.30% preferred not to say).

Manipulation Check

A one-way ANOVA informed that the manipulation was successful ($F(2, 978) = 9.01$, $p < 0.001$). In the impact-focused quantity request condition participants perceived their (a) donation significantly more impactful for the organization ($M = 4.10$, $SD = 1.82$) than in the

non-impact-focused quantity request condition ($M = 3.61$, $SD = 1.61$, $t(656) = 3.64$, $p < 0.001$), or the open-ended condition ($M = 3.62$, $SD = 1.67$, $t(650) = 3.51$, $p < 0.001$).

Participation

We find that the use of quantity requests (impact-focused and not) significantly increases participation (80.24%) compared to open-ended requests (62.27%, $\chi^2 = 39.93$, $p < 0.001$). However, there were no significant differences between impact-focused quantity requests (82.37%) and quantity requests (78.11%, $\chi^2 = 1.61$, $p = 0.20$). Thus, we find further support for H1.

Donor Magnitude

Results showed significant differences across conditions ($F(2, 725) = 14.52$, $p < 0.001$). Specifically, non-impact-focused quantity requests significantly decreased donor magnitude ($M = £7.21$, $SD = £5.15$) compared to an impact-focused quantity request ($M = £9.72$, $SD = £6.09$, $t(526) = 5.09$, $p < 0.001$), or an open-ended request ($M = £9.04$, $SD = £4.98$, $t(458) = 3.84$, $p < 0.001$). However, there was no significant differences between donor magnitude when using an impact-focused quantity request or an open-ended request ($t(472) = 1.28$, $p = 0.20$). Thus, we find support for both H2

Total Donations

For total donations, we find no significant difference between non-impact-focused quantity requests ($M = £5.63$, $SD = £5.44$) and open-ended requests ($M = £5.63$, $SD = £5.89$, $t(650) = 0.10$, $p = 0.92$). Thus, we find support for H3 for the differences between open-ended requests and non-impact-focused quantity requests. Given that impact-focused quantity requests increase donor magnitude over normal quantity requests ($p < 0.001$), and donation

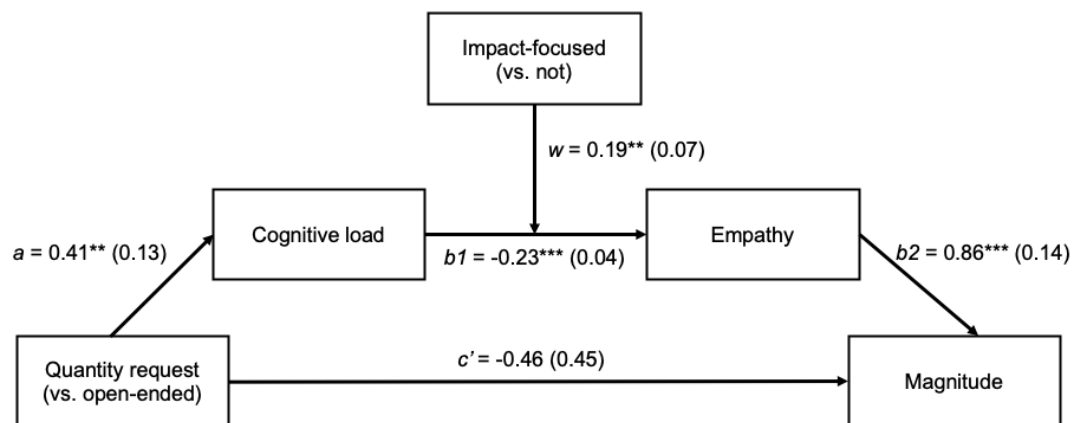
participation over open-ended requests ($p < 0.001$), we find that they also significantly increase total donations ($M = £8.00$, $SD = £6.65$) relative to both quantity requests ($t(656) = 3.63$, $p < 0.001$) and open-ended requests ($t(653) = 3.51$, $p < 0.001$). This is to be expected given that we observe a positive effect of impact-focused quantity requests on participation (vs. open-ended requests) and donor magnitude (vs. non-impact-focused quantity requests), and their interrelated effect on total donations. These findings provide useful solutions for fundraisers, as using impact-focused quantity requests is shown to remove the problem of decreased magnitude that non-impact-focused quantity requests cause, consistent with Studies 1–4.

Moderated Mediation Analyses

We performed an analysis with a customized model to test whether the use of impact-focused quantity requests moderated the relationship between cognitive load and empathy for magnitude decisions. In this model we operationalized the independent variable as ‘quantity requests’ (impact-focused and not) vs. open-ended requests. We then re-operationalized impact-focused vs. not as an additional dummy variable to use as a moderator. We found that using 5,000 bootstrap iterations, the index for the moderated mediation was significant ($b = 0.07$, $s.e. = 0.04$) as the confidence intervals did not contain zero [0.01 to 0.15]. Specifically, when the quantity request is impact-focused it removes the effect that cognitive load has on the individual’s access to empathy and makes the mediation non-significant. Rather, the mediation is only significant for the relationship between non-impact focused quantity requests and open-ended requests ($b = -0.09$, $s.e. = 0.04$ [-0.16 to -0.03]). We do not find a significant direct effect [-1.35 to 0.42], demonstrating full mediation. Thus, we find evidence to further support H4. These results mean that we see the same process mechanism as in Study 4 for the non-impact focused quantity request. However, in the present study, the use

of the impact-focused one disrupts the process that reduces access to empathy, such that an increased cognitive load no longer affects a donor's ability to feel empathy towards the beneficiaries.

Figure 6: Mediation analysis paths (Study 5)



General Discussion

Given the current climate, where prioritizing unserved need for international aid is becoming vital (United Nations 2023), there is an increased need to understand the roles and complexities associated with charitable giving to these causes. In response, the present research sought to answer the following questions: are quantity requests effective for non-profits that advocate for international humanitarian causes? And if so, how? To address this, we explored the multi-dimensional nature of donation decision making in the context of international humanitarian aid. Specifically, we examined the independent effects of quantity requests on donation participation, as well as donation magnitude on total donation amount. We compared quantity requests to open ended requests for donation. We also made comparisons with requests for donation for national causes as well as from national non-profit organizations soliciting donations for international causes. Finally, we explored whether highlighting the potential impact of a donation matters to potential donors.

In line with our predictions (see Table 3 for summary), across six experimental studies, we provided evidence that for international humanitarian aid, quantity requests are not effective for increasing total donations, as they have been suggested to be in previous research (Moon and VanEpps 2023). Although quantity requests increase participation for international humanitarian causes (Studies 2–5), they consistently reduce magnitude amongst donors (Studies 1–5), which has no consistent effect on total donations (Studies 1–5). This effect upholds across different national samples, different causes, and different amounts, but the effect is limited to international non-profits, as Study 3 suggests that these effects do not extend to international humanitarian causes when they are advocated for by national non-profit branches (e.g., Oxfam GB) opposed to international branches (e.g., Oxfam International).

Table 3: Hypothesis table

Hypothesis	Study number					
	1a	1b	2	3	4	5
H1: QR → Participation (+)	×	✓ [^]	✓	✓	✓	✓
H2: QR → Donor Magnitude (-)	✓	✓	✓	✓ [^]	✓	✓
H3: QR → Total Donations (n.s.)	✓	✓	✓	✓	×	✓
H4: QR → CL (+) → Empathy (-) → Donor Magnitude (+)	-	-	-	-	✓	✓

QR = Quantity request; CL = Cognitive load; [^] = marginal

Note: all directions are relative to open-ended requests.

The current research demonstrates that quantity requests increase cognitive load, thereby limiting potential donors' access to empathy. Previous studies have indicated that empathy is harder to access when considering out-groups, which aligns with beneficiaries of international humanitarian causes (Montalan et al. 2012). Consequently, this effect on cognitive load and empathy indirectly reduces how much individuals will donate to the cause (Study 4). However, this effect is mitigated when non-profit organizations use impact-

focused quantity requests (Study 5). These involve providing prospective donors with information about how each donation amount shown in the quantity request will be used to advance the cause. We discuss the implications of these results for both theory and practice and, acknowledging the limitations of the study, suggest avenues for future research.

Theoretical Contributions

The current research contributes significantly to advancing theory and expanding existing knowledge. Firstly, it highlights the importance of adopting a multi-dimensional approach to studying donation behavior. This is important because past research has often overlooked this aspect (Fajardo, Townsend, and Bolander 2018). Our findings highlight that there is a differential effect on magnitude and participation. By embracing this approach, we gain a deeper understanding and further empirical evidence to suggest that these are two distinct decision processes (Dickert, Sagara, and Slovic 2011; Fajardo, Townsend, and Bolander 2018).

Previous research has been able to illustrate that quantity requests are successful in increasing participation (e.g., Moon and VanEpps 2023; Weyant and Smith 1987). This past research has been typically done in the context of national health non-profit organizations (e.g., Baggio and Motterlini 2022; Weyant and Smith 1987). Our results also identify similar outcomes of donation participation for international humanitarian causes. However, this only tells part of the story due to the multi-dimensional nature of donation. By considering both participation and donor magnitude, as advocated by Fajardo, Townsend, and Bolander (2018), we observe that the type of request can create a trade-off, leading to unpredictable or inconsistent patterns in total donations. Even though these patterns are discernible through total donations, we argue that they only reveal part of the narrative. Thus, we provide further evidence that reflects the importance of focusing on both participation and donor magnitude

when seeking to understand the effectiveness of appeal or request characteristics on donation outcomes.

We also explored the mechanism behind the effects on participation and donor magnitude. The research findings showed how the link between cognitive load and empathy function in an applied context. To our knowledge, the present research is the first applied experimental example which suggests that cognitive load has a negative effect on empathy. Whilst this link is established in psychological sciences, empirical testing has often relied on correlational evidence in artificial contexts and settings (e.g., Bajouk and Hansenne 2019; Hiraoka and Nomura 2016). This highlights important implications for contexts like charitable giving where access to empathy from donors is paramount to achieving the desired outcomes.

Although empathy has been established as a key driver for donation behavior, it is harder to establish for out-groups which is synonymous with international humanitarian aid (Ein-Gar and Levontin 2013; Montalan et al. 2012). However, considering this problem, we show that when the quantity request focuses on the impact of the donation, this effect that cognitive load has on empathy is eliminated, which ultimately does not reduce donor magnitude in the same way quantity requests do. Thus, this research is amongst the first to link quantity requests and nudging efforts, which often rely on more rational decision-making mechanisms, to an established affective driver.

Moreover, the current research specifically focuses on international humanitarian contexts specifically due to increasing social inequalities and wealth disparities across developing nations (United Nations 2022). These causes often receive limited relative donation allocations amidst individual giving, and there is a lack of empirical testing in this domain, as the majority predominantly concentrates on national health-related or environmental causes (see Appendix A for summary table). Our findings cast light on the fact

that generalized phenomena in donor behavior cannot be readily extended to spatially distant causes, such as those examined in this research. Previous studies have often compared cause contexts that exist both nationally and internationally (Winterich, Mittal, and Ross Jr. 2012), or across different states within national boundaries (e.g., Xu, Rodas, and Torelli 2020). While many papers that focus on psychological distance comparisons suggest effective strategies for these causes, Smith and Zlatevska (2023a) provide empirical evidence to suggest that these findings and frameworks are often more applicable to spatially proximal causes. Our findings further support the notion that this comparison might not be an appropriate approach for identifying meaningful solutions for spatially distant causes and non-profits.

Practical Contributions

The current research has important implications for practitioners concerned with online fundraising within the non-profit sector. Total donations are of paramount concern for effective fundraising, as they directly impact an organization's overall revenue which affects their ability to support its activities (Hill 2024). Building upon the work of Moon and VanEpps (2023), we extend their findings to a context where fundraising knowledge is scarce (Smith and Zlatevska 2023a), and donor allocations are low (Charities Aid Foundation 2021; Giving USA 2022). Specifically, we find that for international non-profits that are raising money on behalf of international aid, quantity requests are not necessarily an effective strategy to use if the goal is total overall donation amount, which is most likely. While quantity requests consistently increase donation participation, unless the organization's objective is solely to expand its donor base, they may not lead to substantial increases in total donation amounts. However, it is important to interpret this result cautiously in practice, as

donors encounter quantity requests on the donation landing page and at this point are more likely to have already expressed an intent to donate.

Conversely, the consistent negative effect that quantity requests have on donor magnitude suggests that they remain relevant but warrant careful consideration. Therefore, we recommend that international non-profit organizations consider the strategic use of these requests in practice. Despite the prevalence of quantity requests across the sector, our findings propose an alternative approach termed ‘impact-focused’ quantity requests. These requests provide potential donors with detailed information on how their contributions will be utilized. Thus, rather than abandoning quantity requests altogether, we advise international non-profits to complement them with information about the impact of their donations. This approach has the potential to enhance both participation and donor magnitude, aligning with the organization's goals and maximizing total donations.

Future Research Directions

While our research offers a solution, emerging evidence suggests that balancing participation and donor magnitude can represent a challenging trade-off due to their reliance on different processes, often contradicting one another (Fajardo, Townsend, and Bolander 2018). Although this trade-off can pay off when efforts in one outweigh a loss or balance in the other (e.g., increased participation increases total donations; Moon and VanEpps 2023), there are both benefits and downfalls to non-profit organizations having either fewer donors with larger magnitudes, or more donors with lower magnitudes.

Strategically managing either of these alternatives requires different approaches and resource allocations that can often be difficult to forecast (Faulkner, Romaniuk, and Stern 2016). For example, in an organization that cultivates fewer donors with larger magnitudes, there is a reliance on fewer individuals to provide the total donations, necessitating a focus on

variety and relationship marketing (e.g., Khodakarami, Petersen, and Venkatesan 2015). Conversely, when there are more donors contributing lower magnitudes acquisition, costs may be higher as these donors constitute the majority and require more effort to attract (Faulkner, Romaniuk, and Stern 2016). Non-profit organizations must anticipate these outcomes from their marketing activities and forecast the longevity of total donations influenced by participation and/or magnitude. Therefore, future research could explore whether the positive effect of previous donations (Moon and VanEpps 2023) holds true for quantity requests. Also, whether it is worthwhile to sacrifice increased donor magnitude in pursuit of higher participation in the long run.

Further, we acknowledge several limitations that may impact the generalizability of the results. First, although in the current research we included national contexts to isolate the effect, we did not further test whether the concept of spatial distance applies to national contexts. Previous research exploring psychological distance has often manipulated it within national boundaries (Touré-Tillery and Fishbach 2016; Xu, Rodas, and Torelli 2020), which tends to increase charitable behavior compared to a manipulation across national boundaries (Smith and Zlatevska 2023a, 2023b). Although, we consider this beyond the scope of the current research, it presents an interesting avenue for future research to deepen our understanding of the robustness and generalizability of these findings and assess the theoretical role of ‘psychological distance’. Second, there are many other relevant developments and considerations that are often used with quantity requests that might aid their effectiveness. While we tested and found success with ‘impact-focused’ quantity requests, other approaches could include introducing defaults, mandatory minimums, or offering options for regular periodic donations (see Figure 1). Although defaults in charitable giving and mandatory minimums have been tested to some extent (e.g., Bruns and Perino 2021; Goswami and Urminsky 2016), further investigation across different causes in

combination with quantity requests is warranted. Third, our model highlights the importance of empathy, an interpersonal construct integral to the human element of the causes depicted in the appeal (Davis 1983). Therefore, future research could seek to explore the role of quantity requests in other important international causes that might stress non-human beneficiaries, such as environmental or animal welfare causes. Fourth, we tested the effectiveness and outcomes of quantity requests as an applied intervention, specifically focusing on how effective they were on the general population. Although we provide some additional analysis on different donor segments (see Appendix F), future research might seek to explore this further.

Conclusion

In conclusion, our research highlights important implications for the use of quantity requests, which vary depending on the cause and design. We provide valuable insights into their application for donations solicited by international non-profit organizations. Our findings offer a novel agenda aimed at inspiring further research into diverse donation requests to enhance our understanding of effectively influencing donation behavior across both participation and donor magnitude.

References

- Abbey, James D., and Margaret G. Meloy. (2017), "Attention by design: Using attention checks to detect inattentive respondents and improve data quality," *Journal of Operations Management*, 53, 63–70.
- Agerström, Jens, Rickard Carlsson, Linda Nicklasson, and Linda Guntell (2016), "Using descriptive social norms to increase charitable giving: The power of local norms," *Journal of Economic Psychology*, 52, 147–53.
- Allard, Thomas, Lea H. Dunn, and Katherine White (2020), "Negative reviews, positive impact: Consumer empathetic responding to unfair word of mouth," *Journal of Marketing*, 84(4), 86–108.
- Alpizar, Francisco, Fredrik Carlsson, and Olof Johansson-Stenman (2008), "Anonymity,

- reciprocity, and conformity: Evidence from voluntary contributions to a national park in Costa Rica,” *Journal of Public Economics*, 92 (5–6), 1047–60.
- Baggio, Marianna, and Matteo Motterlini (2022), “Testing donation menus: on charitable giving for cancer research—evidence from a natural field experiment,” *Behavioural Public Policy*, 6 (3), 417–38.
- Bajouk, Omar, and Michel Hansenne. (2019), “Dispositional perspective-taking and empathic concern modulate the impact of cognitive load on empathy for facial emotions,” *Psychological Reports*, 122 (6), 2201–19.
- Bonezzi, Andrea, C. Miguel Brendl, and Matteo De Angelis (2011), “Stuck in the middle: “The psychophysics of goal pursuit,” *Psychological Science*, 22 (5), 607–612.
- Bruns, Hendrik, and Grischa Perino (2021), “Point at, nudge, or push private provision of a public good?” *Economic Inquiry*, 59 (3), 996–1007.
- Care International (2024), “Breaking the Silence: Ten humanitarian crises that didn’t make headlines in 2023,” Care International, press release (January 10), <https://www.care-international.org/resources/breaking-silence-ten-humanitarian-crises-didnt-make-headlines-2023>
- Chandy, Rajesh K., Gita Venkataramani Johar, Christine Moorman, and John H. Roberts (2021), “Better Marketing for a Better World,” *Journal of Marketing*, 85 (3), 1–9.
- Charities Aid Foundation. (2021). “UK Giving Report 2021” research report Charities Aid Foundation. https://www.cafonline.org/docs/default-source/about-us-research/uk_giving_report_2021.pdf
- Charities Aid Foundation. (2022). World Giving Index 2022: A global view of giving trends research report Charities Aid Foundation. <https://www.cafonline.org/about-us/publications/2022-publications/caf-world-giving-index-2022>
- Cialdini, Robert B., Stephanie L. Brown, Brian P. Lewis, Carol Luce, and Steven L. Neuberg (1997), “Reinterpreting the empathy–altruism relationship: When one into one equals oneness,” *Journal of Personality and Social Psychology*, 73 (3), 481–94.
- Davis, Mark. Holden (1983), “Measuring individual differences in empathy: Evidence for a multi-dimensional approach”. *Journal of Personality and Social Psychology*, 44(1), 113–26.
- De Bruyn, Arnaud, and Sonja Prokopec (2013), “Opening a donor's wallet: The influence of appeal scales on likelihood and magnitude of donation,” *Journal of Consumer Psychology*, 23 (4), 496–502.
- Dickert, Stephan, Namika Sagara, and Paul Slovic (2011), “Affective motivations to help others: A two-stage model of donation decisions,” *Journal of Behavioral Decision Making*, 24 (4), 361–76.
- Dyvik, Einar, H. (2024, Jan 8). Poverty rates in OECD countries as of 2022. *Statista*. <https://www.statista.com/statistics/233910/poverty-rates-in-oecd-countries/>
- Ein-Gar, Danit, and Liat Levontin (2013), “Giving from a distance: Putting the charitable organization at the center of the donation appeal,” *Journal of Consumer Psychology*, 23 (2), 197–211.
- Fajardo, Tatiana M., Claudia Townsend, and Willy Bolander (2018), “Toward an optimal donation solicitation: Evidence from the field of the differential influence of donor-related and organization-related information on donation choice and amount,” *Journal of Marketing*, 82 (2), 142–52.
- Faria, Julia. (2023). “Change in digital advertising expenditure of nonprofits in Canada, the United Kingdom, and the United States in 2021, by organization size” research report Statista (December 23). <https://www.statista.com/statistics/762317/nonprofit-digital-advertising-spending-change-us-size/>

- Faulkner, Margaret, Jenni Romaniuk, and Philip Stern (2016), "New versus frequent donors: Exploring the behaviour of the most desirable donors," *Australasian Marketing Journal*, 24 (3), 198–204.
- Fukukura, Jun, Melissa J. Ferguson, and Kentaro Fujita (2013), "Psychological distance can improve decision making under information overload via gist memory," *Journal of Experimental Psychology: General*, 142 (3), 658–65.
- Gamble, Roger S., Julie D. Henry, and Eric J. Vanman (2023), "Empathy moderates the relationship between cognitive load and prosocial behaviour," *Scientific Reports*, 13:824.
- Giving USA. (2022). "Where did the generosity come from?" (accessed May 15th, 2024) Giving USA Foundation. https://givingusa.org/wp-content/uploads/2022/06/GivingUSA2022_Infographic.pdf
- Goldstein, Noah J., Robert B. Cialdini, and Vidas Griskevicius (2008), "A room with a viewpoint: Using social norms to motivate environmental conservation in hotels," *Journal of Consumer Research*, 35 (3), 472–82. <https://doi.org/10.1086/586910>
- Goswami, Indranil, and Oleg Urminsky (2016), "When should the ask be a nudge? The effect of default amounts on charitable donations," *Journal of Marketing Research*, 53 (5), 829–46.
- Hill, Amelia. (2024), "Guide Dogs UK blames cost of living crisis as it plans 160 Redundancies," *The Guardian*. (May 1). <https://www.theguardian.com/society/2024/apr/30/guide-dogs-uk-blames-cost-of-living-crisis-as-it-plans-160-redundancies>
- Hiraoka, Daiki, and Michio Nomura (2016), "The influence of cognitive load on empathy and intention in response to infant crying," *Scientific Reports*, 6:28247.
- Hoyer, Wayne D., Echo Wen Wan, and Keith Wilcox (2024), "Practical Relevance in Consumer Research," *Journal of Consumer Research*, ucae023.
- Kees, Jeremy, Christopher Berry, Scot Burton, and Kim Sheehan (2017), "An analysis of data quality: Professional panels, student subject pools, and Amazon's Mechanical Turk," *Journal of Advertising*, 46 (1), 141–55.
- Khodakarami, Farnoosh, J. Andrew Petersen, and Rajkumar Venkatesan (2015), "Developing donor relationships: The role of the breadth of giving," *Journal of Marketing*, 79 (4), 77–93.
- Kotsi, Telesilla, and Alfonso J. Pedraza Martinez (2023). "Nonprofits can become more resilient by spending more on fundraising and admin – new research." *The Conversation* (October 18). <https://theconversation.com/nonprofits-can-become-more-resilient-by-spending-more-on-fundraising-and-admin-new-research-208642>
- Lieberman, Nira, Yaacov Trope, and Elena Stephan (2007), "Psychological distance," *Social Psychology: Handbook of Basic Principles*, 2 (2), 353–83.
- Liviatan, Ido, Yaacov Trope, and Nira Liberman (2008), "Interpersonal similarity as a social distance dimension: Implications for perception of others' actions," *Journal of Experimental Social Psychology*, 44 (5), 1256–69.
- Martin, Richard, and John Randal (2008), "How is donation behaviour affected by the donations of others?" *Journal of Economic Behavior & Organization*, 67 (1), 228–38. <https://doi.org/10.1016/j.jebo.2007.08.001>
- Melnyk, Vladimir, François A. Carrillat, and Valentyna Melnyk (2022), "The influence of social norms on consumer behavior: A meta-analysis," *Journal of Marketing*, 86 (3), 98–120.
- Moon, Alice, and Eric M. VanEpps (2023), "Giving suggestions: Using quantity requests to increase donations," *Journal of Consumer Research*, 50 (1), 190–210.
- Montalan, Benoît, Thierry Lelard, Olivier Godefroy, and Harold Mouras (2012), "Behavioral

- investigation of the influence of social categorization on empathy for pain: a minimal group paradigm study,” *Frontiers in Psychology*, 3 (389), 1–5.
- Nelson, Katherine M., Stefan Partelow, and Achim Schlüter (2019), “Nudging tourists to donate for conservation: Experimental evidence on soliciting voluntary contributions for coastal management,” *Journal of Environmental Management*, 237, 30–43.
- Philanthropy Australia (2023). “Giving Trends and Opportunities” research report Philanthropy Australia. <https://www.philanthropy.org.au/wp-content/uploads/2022/11/7480-PHA-Giving-Trends-and-Opportunities-2023-1.2.pdf>
- Oppenheimer, Daniel M., Tom Meyvis, and Nicolas Davidenko (2009), “Instructional manipulation checks: Detecting satisficing to increase statistical power,” *Journal of Experimental Social Psychology*, 45 (4), 867–72.
- Reiley, David, and Anya Samek (2019), “Round giving: a field experiment on suggested donation amounts in public-television fundraising,” *Economic Inquiry*, 57 (2), 876–89.
- Rim, SoYon, Jochim Hansen, and Yaacov Trope (2013), “What happens why? Psychological distance and focusing on causes versus consequences of events,” *Journal of Personality and Social Psychology*, 104 (3), 457–72.
- Schultz, P. Wesley, Jessica M. Nolan, Robert B. Cialdini, Noah J. Goldstein, and Vidas Griskevicius (2007), “The constructive, destructive, and reconstructive power of social norms,” *Psychological Science*, 18 (5), 429–34.
- Sher, Shlomi, and Craig RM McKenzie (2006), “Information leakage from logically equivalent frames,” *Cognition*, 101 (3), 467–94.
- Silber, Henning, Joss Roßmann, and Tobias Gummer (2022), “The issue of noncompliance in attention check questions: False positives in instructed response items,” *Field Methods*, 34 (4), 346–60.
- Smith, Aimee. E. and Natalina Zlatevska. (2023a). “Understanding the Effectiveness of Distant Appeals: A Meta-Analysis” [Paper Presentation]. American Marketing Association’s Marketing and Public Policy Conference. Arlington, Virginia, United States (June 8–10).
- Smith, Aimee. E. and Natalina Zlatevska. (2023b). “Near, Far, Wherever You Are: Understanding Distance Effects in Consumer Donation Appeals” [Paper Presentation]. Association for Consumer Research, Seattle, WA, United States (October 26–28).
- Sweller, John, Paul Ayres and Slava Kalyuga (2011), *Cognitive Load Theory*. Explorations in the Learning Sciences, Instructional Systems and Performance Technologies 1, Springer.
- Tarrant, Mark, Sarah Dazeley, and Tom Cottom (2009), “Social categorization and empathy for outgroup members,” *British Journal of Social Psychology*, 48 (3), 427–46.
- Touré-Tillery, Maferima, and Ayelet Fishbach (2017), “Too far to help: The effect of perceived distance on the expected impact and likelihood of charitable action,” *Journal of Personality and Social Psychology*, 112 (6), 860–76.
- Trope, Yaacov, Nira Liberman, and Cheryl Wakslak. (2007), “Construal levels and psychological distance: Effects on representation, prediction, evaluation, and behavior,” *Journal of Consumer Psychology*, 17 (2), 83–95.
- UNICEF (2023), “More than 1 in 5 children live in poverty in 40 of the world’s richest countries,” *UNICEF* (December 5). <https://www.unicef.org/press-releases/more-1-5-children-live-poverty-40-worlds-richest-countries>
- United Nations. (2022). “The Sustainable Development Goals Report 2022” research report United Nations. <https://unstats.un.org/sdgs/report/2022/The-Sustainable-Development-Goals-Report-2022.pdf>

- United Nations (2023), "People in Need of Humanitarian Assistance at Record Levels," United Nations, press release (June 21), <https://press.un.org/en/2023/sgsm21852.doc.htm>
- Van Teunenbroek, Claire, René Bekkers, and Bianca Beersma, (2020), "Look to others before you leap: A systematic literature review of social information effects on donation amounts," *Nonprofit and Voluntary Sector Quarterly*, 49 (1), 53–73.
- Vanman, Eric. J. (2016), "The role of empathy in intergroup relations," *Current Opinion in Psychology*, 11, 59–63.
- Verhaert, Griet Alice, and Dirk Van den Poel (2011), "Improving campaign success rate by tailoring donation requests along the donor lifecycle," *Journal of Interactive Marketing*, 25 (1), 51–63.
- Weyant, James M., and Stephen L. Smith (1987), "Getting more by asking for less: The effects of request size on donations of charity," *Journal of Applied Social Psychology*, 17 (4), 392–400.
- White, Katherine, and John Peloza (2009), "Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support," *Journal of Marketing*, 73(4), 109–24.
- Winterich, Karen Page, Vikas Mittal, and William T. Ross Jr. (2009), "Donation behavior toward in-groups and out-groups: The role of gender and moral identity," *Journal of Consumer Research*, 36 (2), 199–214.
- Xu, Alison Jing, Maria A. Rodas, and Carlos J. Torelli (2020), "Generosity without borders: The interactive effect of spatial distance and donation goals on charitable giving," *Organizational Behavior and Human Decision Processes*, 161, 65–78.

**Appendix: Too Much to Handle: How Quantity Requests in International Aid Diminish
Empathy and Undermine Donations.**

The materials below are provided to aid the understanding of Essay 3. These are referred to at various points in the manuscript in reference to the relevant discussion.

Appendix A: Literature Summary Table

Paper and study	Cause	Method	Main findings	Conditions	Participation	Magnitude	Total
Focus: How Quantity Requests Affect Participation, Donor Magnitude, and Total Donations							
Alpizar, Carlsson, and Johansson-Stenman (2008)	Poas National Park, Costa Rica.	Field study with 997 international tourists.	\$2 and \$5 increased participation but reduced magnitude compared to the control and \$10 condition.	None vs. \$2 vs. \$5 vs. \$10.	+	-	n.a
Baggio and Motterlini (2022)	Major Italian charity for cancer research.	Field study with 150,000 Italian donors.	Higher scale amounts increase total donations through increased participation and donor magnitude.	None vs. low (25€, 50€, 100€) vs. high (50€, 100€, 200€).	+ (\$+)	+ (\$+)	+ (\$+)
Bruns and Perino (2021)	Compensators, German climate change charity.	Online experiment with 806 German internet users.	Defaults are detrimental and recommendations don't work, but mandatory minimums do.	1.75€ vs. mandated minimum vs. default.	-	-	-
Doob and MacLaughlin (1989)	National civil liberties organization in Canada.	Field study with 15,430 existing donors or members.	Higher scale amounts increase total donations through increased participation and donor magnitude.	Open-ended response vs. low (\$30, \$40, \$50, \$75, \$100) vs. high (\$50, \$75, \$100, \$150, \$250).	n.s.	+ (\$+)	+ (\$+)
Moon and VanEpps (2023) – Study 1	Participants could choose.	Online experiment with 902 MTurkers.	Quantity requests increase total donations through increased participation.	Open-ended vs. quantity requests (\$5, \$10, \$15, \$20, \$25, ____).	+	n.s	+
Study 2	The NAACP Legal Defense and Educational Fund (LDF).	Online experiment with 808 Prolific respondents.			+	n.s	+
Study 3	"Charleston Wine + Food, "	Online experiment with 1,503 Prolific respondents.		Open-ended vs. quantity requests (\$0.50, \$0.75, \$1, \$1.50, ____).	+	n.s	+

Paper and study	Cause	Method	Main findings	Conditions	Participation	Magnitude	Total
Study 4	Feeding America.	Online experiment with 1,005 Prolific respondents.	Quantity requests increase total donations through increased participation and donor magnitude.	Open-ended vs. low (\$1, \$15, \$25, ___) vs. medium (\$5, \$15, \$25, ___) vs. high (\$10, \$15, \$25, ___).	+	+ (\$+)	+ (\$+)
Study 5	The NAACP Legal Defense and Educational Fund (LDF).	Online experiment with 1,404 Prolific respondents.	Quantity requests increase total donations through increased participation.	Open-ended vs. (\$5, \$10, \$15, \$20, \$25 ___) vs. when to give request vs. which cause request.	+	n.s.	+
Study 6	Direct Relief, a humanitarian organization.	Online experiment with 1,603 Prolific respondents.	Quantity requests increase participation but reduce donor magnitude which has no significant effect on total donations.	Open-ended vs. quantity requests (\$5, \$15, \$25 ___) vs. open-ended with norm The most common donation amounts are \$5, \$15, and \$25.	+	-	n.s.
Study 7	Direct Relief.	Online experiment with 1,803 Prolific respondents.	Quantity requests increase total donations through increased participation.	Open-ended vs. quantity requests (\$10, \$15, \$20, ___)	+	n.s	+
Nelson, Partelow, and Schlüter (2019)	The Gili Eco Trust.	Field survey with 773 tourists in Indonesia.	Quantity requests increase total donations through increased participation, but defaults work better.	Open-ended vs. \$10, \$20, \$50.	+	n.a	+
Park and Yoon (2022) – Study 1	UNICEF campaign World Vision campaign.	Online experiment with 383 MTurkers.	No suggested amount was most effective, especially when paired with a larger (\$5000) target amount.	None vs. \$1 vs. \$5.	-	-	-
Study 2		Online experiment with 112 MTurkers.		None vs. a penny.	n.s.	-	-
Study 3		Online experiment with 322 MTurkers.	All results are null unlike in previous studies, apart from the fact a higher target amount works when there are no suggested amounts,	None vs. \$50 vs. \$100.	n.s.	n.s.	n.s.
Study 4		Online experiment with 707 MTurkers.	No suggested amount was most effective, especially when paired with a larger (\$7000) target amount.	None vs. \$1 vs. \$10.	n.a.	-	-

Paper and study	Cause	Method	Main findings	Conditions	Participation	Magnitude	Total
Weyant and Smith (1987) – Study 2	American Cancer Society.	Field study with 60,000 households.	Lower quantity requests increase participation relative to higher, but not the control. Donor magnitude is higher in the control condition than quantity requests (due to large gifts).	None vs. low (\$5, \$10, \$25) vs. high (\$50, \$100, \$250).	+	-	n.a
Focus: How the Design of Quantity Requests Affects Participation, Donor Magnitude and Total Donations							
De Bruyn and Prokopec (2013)	Large European non-profit organization.	Field study with 50,208 existing donors.	The lowest part of the scale is most important relative to the consumers' last donation if it is less/equal to that which they are more likely to donate, if it is higher – the steepness has a small effect.	Lower vs. equal vs. higher than last donation amount.	(!)	(!)	(!)
Desmet (1999)	French charity.	Field study with 27,380 French donors.	Standard, opposed to personalized quantity requests, work better for irregular donors, and a higher quantity request scale increases donor magnitude.	Standard: (100, 150, 250, 500, 1000, ____) vs. very low (70, 120, 200, 300, 400, ____) vs. LowR (120, 180, 250, 350, 500, ____) vs. LowI (120, 200, 350, 500, 750, ____), mean (100, 150, 200, 350, 500, ____) vs. large (150, 250, 400, 600, 1000, ____).	+ (!) (\$)	+ (\$+)	n.a.
Desmet and Feinberg (2003)		Field study with 114,874 French donors.			+ (!) (\$)	+ (\$+)	n.a.
Ekström (2021) – Study 1	Large American hospital located in Chicago.	Field study with 63,494 potential donors.	No evidence to suggest that providing more options in the quantity request increases participation, but quantity requests increase total donations through participation.	Baseline (\$10, \$50, \$100, ____) vs. compromise (\$10, \$50, \$100, \$250, \$500, ____) vs. uncompromise (\$10, \$500, ____).	+ (\$+)	-	+ (\$+)
Hershberger and Hair (2022)	Services for blind and visually impaired children > three years.	Field study with 507 potential donors.	Precise amount quantity requests (e.g., \$1.13) are more effective at increasing donor magnitude for new donors, not existing.	Rounded amounts (\$50, \$100, \$250, \$500, \$1000, \$2,500) vs. precise amounts (\$52, \$117, \$263, \$567, \$1,062, \$2,534).	n.a.	n.a.	+ (!)

Paper and study	Cause	Method	Main findings	Conditions	Participation	Magnitude	Total
Reiley and Samek (2019) – Study 1	Tucson television station's normal year-end fundraising procedures.	Field study with 10,548 members (previous donors).	Scales with odd amounts (unrounded) "e.g., \$35 vs. \$30" decrease participation, donor magnitude, and total donations. Potential donors are more likely to give to a rounded suggested donation amount (\$100 vs. \$95).	Fixed 1 (\$30, \$50, \$75, \$100, \$200, ____) vs. fixed 2 (\$35, \$60, \$95, \$120, \$240, ____) vs. variable 1 (50%, 75%, 100%, 150%, 200%, ____) vs. variable 2 (60%, 90%, 120%, 180%, 240%, ____).	+ (rounded)	+ (rounded)	+ (rounded)
Study 2				Treatment 1 (\$35, \$50, \$75, \$100, \$250, ____) vs. treatment 2 (\$50, \$75, \$100, \$250, \$500, ____) vs. treatment 95 (\$35, \$50, \$75, \$95, \$250, ____).	+ (rounded)	+ (rounded)	+ (rounded)
Schibrowsky and Peltier (1995)	Local United Way campaign.	Field study with 7,201 people from local workplaces.	Lower quantity requests increase participation relative to higher. Higher quantity requests increase donor magnitude, which increases total donations.	Low (\$2, \$4, and \$6) vs. high (\$4, \$6, and \$8).	- (\$+)	+ (\$+)	+ (\$+)
Verhaert and Van den Poel (2011)	Fundraising campaigns of a European charitable organization.	Field study with 57,513 current, previous, and prospective donors.	No main effect of recently suggested donation amounts on participation, donor magnitude, or total donations, but this is segment dependent. They are most effective for acquiring new, and reactivating previous donors, but for retention, net average amounts are more effective.	Recent vs. average vs. maximum gift amount.	+ (!)	+ (!)	+ (!)

Note: ‘Participation’ refers to whether quantity requests affect total number of donors; ‘Magnitude’ refers to quantity request’s effect on donor magnitude decisions; ‘Total’ refers to the effect on total donations; (-) = significant negative effect; (+) = significant positive effect; (\$) = scale design dependent; (!) = sample dependent; n.s. = no significant differences found; n.a. = not assessed in the study.

Appendix B: Notation for Total Donations

$$\text{TotalDonations} = \sum_{i=1}^N (\text{Participation}_i \times \text{Magnitude}_i)$$

Participation_i is a categorical variable = 1 if the individual i donates and otherwise = 0.

$$P = \sum_{i=1}^N \text{Participation}_i$$

$$\text{TotalDonations}_{t1} \geq \text{TotalDonations}_{t0} = (P_{t1} < P_{t0} \rightarrow \text{Magnitude}_{t1} > \text{Magnitude}_{t0})$$

If participation decreases, then for total donations to increase or stay constant, there needs to be an increase in donor magnitude.

$$\text{TotalDonations}_{t1} \geq \text{TotalDonations}_{t0} = (\text{Magnitude}_{t1} \leq \text{Magnitude}_{t0} \rightarrow P_{t1} > P_{t0})$$

Whereas, if magnitude decreases or stays the same, then in order to maintain or increase total donations, there needs to be an increase in participation.

Appendix C: Study Materials

Table 1: Study 1a


Reward structure	Cause appeal	Request type
<p>Here is your chance to win a \$5 surprise reward!</p> <p>At the end of the survey, we will do a surprise lucky draw and FIVE participants from this survey will be selected randomly and given a \$5 reward in their Prolific account within two days of study completion (end of data collection).</p> <p>Since anyone participating in this survey can win the surprise reward with equal probability, you have as good a chance as anyone else participating in this survey.</p>	 <p>Save the Children</p> <p>As a global organisation, Save the Children directly reaches millions of children across the world whose rights are threatened across more than 100 countries every year.</p> <p>Your generous donation today has the power to save and transform the life of an Ugandan child.</p> <p>You can become the lifeline for an Ugandan child suffering from deadly hunger, caught in brutal conflicts, or living in constant fear of abuse.</p> <p>Together, we can make a significant impact in communities in Uganda which are among the most challenging regions around the world.</p>	<div> <div> <p>Open-ended</p> <p>*If you were to win the \$5 bonus, would you like to donate a portion of your winnings to Save the Children?</p> <p><input type="radio"/> Yes (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p> </div> <div> <p>Quantity request</p> <p>*If you were to win the \$5 bonus, would you like to donate a portion of your winnings to Save the Children?</p> <p><input type="radio"/> Yes, \$1</p> <p><input type="radio"/> Yes, \$2</p> <p><input type="radio"/> Yes, \$3</p> <p><input type="radio"/> Yes, \$4</p> <p><input type="radio"/> Yes, \$5</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p> </div> </div>

Table 2: Study 1b




Reward structure	Cause appeal	Request type
<p>Imagine that you have the chance to win a \$10 surprise reward!</p> <p>Imagine that at the end of the data collection period, we will do a surprise lucky draw and FIVE students that participate in this survey will be selected randomly and given a \$10 reward.</p> <p>Since all students that are participating in this survey would be able to win the surprise reward with equal probability, you would have as good a chance as anyone else participating in this survey.</p>	 <p>CHILDREN'S COMPASSION COALITION</p> <p>The Children's Compassion Coalition is a global non-profit organisation that directly reaches millions of children across the world whose rights are threatened across more than 100 countries every year including in the Democratic Republic of the Congo (DRC) where children are living in the toughest of conditions</p> <p>We've been able to provide Congolese children in the DRC with access to necessities like food, shelter and safe drinking water prioritising the needs of the most vulnerable.</p> <p>But this impact is still being felt with makeshift shelters offering little protection against the elements and generating major health risks. Millions of Congolese people still need our help.</p>	<div> <div> <p>Open-ended</p> <p>*If you were to win the \$10, would you like to donate a portion of your winnings to the Children's Compassion Coalition?</p> <p><input type="radio"/> Yes (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p> </div> <div> <p>Quantity request</p> <p>*If you were to win the \$10, would you like to donate a portion of your winnings to the Children's Compassion Coalition?</p> <p><input type="radio"/> Yes, \$1</p> <p><input type="radio"/> Yes, \$2.50</p> <p><input type="radio"/> Yes, \$5</p> <p><input type="radio"/> Yes, \$7.50</p> <p><input type="radio"/> Yes, \$10</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p> </div> </div>

Table 3: Study 2

Cause appeal	
National	International
 <p>The Australian Red Cross support the most vulnerable people in our local communities in Australia. Donations will go to help wherever the needs are greatest.</p> <p>Your donation could give:</p> <ul style="list-style-type: none"> •A nutritious meal for young Australian people facing homelessness •Companionship to older people who are isolated and alone •Emotional and practical support to Australians hit by disaster 	 <p>The International Committee of the Red Cross support the most vulnerable people in communities in Africa. Donations will go to help wherever the needs are greatest.</p> <p>Your donation could give:</p> <ul style="list-style-type: none"> •A nutritious meal for young African people facing homelessness •Companionship to older people who are isolated and alone •Emotional and practical support to Africans hit by disaster

Note: Study 2 used the same reward structure and request type as Study 1.

Table 4: Study 3

Cause appeal			Request type	
National	International-national	International	Open-ended	Quantity request
 BritishRedCross <p>The British Red Cross is committed to providing care and comfort during emergencies to anyone who needs it.</p> <p>The British Red Cross helps people here at home. During the floods which wreaked havoc in Yorkshire and the Midlands, we've been able to provide local people with necessities like food, shelter and safe drinking water.</p> <p>But the impact of these floods is still being felt with infrastructure, buildings, and livelihoods lie in ruins, and millions of British people still need our help.</p>	 BritishRedCross <p>The British Red Cross is committed to providing care and comfort during emergencies to anyone who needs it.</p> <p>The British Red Cross helps people overseas. During the floods which wreaked havoc in Pakistan, we've been able to provide Pakistani people with necessities like food, shelter and safe drinking water.</p> <p>But the impact of these floods is still being felt with infrastructure, buildings, and livelihoods lie in ruins, and millions of Pakistani people still need our help.</p>	 <p>The International Committee of the Red Cross is committed to providing care and comfort during emergencies to anyone who needs it.</p> <p>The International Committee of the Red Cross helps people overseas. During the floods which wreaked havoc in Pakistan, we've been able to provide Pakistani people with necessities like food, shelter and safe drinking water.</p> <p>But the impact of these floods is still being felt with infrastructure, buildings, and livelihoods lie in ruins, and millions of Pakistani people still need our help.</p>	<p>*If you were to win the £5 bonus, would you like to donate a portion of your winnings to flood relief?</p> <p><input type="radio"/> Yes (Enter amount here) £ <input type="text"/></p> <p><input type="radio"/> No</p>	<p>*If you were to win the £5 bonus, would you like to donate a portion of your winnings to flood relief?</p> <p><input type="radio"/> Yes, £1</p> <p><input type="radio"/> Yes, £2</p> <p><input type="radio"/> Yes, £3</p> <p><input type="radio"/> Yes, £4</p> <p><input type="radio"/> Yes, £5</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) £ <input type="text"/></p> <p><input type="radio"/> No</p>

Note: Study 3 used the same reward structure as Study 1 and 2, but with £5.00 GBP instead of \$5.00 AUD.

Table 5: Study 4



Reward structure	Cause appeal	Request type	
<p>You have been selected to receive a \$0.50 bonus for your participation in this study.</p> <p>At the end of data collection for this survey, you will receive your \$0.50 bonus along with your \$0.50 payment for participation in your Prolific account.</p>	 <p>UNHCR, the UN Refugee Agency, is a global organisation dedicated to saving lives, protecting rights and building a better future for people forced to flee their homes because of conflict and persecution.</p> <p>UNHCR continue to deliver life-saving assistance for displaced people in the Democratic Republic of the Congo (DRC) in the toughest of conditions, as a result of continuing insecurity and an alarming resurgence of violence. We've been able to provide Congolese people in the DRC with necessities like food, shelter and safe drinking water prioritising the needs of the most vulnerable.</p> <p>But this impact is still being felt with makeshift shelters offering little protection against the elements and generating major health risks. Millions of Congolese people still need our help.</p>	<p>Open-ended</p> <p>*Would you like to donate any of your total reward to UNHCR?</p> <p><input type="radio"/> Yes (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p>	<p>Quantity request</p> <p>*Would you like to donate any of your total reward to UNHCR?</p> <p><input type="radio"/> Yes, \$0.10</p> <p><input type="radio"/> Yes, \$0.25</p> <p><input type="radio"/> Yes, \$0.50</p> <p><input type="radio"/> Yes, \$0.75</p> <p><input type="radio"/> Yes, \$1.00</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) \$ <input type="text"/></p> <p><input type="radio"/> No</p>

Table 6: Study 5

Reward structure	Cause appeal	Request type	
		Open-ended	Quantity request
<p>Here is your chance to win a £20 surprise reward!</p> <p>At the end of the survey, we will do a surprise lucky draw and FIVE participants from this survey will be selected randomly and given a £20 reward in their Prolific account within two days of study completion (end of data collection).</p> <p>Since anyone participating in this survey can win the surprise reward with equal probability, you have as good a chance as anyone else participating in this survey.</p>	 <p>Oxfam International is committed to the universality of human rights, working to provide care and comfort during emergencies to anyone who needs it.</p> <p>Oxfam International helps people all over the world in the fight for equality and justice. Following the earthquakes in Turkey and Syria, Oxfam has been working with those affected. We've been able to provide Turkish and Syrian people with necessities like medical supplies, first aid kits, and food.</p> <p>But the impact of the earthquake is still being felt with infrastructure, buildings, and livelihoods lie in ruins, and millions of Turkish and Syrian people still need our help.</p>	<p>Non-impact-focused</p> <p>*If you were to win the £20 bonus, would you like to donate a portion of your winnings to Oxfam International?</p> <p><input type="radio"/> Yes, £1</p> <p><input type="radio"/> Yes, £5</p> <p><input type="radio"/> Yes, £10</p> <p><input type="radio"/> Yes, £15</p> <p><input type="radio"/> Yes, £20</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) £ <input type="text"/></p> <p><input type="radio"/> No</p>	<p>Impact-focused</p> <p>*If you were to win the £20 bonus, would you like to donate a portion of your winnings to Oxfam International?</p> <p>Each amount could buy a family...</p> <p><input type="radio"/> Yes, £1 - basic medical supplies (small plasters, anti-septic wipes) and a can of food</p> <p><input type="radio"/> Yes, £5 - basic first-aid supplies (large plasters, anti-septic cream) and several canned goods</p> <p><input type="radio"/> Yes, £10 - medium first aid kit (bandages, pain relief) and rice with multiple canned goods</p> <p><input type="radio"/> Yes, £15 - expanded first aid kit (thermal blankets, ice pack) and fresh water and food for a few days</p> <p><input type="radio"/> Yes, £20 - comprehensive first aid kit (basic splint, wide range of medications) and fresh water and food for several days</p> <p><input type="radio"/> Yes, but I would like to choose another amount. (Enter amount here) £ <input type="text"/></p> <p><input type="radio"/> No</p>

Note: The amounts calculated in the impact-focused quantity requests were worked out to be in some way ecologically valid from available cost estimator (see: <https://livingcost.org/cost/syria>).

Appendix D: Modifications to Pre-registrations

Study	Original	Updated
Study 4	We hypothesize that the effect of quantity requests on participation will be mediated by cognitive load.	We hypothesize that the effect of quantity requests on <u>magnitude</u> will be <u>serially</u> mediated by cognitive load <u>and empathy</u> .
Study 5	No changes.	

Appendix E: Analysis with Outliers (Study 1b)

Participation

Results revealed no significant difference in participation between quantity requests (87.64%) and open-ended requests (80.81%, $\chi^2 = 2.58$, $p = 0.11$). Although this does not reach research significance as it marginally does in the main analysis, the effect is still directional and thus partially robust.

Donor Magnitude

We find that donor magnitude significantly decreased when participants used a quantity request ($M = \$8.40$, $SD = \$2.70$) instead of an open-ended request ($M = \$7.05$, $SD = \$3.57$, $t(293) = -3.51$, $p < 0.001$). This is a similar pattern to that uncovered in the main analysis. Thus, we find a robust effect for donor magnitude.

Total Donations

We uncover no significant difference in total donations between quantity requests ($M = \$6.18$, $SD = \$4.07$) and open-ended requests ($M = \$6.76$, $SD = \$4.10$, $t(348) = -1.31$, $p = 0.19$). Therefore, we find a robust effect for total donations in Study 1b.

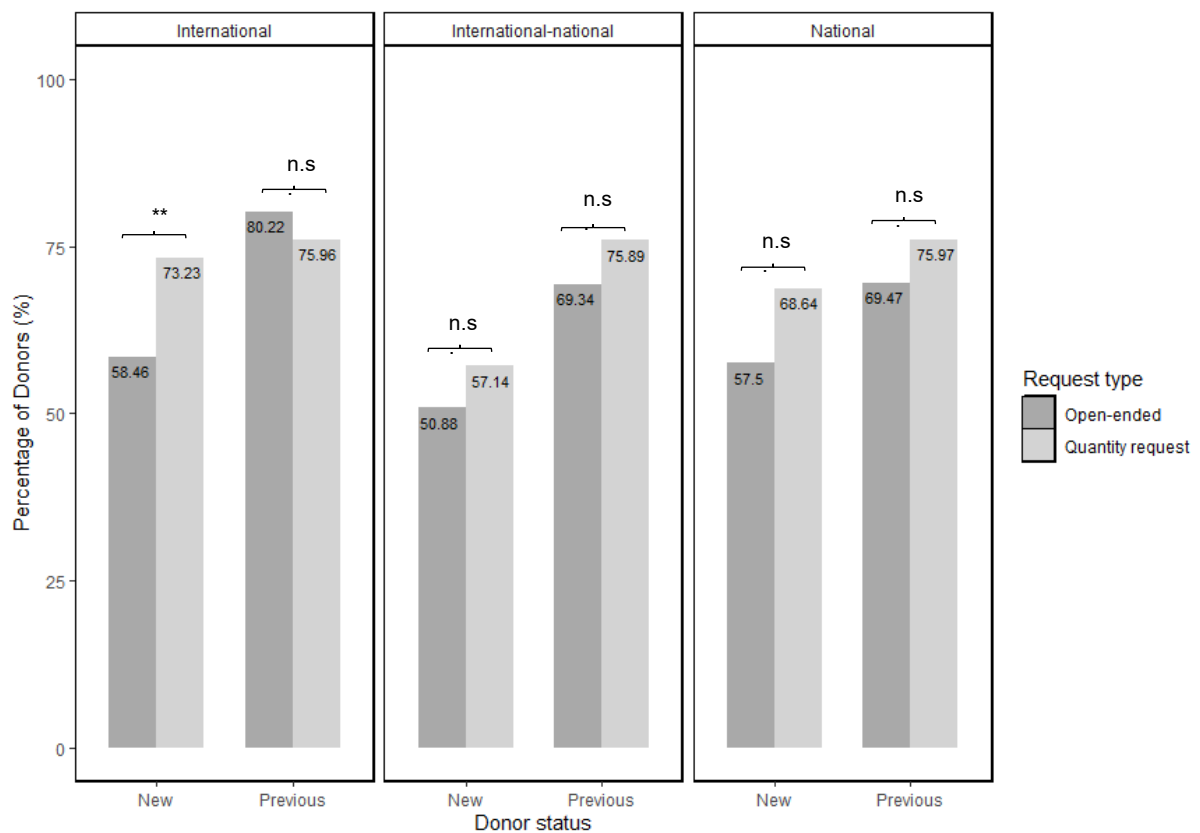
Appendix F: New vs. Existing Donors (Additional Analysis)

Study 3

Participation

We observe no differences across existing and new donors for participation outside of the results from the main study, apart from in the international cause location condition. In the international cause location condition, quantity requests significantly increased participation (73.23%) compared to open-ended requests for new donors (58.46%, $\chi^2 = 8.89$, $p < 0.01$), but not for existing donors ($\chi^2 = 0.29$, $p = 0.59$). The interaction between these two variables (quantity requests and previous donation) was significant ($b = -0.91$, $p = 0.03$). This suggests that the effect of quantity requests on participation is larger for new donors. A visualization of all results can be seen in Figure 1.

Figure 1: Donation participation based on previous donation per condition (Study 3).

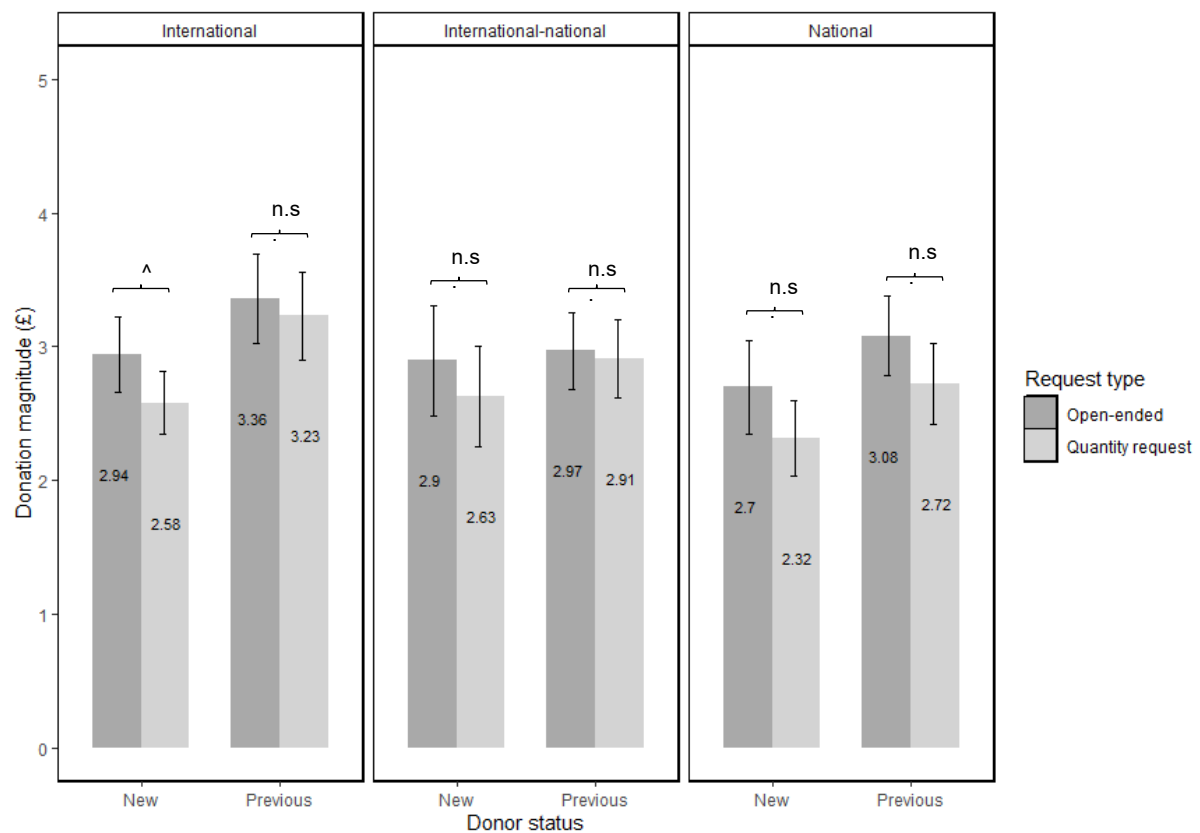


Note: n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Donor Magnitude

For international causes there was a significant main effect of previous donation on donor magnitude, such that previous donation increased donor magnitude ($M = £3.30$, $SD = £1.47$) compared to new donors ($M = £2.74$, $SD = £1.50$, $t(409) = 3.66$, $p < 0.001$). The effect of quantity requests on donor magnitude only marginally applied to new donors, and existing donors' magnitude decisions were unaffected ($t(150) = 0.54$, $p = 0.59$). Specifically, amongst those that had not previously donated, quantity requests marginally decreased donor magnitude ($M = £2.58$, $SD = £1.45$) compared to an open-ended request ($M = £2.94$, $SD = £1.54$, $t(257) = 1.91$, $p = 0.06$). We do not observe any of these differences for the national nor the international-national cause location conditions apart from the main effect of previous donation ($t(337) = 2.51$, $p = 0.01$). A visual representation is shown in Figure 2.

Figure 2: Donor magnitude based on previous donation per condition (Study 3).



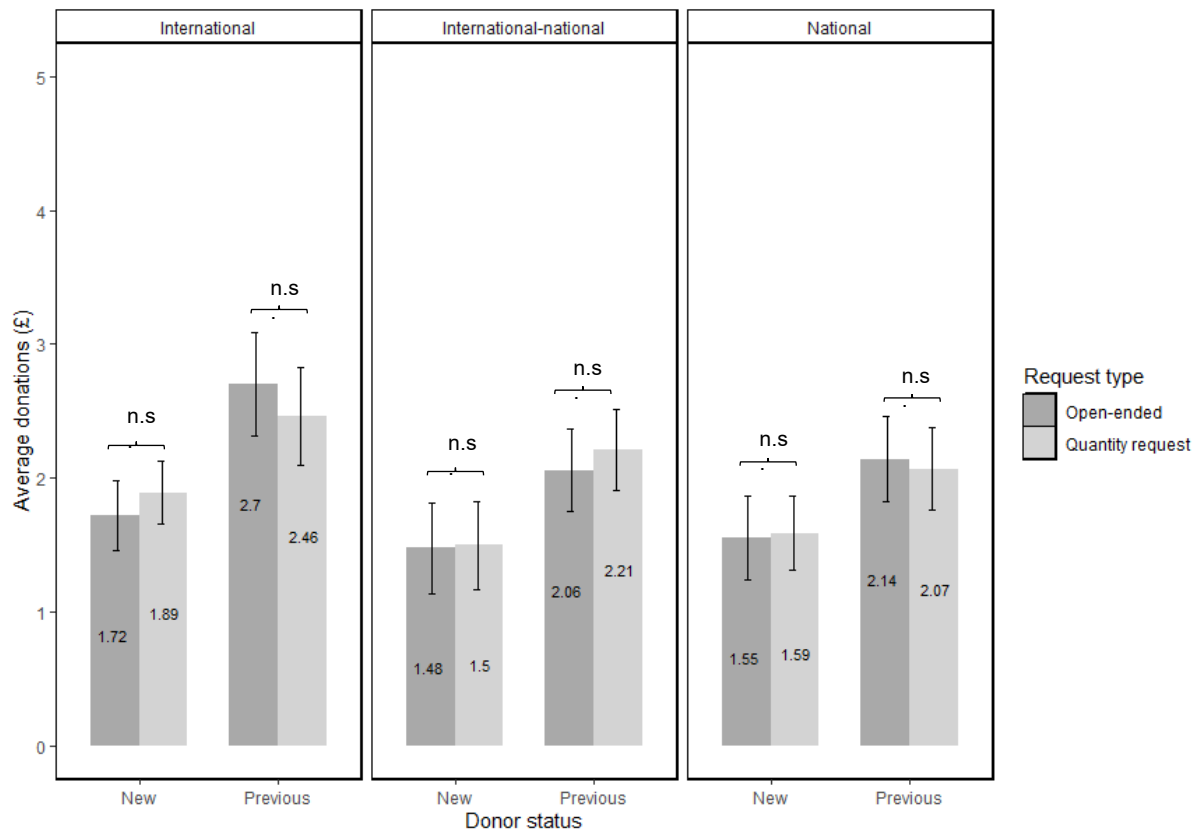
Note: Error bars represent ± 2 SE (standard errors).

n.s. = not significant; ^ = $p < 0.10$; * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$.

Total Donations

Results show that there is a significant main effect of previous donation on total donations ($M_{\text{Previous}} = £2.24$, $SD_{\text{Previous}} = £1.84$ vs. $M_{\text{New}} = £1.66$, $SD_{\text{New}} = £1.75$, $t(1581) = 6.42$, $p < 0.001$), which was observed in the international ($t(586) = 4.80$, $p < 0.001$), international-national ($t(495) = 3.95$, $p < 0.001$), and national cause conditions ($t(496) = 3.42$, $p < 0.001$). However, we find no significant interaction between quantity requests and previous donations on total donations overall ($F(3, 1579) = 0.49$, $p = 0.48$), nor for any of the other conditions. Results are visualized by cause condition in Figure 3.

Figure 3: Total donations based on previous donation per condition (Study 3).



Note: Error bars represent ± 2 SE (standard errors).

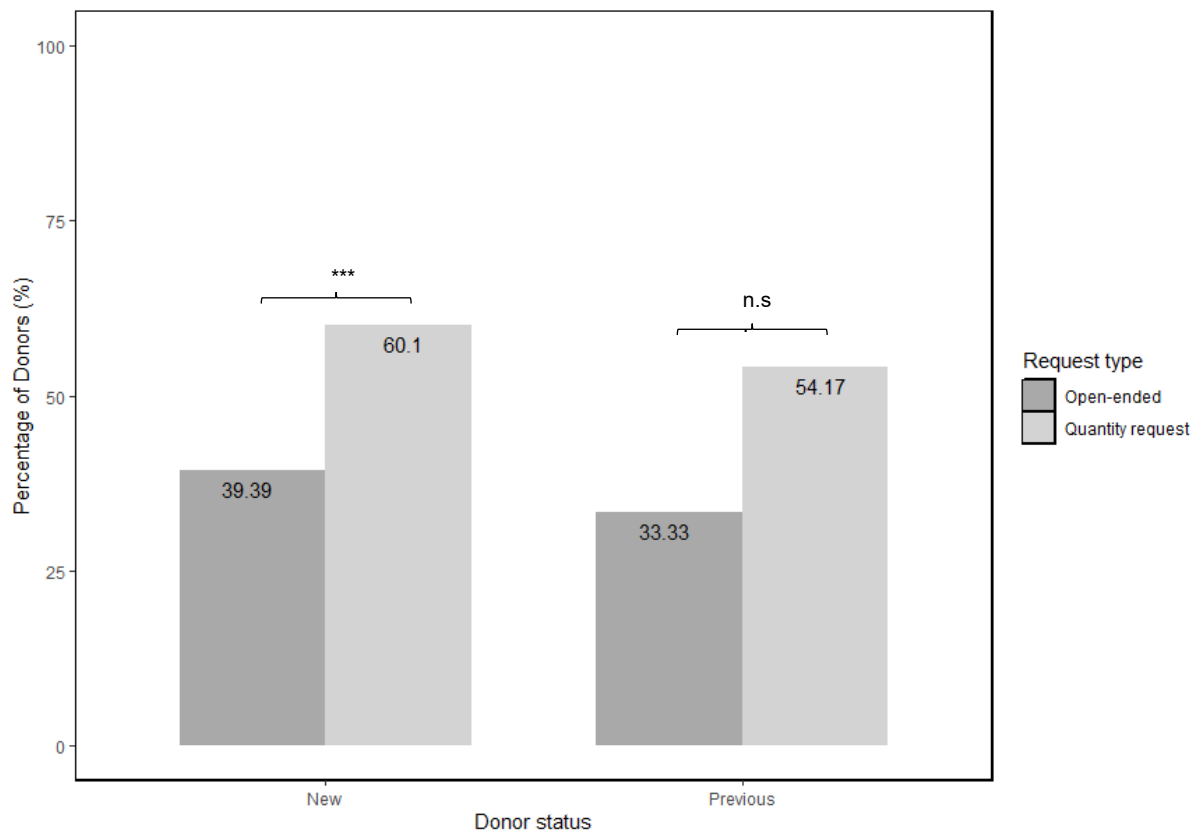
n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Study 4

Participation

Unlike in Study 3, we do not find a significant main effect of previous donation on participation (49.75% vs. 44.44%, $\chi^2 = 0.27$, $p = 0.61$). We find that for new donors, quantity requests (vs. open-ended requests) increase donation participation for new donors (60.10% vs. 39.39%, $\chi^2 = 16.16$, $p < 0.001$), but not for previous donors ($\chi^2 = 1.22$, $p = 0.27$). These results should be interpreted with caution, as there were only 45 participants (< 10% of the total sample) that identified as previous donors compared to 396 who did not. Thus, it is unlikely that these results are representative. The interaction effect is largely not significant ($p = 0.97$), as both effects are in the same direction and the previous donor segment is potentially underpowered. A visual representation is shown in Figure 4.

Figure 4: Donation participation based on previous donation per condition (Study 4).

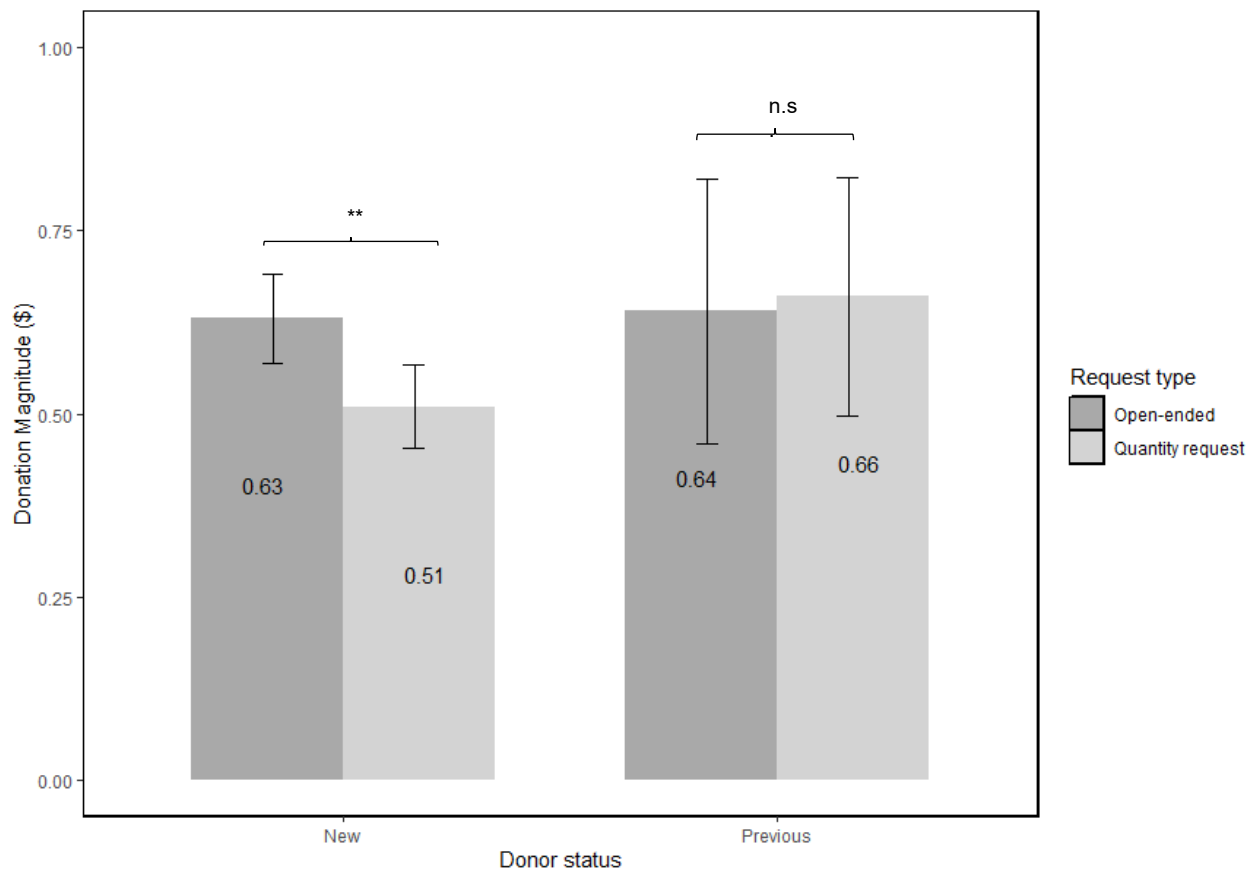


Note: n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Donor Magnitude

We also do not find a significant main effect of previous donation on donor magnitude ($M_{\text{Previous}} = \$0.66$, $SD_{\text{Previous}} = \$0.31$ vs. $M_{\text{New}} = \$0.56$, $SD_{\text{New}} = \$0.27$, $t(215) = 1.35$, $p = 0.18$). We find no significant interaction between quantity requests and previous donation ($F(3, 213) = 0.86$, $p = 0.36$). Results per condition can be seen in Figure 5. Pair-wise comparisons reveal similar patterns of quantity requests to the main study for new donors ($t(195) = 2.68$, $p < 0.01$), but not for previous donors ($W = 43.50$, $p = 0.89$)¹².

Figure 5: Donor magnitude based on previous donation per condition (Study 4).



Note: Error bars represent ± 2 SE (standard errors).

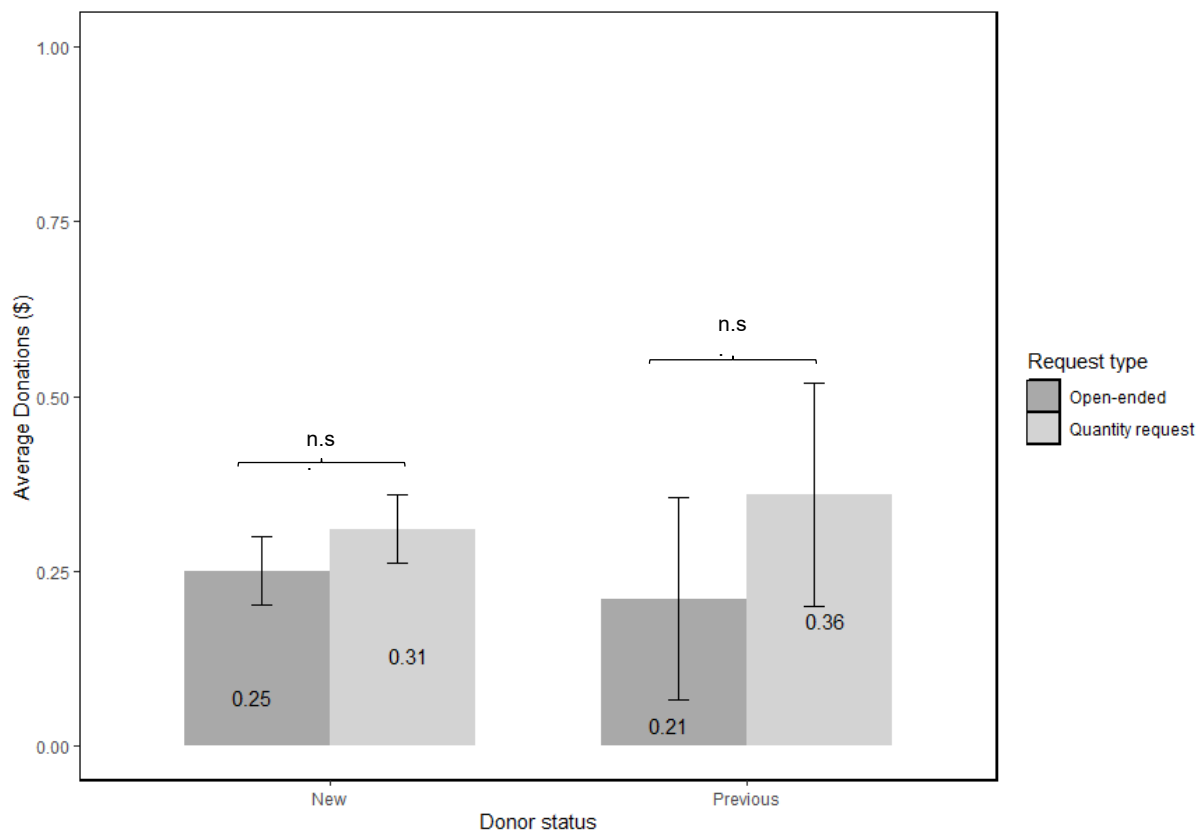
n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

¹² We used the non-parametric Mann Whitney U test due to the low sample sizes.

Total Donations

We find no significant main effect of previous donation on total donations ($M_{\text{Previous}} = \$0.29$, $SD_{\text{Previous}} = \$0.37$ vs. $M_{\text{New}} = \$0.28$, $SD_{\text{New}} = \$0.35$, $t(439) = 0.24$, $p = 0.81$). Results per condition can be seen in Figure 6. In pair-wise comparisons, we observe marginal significance for new donors ($t(394) = 1.68$, $p = 0.09$) but no significance for previous donors ($W = 197.50$, $p = 0.17$).

Figure 6: Total donations based on previous donation per condition (Study 4).



Note: Error bars represent ± 2 SE (standard errors).

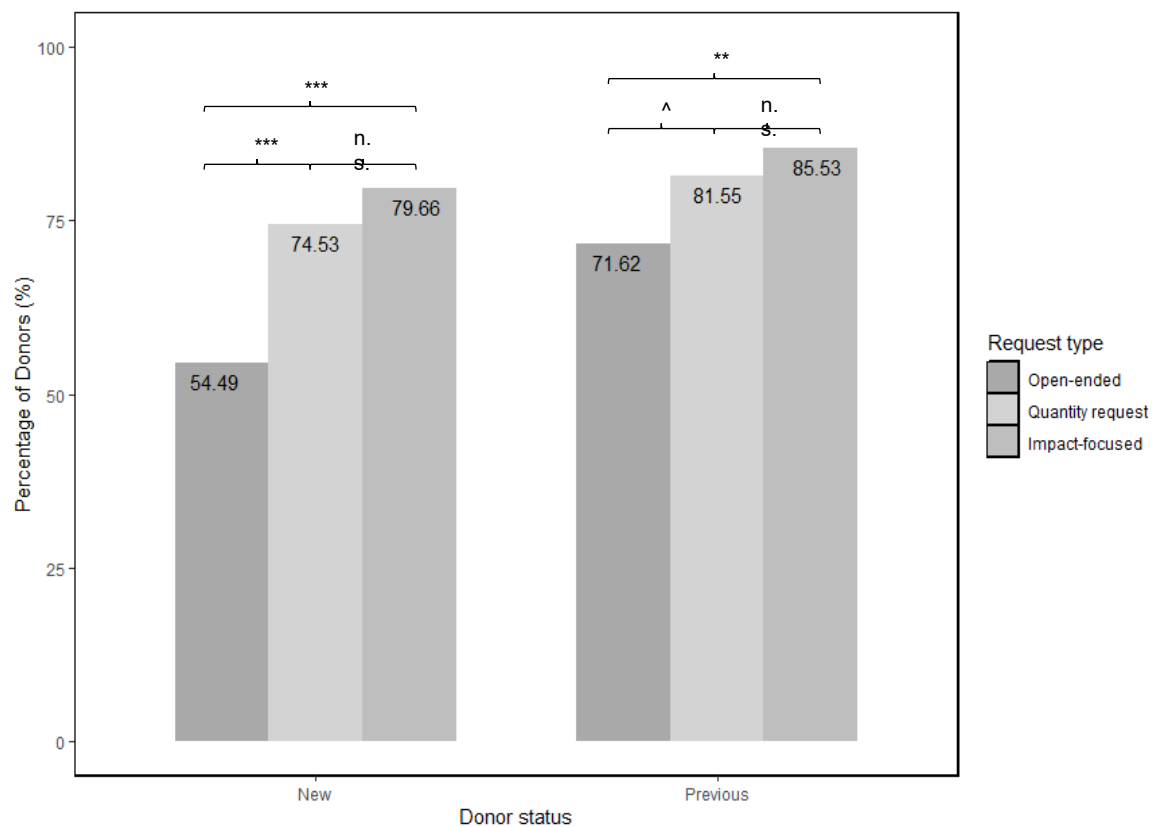
n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Study 5

Participation

We find a significant overall difference between existing and new donors on donation participation, such that previous donors are significantly more likely to donate than new donors (79.70% vs. 69.38%, $\chi^2 = 13.15$, $p < 0.001$). Unlike in Studies 3–4, we find that the significance and direction of quantity requests (both impact-focused and non-impact-focused) on participation holds for both new ($\chi^2 = 27.28$, $p < 0.001$) and existing donors ($\chi^2 = 8.02$, $p < 0.01$). We find a marginally significant, negative interaction of quantity requests (both impact-focused and non-impact-focused combined) and previous donation on participation ($b = -0.11$, $t(980) = -1.89$, $p = 0.06$). Such that we marginally observe that the effect of quantity requests on participation is larger for individuals that have not previously donated.

Figure 7: Donation participation based on previous donation per condition (Study 5).

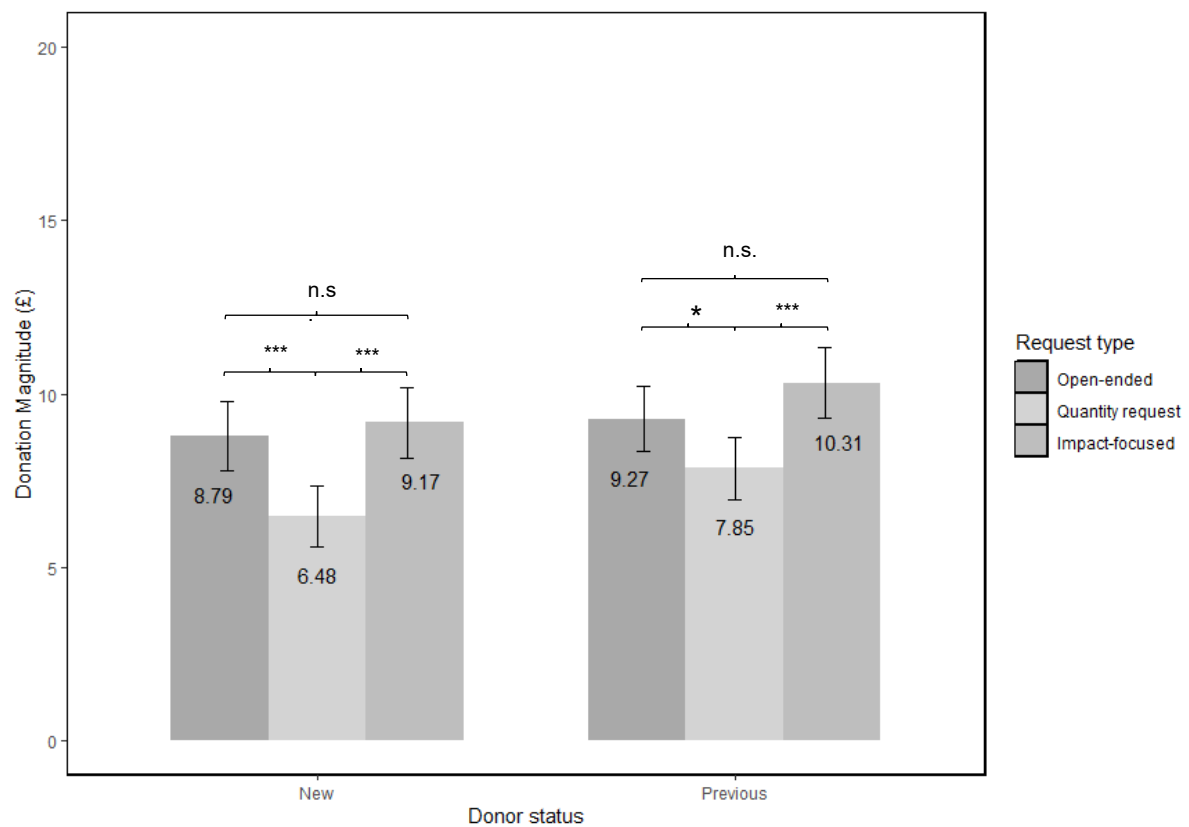


Note: n.s. = not significant; ^ = $p < 0.10$; * = $p < 0.05$; ** = $p < 0.01$; *** = $p < 0.001$.

Donor Magnitude

Similarly, we find a significant, positive main effect of previous donation on donor magnitude ($M_{\text{Previous}} = £9.11$, $SD_{\text{Previous}} = £5.51$ vs. $M_{\text{New}} = £8.17$, $SD_{\text{New}} = £5.61$, $t(729) = 2.30$, $p = 0.02$). Interestingly, the same patterns found in the main study relative to donor magnitude across conditions were found for both previous donors and new donors (see Figure W8), and the interaction between quantity requests ($F(3, 727) = 0.23$, $p = 0.63$). Thus, we observe no differences in the patterns of the effects found in the main study between previous and new donors.

Figure 8: Donation magnitude based on previous donation per condition (Study 5).



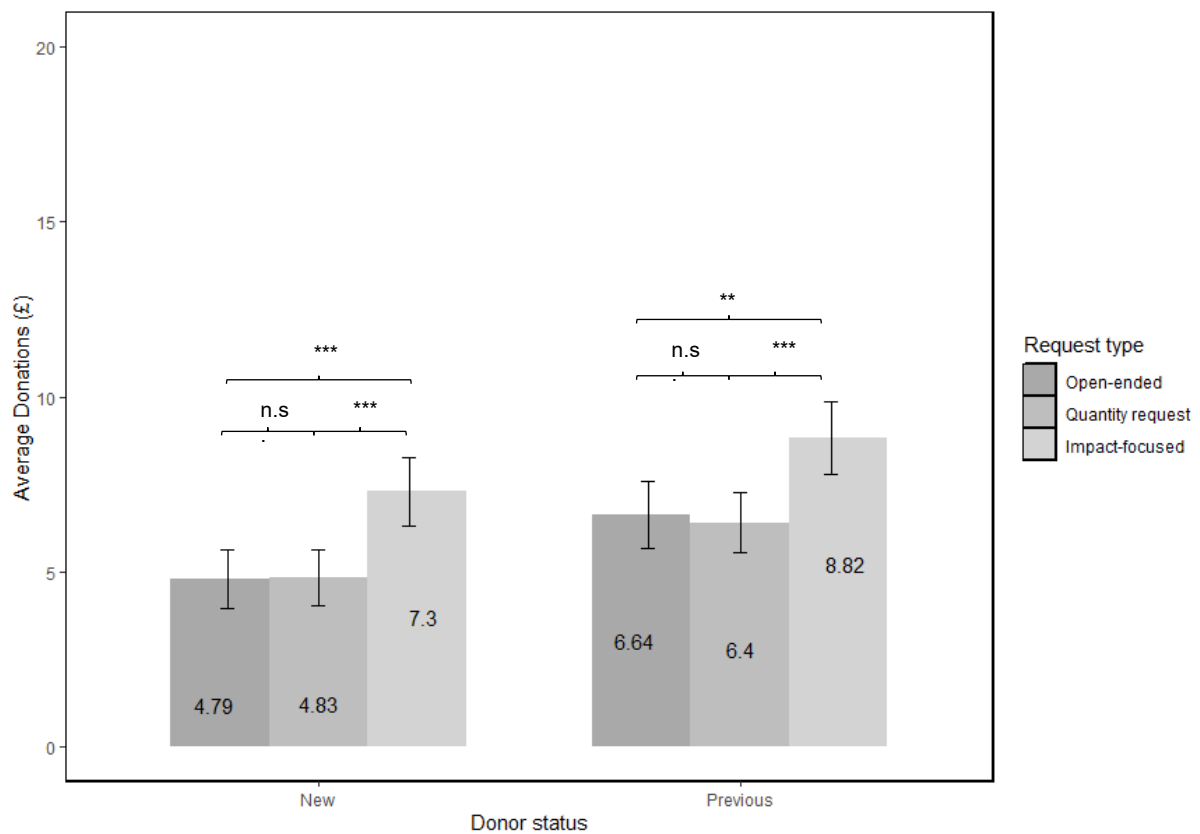
Note: Error bars represent ± 2 SE (standard errors).

n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Total Donations

Results show a significant, positive main effect of previous donation on total donations ($M_{\text{Previous}} = £7.26$, $SD_{\text{Previous}} = £6.14$ vs. $M_{\text{New}} = £5.67$, $SD_{\text{New}} = £6.00$, $t(982) = 4.13$, $p < 0.001$). We find that the positive effect of impact-focused quantity requests is maintained for both new donors ($F(1, 514) = 15.97$, $p < 0.001$) and previous donors ($F(1, 466) = , p < 0.01$), and that there is no interaction between conditions and previous donation ($F(3, 980) = 0.11$, $p = 0.74$). Results per condition can be visualized in Figure 9.

Figure 9: Total donations based on previous donation per condition (Study 5).



Note: Error bars represent ± 2 SE (standard errors).

n.s. = not significant; $^{\wedge} = p < 0.10$; $* = p < 0.05$; $** = p < 0.01$; $*** = p < 0.001$.

Appendix H: Brand Familiarity Controls (Additional Analysis)

Across all studies, apart from Study 1b, we use real global non-profit organizations and adapt copy from their website in relation to the cause and adapt it into a similar format as stimuli. Although we provide separate analyses for new and previous donors, we also included measures in Studies 3–5 to serve as controls for brand familiarity. In the following sections for these studies, we observe the main effect of familiarity for the outcomes of each dependent variable (participation, donor magnitude, and total donations), as well as rerunning all analyses including brand familiarity as a control. Across all studies we operationalize participation by the percentage of the total sample that donate > \$/£0.00, donor magnitude as the average amount that participants that donate > \$/£0.00 give, and total donations as the average amount that all participants give (including = \$/£0.00).

Study 3

We measured brand familiarity with an established three-item, seven-point Likert scale. Specifically, we asked participants to indicate to what extent they were familiar with the organization on a seven-point Likert scale (1 = unfamiliar/ inexperienced/ unknowledgeable, 7 = familiar/experienced/knowledgeable) ($\alpha = 0.88$, adapted from Kent and Allen 1994). We did find differences in familiarity because of the non-profit organization used across conditions in the study. Such that participants were significantly more familiar with the British Red Cross, used in the national and international-national condition ($M = 4.62$, $SD = 1.27$), than the International Committee for the Red Cross ($M = 3.92$, $SD = 1.54$, $t(1581) = 9.88$, $p < 0.001$). Thus, we conduct spotlight analyses on each condition to understand the validity of each effect.

Participation

We observe a significant main effect of brand familiarity ($b = 0.05$, $s.e. = 0.01$, $t(1581) = 6.68$, $p < 0.001$), such that participants that were more familiar with the brand were more likely to donate. Results reveal that the overall positive main effect of quantity requests on participation was significant ($t(1580) = 3.33$, $p < 0.001$) when controlling for brand familiarity. Spotlight analyses on each cause location condition found that this became marginally significant in the national cause ($t(495) = 1.82$, $p = 0.07$), was not significant for the international-national cause ($t(494) = 1.59$, $p = 0.11$), consistent with the results of the main analysis, and significant for the international cause ($t(585) = 2.17$, $p = 0.03$).

Donor Magnitude

Results show that brand familiarity has a significant positive effect on donor magnitude ($b = 0.09$, $s.e. = 0.03$, $t(1068) = 2.73$, $p = 0.01$), such that similarly to participation, donors that are more familiar with the brand are highly likely to donate more. We also find that there is a significant negative main effect of quantity requests on donor magnitude, as found in the main study ($t(1067) = -2.93$, $p < 0.01$). Consistent with the results of the main study, we find that there is a significant negative effect of quantity requests on donor magnitude in the national ($t(336) = -2.39$, $p = 0.02$) and the international cause location condition ($t(408) = -1.99$, $p = 0.05$), but not the international-national condition ($t(317) = -0.78$, $p = 0.44$).

Total Donations

Findings indicate a significant positive main effect of brand familiarity on total donations ($b = 0.21$, $s.e. = 0.03$, $t(1581) = 6.72$, $p < 0.001$), such that individuals that were more familiar with the brand were more likely to donate more. Similarly to the main study,

we find that there is no significant difference between quantity requests and open-ended requests in the national cause condition ($t(495) = -0.47, p = 0.64$), international-national cause condition ($t(494) = 0.65, p = 0.51$), and international cause condition ($t(585) = 0.17, p = 0.87$). Thus, controlling for brand familiarity did not affect the relationships observed in the main study.

Study 4

In Study 4, we use the same scale for brand familiarity as in Study 3 ($\alpha = 0.91$). However, we find that on average participants were significantly less familiar with UNHCR ($M = 2.77, SD = 1.54$) than they were with the non-profit organizations used in Study 4 ($t(2022) = 20.48, p < 0.001$). We used a similar analysis procedure in Study 4 as in Study 3, in line with the main analyses.

Participation

Results indicated that there was no significant main effect of brand familiarity on participation ($t(439) = 0.36, p = 0.72$). Consistent with the main results, and using brand familiarity as a control, we find that there is still a significant positive effect of quantity requests on participation ($t(438) = 4.42, p < 0.001$).

Donor Magnitude

We find that brand familiarity has no significant main effect on donor magnitude ($t(215) = 1.36, p = 0.18$). Yet, similar with the main results and participation, we find that controlling for brand familiarity does not change the significance, and quantity requests still have a negative effect on donor magnitude ($t(214) = -2.63, p < 0.01$).

Total Donations

Results suggest that there is no significant main effect of brand familiarity on total donations ($t(439) = 1.07, p = 0.29$). However, similarly to the main analysis, we find a significant positive effect of quantity requests when we control for brand familiarity ($t(438) = 2.02, p = 0.04$).

Mediation Analysis

We re-ran Hayes PROCESS model 6 with brand familiarity as a covariate. We observe the same indirect index as uncovered in the main analysis where the confidence interval touches zero by four significant figures $[-0.01 \text{ to } 0.00]$, which suggests that there is still a small serial mediation. Further, including brand familiarity removes the significant b_2 path effect of empathy on donor magnitude ($t(212) = 1.45, p = 0.15$).

Study 5

We use the same method to operationalize brand familiarity in Study 5 as in Studies 3–4 ($\alpha = 0.86, M = 4.74, SD = 1.29$). In the following analyses, we use linear regression models to include brand familiarity as a control and observe any changes in significance of quantity request conditions because of the inclusion of brand familiarity. We present our findings in line with the relevant contrasts included in the main analysis.

Participation

We observe a marginal main effect of brand familiarity on participation ($b = 0.02, \text{s.e.} = 0.01, t(979) = 1.82, p = 0.07$). We observe that when controlling for familiarity, the positive effect of quantity requests on participation is still significant ($t(978) = 6.26, p < 0.001$). In pair-wise comparisons between non-impact focused quantity requests and open-ended responses, we observe a significant positive effect of quantity requests on participation when

we control for brand familiarity ($t(649) = 4.60, p < 0.001$). We find the same pattern for impact-focused quantity requests and open-ended responses ($t(649) = 5.88, p < 0.001$). Thus, we observe no differences in findings of the effect of quantity requests on participation due to brand familiarity.

Donor Magnitude

Results indicate a significant main effect of brand familiarity on donor magnitude ($b = 0.61, s.e. = 0.16, t(726) = 3.72, p < 0.001$), such that donors that were more familiar with Oxfam International donated significantly more than those that were less familiar. We find that when we controlled for brand familiarity the overall negative significant effect of quantity requests (both impact-focused and non-impact-focused) vs. open-ended requests was not significant ($t(725) = -1.14, p = 0.26$), consistent with the main analysis. Further, through pair-wise comparisons, we found that there was still significant difference between non-impact-focused quantity requests and open-ended requests ($t(454) = -3.67, p < 0.001$), and non-impact focused quantity requests and impact-focused quantity requests ($t(525) = -4.85, p < 0.001$). Such that non-impact focused quantity requests decreased donor magnitude compared to both open-ended requests and impact-focused quantity requests, as found in the main analysis. Therefore, we find that although brand familiarity has a positive effect on donor magnitude, it does not eliminate the negative effect of non-impact-focused quantity requests.

Total Donations

Findings reveal a significant main effect of brand familiarity on total donations ($b = 0.60, s.e. = 0.15, t(979) = 3.98, p < 0.001$). Such that those more familiar with Oxfam International were more likely to donate more. Similarly, using pair-wise comparisons, we

find that whilst controlling for brand familiarity, there is no significant difference between non-impact focused quantity requests and open-ended responses ($t(649) = 0.13, p = 0.89$). Yet, consistent with the main analysis, we find that impact-focused quantity requests are significantly more effective than non-impact-focused quantity requests ($t(655) = 4.83, p < 0.001$), and open-ended requests ($t(649) = 4.78, p < 0.001$). Thus, similar to donor magnitude and total donations, although significant, controlling for brand familiarity had no impact on the results observed in the main study.

Mediation Analysis

We similarly find that when brand familiarity is included as a covariate in the custom moderated serial mediation model, all paths are the same as those uncovered in the main analysis. Such that the indexed moderated mediation confidence intervals do not include zero [0.01 to 0.14], and the interaction effect is significant ($p < 0.01$). Specifically, we find that the impact-focused quantity request breaks the link between cognitive load and empathy (0.19, $p < 0.01$).

Appendix H: Cohen's d of Observed Effects across all Studies

Study	Condition	Participation	Donor magnitude	Total donations
Study 1a		0.12	0.29	0.04
Study 1b		0.21	0.41	0.12
Study 2	National	0.28	0.02	0.21
	International	0.31	0.39	0.08
Study 3	National	0.19	0.25	0.01
	International-national	0.14	0.09	0.07
	International	0.19	0.17	0.04
Study 4		0.42	0.33	0.23
Study 5		0.40	0.36	0.00

Appendix I: Impact-focused Quantity Request Examples

Your donation

Is this a monthly or one-off donation?

Monthly

One off

How much would you like to give?

£10

£20

£50

Your £20 could help support our Heart Helpline, staffed by cardiac nurses who provide crucial information to people living with heart and circulatory diseases and their loved ones, to help them manage their conditions and live healthier lives.

Or enter other amount (optional)

£

\$56

can provide four cubic meters of clean water from Oxfam's solar-powered desalination plant in Yemen.

\$146

can train three farmers in beekeeping so they can earn money by harvesting honey in Papua New Guinea.

\$280

can train 28 Timor-Leste farmers on sustainable farming techniques for the Timorese climate.

\$

Other amount

Impact-focused quantity requests from the British Heart Foundation (UK), and Oxfam Australia.

References

(not included in the main manuscript)

- Desmet, Pierre (1999), “Asking for less to obtain more,” *Journal of Interactive Marketing*, 13 (3), 55–65.
- Desmet, Pierre, and Fred M. Feinberg (2003), “Ask and ye shall receive: The effect of the appeals scale on consumers’ donation behavior,” *Journal of Economic Psychology*, 24 (3), 349–76.
- Doob, Anthony N., and Danielle S. McLaughlin (1989), “Ask and you shall be given: Request size and donations to a good cause,” *Journal of Applied Social Psychology*, 19 (12), 1049–56.
- Ekström, Mathias. (2021). “The (un) compromise effect: How suggested alternatives can promote active choice”. *Journal of Behavioral and Experimental Economics*, 90, 101639.
- Hershberger, Edmund, and Michael Hair. (2022), “The role of request precision and perceived efficacy in increasing charitable donations,” *Journal of Philanthropy and Marketing*, 27 (4), e1746.
- Kent, Robert J., and Chris T. Allen (1994), “Competitive interference effects in consumer memory for advertising: the role of brand familiarity,” *Journal of Marketing*, 58 (3), 97–105.
- Park, Sohyeon, and Song Oh Yoon (2022), “The effects of solicitation and target amounts on consumers’ charitable giving decisions,” *Journal of Business Research*, 141, 279–89.
- Schibrowsky, John A., and James W. Peltier (1995), “Decision frames and direct marketing offers: A field study in a fundraising context,” *Journal of Direct Marketing*, 9 (1), 8–16.

Conclusion

This thesis set out to investigate the multifaceted aspects of ethical decision-making and prosocial behavior through three comprehensive essays. Throughout the composition of this work, each respective project (essay) sought to further understand a key result linking from the previous paper. In this vein, these three essays addressed the role of moral evaluations on ethical decision making, psychological distance in prosocial cause appeals and quantity requests for international humanitarian aid.

Essay 1 synthesized 53 empirical papers in a quantitative review of 316 effect sizes that assessed how deontological (rule-based) and teleological (consequential) evaluations affect ethical decision making and conditions of the effect. The results from this essay informed that deontological evaluations are more influential than teleological evaluations in determining ethical judgments and intentions. Further, there were variations based on the stakeholders in the ethical issue and contextual factors.

Essay 2 sought to further investigate the role of stakeholders focusing on how to position the cause and subsequently how the beneficiaries are positioned relative to the targeted consumer. This essay meta-analyzed 235 effect sizes from 132 empirical studies examining the effect of psychological distance in prosocial cause appeals. Although temporal distance is more effective, spatial, and social proximity are more impactful for prosocial responses. This study showed that existing comparisons between distant and proximal are relatively redundant in informing practitioners that are tasked with communicating distant causes (e.g., international humanitarian aid) how to meaningful design cause appeals.

Essay 3 examined the effectiveness of quantity requests in the context of international humanitarian aid, which represent a spatially distant cause for individuals in developed nations. Six experimental studies (N = 4,243) found that quantity requests increase participation, but reduce donor magnitude which had no consistent, predictable effect on total

donations. The negative effect on donor magnitude is attributed to an increased cognitive load which reduces the donors' ability to feel empathy. Despite this, this essay provides a solution for practitioners suggesting that in the context of international humanitarian aid, fundraisers should use impact-focused quantity request by communicating what the amounts presented will be used for.

Taken together, this thesis provides empirical evidence to suggest that there is a critical need to consider the role of stakeholders when designing interventions to encourage ethical and prosocial behaviors. By synthesizing and building upon existing research, the essays within this thesis not only identify significant determinants of ethical decision-making and prosocial responses but also highlight actionable insights for practitioners. Notably, this research makes several novel contributions to both theory and practice. For marketing practitioners in the public and non-profit sectors, the findings offer clear, evidence-based guidance on crafting targeted, impactful interventions. For instance, practitioners are urged to frame ethical decisions with an emphasis on deontological evaluations, tailor prosocial appeals to minimize psychological distance while leveraging proximity and use impact-focused quantity requests to mitigate cognitive load while preserving donor empathy. These insights provide a foundation for designing cause appeals that align with the unique characteristics of the issues and audiences they target.

In addition, this thesis identifies crucial areas for future research, particularly the need for greater generalizability of findings to spatially distant causes. While much existing research tends to focus on proximate stakeholders or local interventions, this work emphasizes the importance of exploring how spatially distant contexts—such as international humanitarian efforts—shape ethical decision-making and prosocial behavior. Future studies are encouraged to expand on these insights, examining how cultural, contextual, and cognitive factors intersect in distant cause appeals. Furthermore, by integrating theoretical

perspectives with practical recommendations, this thesis invites scholars to investigate innovative solutions that bridge the gap between research and practice, ultimately driving more effective and ethically sound interventions.