

Large Steps toward Small Donations: Reputational
Benefits of Nominal Corporate Generosity

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Abstract

Cause marketing campaigns often highlight two attributes: the percent-of-proceeds from each purchase to be donated, and the maximum amount the company will donate. For example, a recent campaign by Chipotle pledged to donate 50% of its proceeds, up to \$35,000, to a zoo. How do consumers process this information when forming perceptions of the brand's generosity? We find that the percent-of-proceeds attribute is more influential because it is easier to evaluate. As a result, brands can appear highly generous without actually being highly generous (by pledging a high percent-of-proceeds and a low maximum donation). The perceived generosity induced by cause marketing campaigns that donate a high percent-of-proceeds can lead to greater desire for the brand's products. Comparative context (provided by exposing people to multiple cause marketing campaigns) helps people evaluate the maximum donation attribute and reduces the undue influence of the percent-of-proceeds attribute.

Keywords: Cause Marketing, Altruism, Generosity, Charity, Attribute Evaluability

Most brands are motivated to create the impression that they are both warm and competent (Aaker, Garbinsky, & Vohs, 2012). While signaling competence can be straightforward (e.g., via the quality of one's products and services), signaling warmth is a more nuanced endeavor. Perceptions of a brand's warmth (e.g., its generosity, kindness, and helpfulness) are influenced by a range of factors, such as whether the brand is nonprofit or for-profit (Aaker, Vohs, & Mogilner, 2010), and the extent to which it is salient that companies themselves benefit from their prosocial efforts (Chernev & Blair, 2015; Newman & Cain, 2014; cf. Lin-Healy & Small, 2012).

More and more, brands are attempting to generate contributions for social causes (and positive feelings toward the brand) via "cause marketing" campaigns, whereby brands donate some proportion of sales or profits to designated charitable causes (e.g., Donnelly, Simester, & Norton, 2017; Krishna, 2011; Müller, Mazar, & Fries, 2016; Small & Cryder, 2016). As Kritt (2016, p. 555) notes, brands engage in such campaigns "for the primary reason of portraying their brand as caring." Descriptions of such campaigns often highlight two attributes: the percent-of-profits (or percent-of-revenues) from each purchase that the brand will donate, and the maximum amount of money the brand will donate as part of the campaign. For example, a 2016 campaign by Kate Spade pledged to "donate 2% of sales (up to \$120,000)" to help rebuild a Rwandan health clinic. Similarly, in 2014, Chipotle locations in Minnesota pledged that "50% of [its] proceeds up to \$35,000 will benefit Como Park Zoo and Conservatory" (see Figure 1).

We examine how these numerical attributes of cause marketing campaigns influence perceptions of brands' generosity (a central element of their perceived warmth; e.g., Aaker, Vohs, & Mogilner, 2010). From a normative perspective, it is difficult to say how consumers *should* use this numerical information to form generosity perceptions. Consumers may not have a

sense of how much (more) money brands could possibly donate or whether or not they will reach their stated maximum donation. However, we propose that the descriptive prediction is clearer. In particular, we anticipate that the percent-of-proceeds donated from each purchase will be a stronger predictor of generosity perceptions than maximum donations. As a result, brands may appear highly generous when they donate a high percent-of-proceeds, regardless of the size of their maximum donation.

Our rationale builds on research by Hsee and colleagues on attribute evaluability. Hsee and Zhang (2010) proposed that sensitivity to variation in the value of an attribute (i.e., the attribute's evaluability) is partly a function of knowledge of the attribute's distribution (e.g., its range or mean). For example, when given the opportunity to help save 2,000 or 20,000 birds, people donated about the same amount of money (Desvousges et al., 1993). When viewing only one quantity of birds, respondents apparently had difficulty spontaneously comparing that amount to a broader population of birds. In the cause marketing context, consumers are unlikely to recall typical values of the percent-of-proceeds and maximum donation attributes. Nevertheless, consumers are likely to be more sensitive to variation in the percent-of-proceeds attribute than variation in maximum donations, because the former attribute has a clear upper bound (100%), but the latter attribute does not.

A novel implication of our reasoning is that cause marketing campaigns may allow brands to appear highly generous without actually being highly generous (by pledging a high percent-of-proceeds and a low maximum donation). In what follows, we investigate that implication and more broadly examine whether the percent-of-proceeds attribute is in fact more predictive of generosity perceptions than the maximum donation attribute. We explore whether this effect holds over a range of percentages. We also examine whether biased generosity

perceptions influence product desire. To test our evaluability account, we manipulate the number of different cause marketing campaigns participants encounter (and thus the evaluability of the campaigns' numerical attributes). In addition, we rule out several alternative accounts (e.g., that the percent-of-proceeds attribute is more influential because it is presented first or because it is especially memorable).

Experiment 1

Our first experiment aimed to document initial evidence of consumers' greater sensitivity to the percent-of-proceeds attribute of cause marketing campaigns. We also investigated whether this effect is an artifact of the order in which the two attributes are presented. Typically, the percent-of-proceeds attribute appears first (e.g., when companies pledge to donate X% up to \$Y; see Figure 1). If people are indeed more sensitive to variation in the percent-of-proceeds attribute, it could be because they simply paid greater attention to the first numerical information they encountered. We therefore counterbalanced which attribute appeared first.

Procedure

We recruited 600 adults (49% female; mean age: 33) via Amazon Mechanical Turk (MTurk) to participate in exchange for a small payment. We told participants that we were interested in how consumers form impressions of companies based on limited information. In all conditions, we described a clothing retailer with annual profits of \$10 million that had conducted a donation campaign over the past year to raise money for local charities.

We either described the retailer as donating 1% of its profits from each purchase, up to a maximum amount of \$26,000 (Lower%/Higher\$ condition) or donating 30% of its profits from each purchase, up to a maximum amount of \$25,000 (Higher%/Lower\$ condition). Because we noted that the retailer has annual profits of \$10 million, it should be clear to participants that the

retailer would ultimately donate the maximum amount. We emphasized this fact by noting that the retailer “ultimately donated that maximum amount.” Thus, normatively, the retailer should be viewed as (slightly) more generous when they donate \$26,000 than when they donate \$25,000.

We also counterbalanced the order in which the campaign attributes were presented. Half of the participants were randomly assigned to view the percent-of-proceeds attribute first (e.g., in the Lower%/Higher\$ condition, the retailer pledged to “donate 1% of its profits from each purchase, up to a maximum amount of \$26,000”). The other half of participants were randomly assigned to view the maximum donation attribute first (e.g., in the Lower%/Higher\$ condition, the retailer pledged to “donate up to a maximum amount of \$26,000, based on 1% of its profits from each purchase”). See the Methodological Details Appendix for the full set of stimuli.

We then asked participants to indicate on 0-10 scales (where 0=*not at all* and 10=*very*) the extent to which they found the retailer to be generous, friendly, warm, and nice. We focus our analyses on the generosity item, but we also averaged these four item responses to form a perceived warmth index ($\alpha = .95$). The warmth index results are substantively identical to the generosity item results (see the Methodological Details Appendix). Next, we asked participants two open-ended recall questions: “What percentage of profits from each purchase did the company donate?” and “What was the total amount of money the company ultimately donated?” Finally, participants provided demographic information.

Results and Discussion

We first conducted a factorial ANOVA treating generosity ratings as the dependent variable and numerical campaign attributes (Lower%/Higher\$ vs. Higher%/Lower\$) and attribute presentation order as independent variables. We found a significant main effect of numerical campaign attributes ($F(1,596) = 12.30, p < .001$). As predicted, perceived generosity

was significantly greater when the company donated a higher percentage of profits and lower maximum amount than when the company donated a lower percentage of profits and higher maximum amount ($M = 6.69, SD = 2.57$ vs. $M = 5.93, SD = 2.73$; $t(598) = 3.49, p < .001, d = .29$). We observed this difference despite the fact that participants were assured that the retailers would ultimately donate their maximum amount. Normatively, we would expect the Lower%/Higher\$ retailer to be viewed at least as generous as the Higher%/Lower\$ retailer, if not slightly more generous.

There was no main effect of attribute presentation order ($F(1,596) = .12, p = .73$), and no interaction between numerical campaign attributes and attribute presentation order ($F(1,596) = 1.65, p = .20$). This suggests that greater sensitivity to the percent-of-proceeds attribute is not an artifact of attribute presentation order.

We also examined whether the percent-of-proceeds attribute was more memorable than the maximum donation attribute. Participants were not significantly more likely to correctly recall the percent-of-proceeds donated from each purchase than the maximum donation amount (90% vs. 87%; $p = .10$, Fisher's Exact Test). If we focus only on the 486 participants who correctly recalled both attributes, perceived generosity was still greater in the Higher%/Lower\$ condition ($M = 6.76, SD = 2.57$ vs. $M = 6.04, SD = 2.71$; $t(484) = 3.05, p < .01, d = .27$).

Experiment 1 provides evidence that, when presented with a description of a cause marketing campaign, consumers' perceptions of the brand's generosity are more sensitive to the percent-of-proceeds to be donated than to the maximum donation amount. As a result, in this experiment, the brand was viewed as significantly less generous when it was objectively more generous. We found that this was not driven by the order in which the two key attributes were described or differences in the memorability of the two attributes.

Experiment 2

Experiment 2 examines whether numerical attributes of cause marketing campaigns uniquely influence perceptions of brands' generosity or have broader implications. Specifically, we investigate whether these attributes also influence perceptions of the brand's competence, and whether generosity and competence perceptions influence desire for the brand's products. We did not expect generosity and competence perceptions to respond similarly to numerical attributes of cause marketing campaigns (cf. Aaker, Vohs, & Mogilner, 2010). However, we did anticipate that the brand's products would be viewed as more desirable when the brand was viewed as more generous. Malone and Fiske (2013, p. 24), for example, argue that people "have a spontaneous and immediate attraction to signs of warmth" in others, and perceived generosity plays a central role in perceived warmth.

Procedure

We recruited 291 student and staff members (59% female, mean age: 26) of a paid participant pool at a large Midwestern university. As in Experiment 1, we described a clothing retailer with annual profits of \$10 million that recently conducted a donation campaign to raise money for local charities. We either described the retailer as donating 1% of its profits from each purchase, up to a maximum amount of \$26,000 (Lower%/Higher\$ condition) or donating 30% of its profits from each purchase, up to a maximum amount of \$25,000 (Higher%/Lower\$ condition). We noted that the retailer "ultimately donated that maximum amount."

We asked participants to rate the extent to which the retailer was generous, warm, and kind on 0-10 scales. We focused our analyses on the generous item, but if we average the three items to form a warmth index ($\alpha = .90$; cf. Aaker, Vohs, & Mogilner, 2010), the results are substantively identical (see the Methodological Details Appendix). We also asked participants to

rate the extent to which the retailer was competent, effective, and efficient on 0-10 scales. We averaged these three items to form a competency index ($\alpha = .79$; cf. Aaker, Vohs, & Mogilner, 2010). The six items were presented in random order.

Next, we displayed a picture of a unisex sweater ostensibly made by the clothing retailer (see the Methodological Details Appendix). We asked participants to indicate how interested they would be in buying the sweater on a 0-10 scale (where 0=*not at all* and 10=*very much*), to indicate their overall impression of the sweater on a 0-10 scale (where 0=*negative* and 10=*positive*), and to indicate the most they would be willing to pay for the sweater (an open-ended question where participants could indicate any amount). We standardized these three measures and averaged them to form a product desire index ($\alpha = .78$).

Results and Discussion

Perceived generosity was significantly greater in the Higher%/Lower\$ condition than in the Lower%/Higher\$ condition ($M = 6.10, SD = 2.51$ vs. $M = 5.01, SD = 2.52$; $t(289) = 3.70, p < .01, d = .43$). Perceived competence did not significantly differ between the two conditions ($M = 6.83, SD = 1.62$ vs. $M = 6.59, SD = 1.66$; $t(289) = 1.24, p = .22$).

We next ran a mediation model (model 4, Hayes, 2013), treating numerical campaign attributes (Lower%/Higher\$ vs. Higher%/Lower\$) as the independent variable, perceived generosity as the mediator, and product desire as the dependent variable. Figure 2 summarizes the results. As predicted, we found a significant indirect effect of numerical campaign attributes on product desire, via perceived generosity (indirect effect: .051; SE: .026; 95% confidence interval: .013, .117). In other words, perceived generosity was especially likely to be generated by the campaign that pledged to donate a high percent-of-proceeds, and this perceived generosity in turn enhanced desire for one of the brand's products.

It is worth noting that perceived competence did predict product desire ($r(289) = .13, p = .029$), but, as noted above, numerical campaign attributes did not predict perceived competence.

Experiment 3

Our explanation for the greater perceived generosity of the Higher%/Lower\$ brand is that the percent-of-proceeds attribute is easier to evaluate and thus more influential. However, it is possible that percentages are not generally easier to evaluate than (maximum) donation amounts. Rather, the 1% of profits donated in the Lower%/Higher\$ condition may have appeared to be an insultingly trivial gesture. In other words, the effect may have been driven by reactions to the 1% figure in particular, rather the greater evaluability of (all) percentages. Experiment 3 therefore examined whether generosity perceptions are more sensitive to the percent-of-proceeds attribute even when that percentage is not trivially low.

Procedure

We recruited 600 adults (52% female; mean age: 34) via MTurk to participate in exchange for a small payment. We told participants that we were interested in how consumers form impressions of companies based on limited information. In all conditions, we described a clothing retailer with annual profits of \$10 million that plans to conduct a donation campaign during the current fiscal year to raise money for local charities.

We randomly assigned participants to one of four conditions. Much like Experiments 1 and 2, half of participants were randomly assigned to either a Lower%/Higher\$ condition (retailer donates 1% of profits from each purchase, up to a maximum amount of \$26,000) or a Higher%/Lower\$ condition (retailer donates 25% of profits from each purchase, up to a maximum amount of \$25,000). We increased these percentages by 20% for the other half of participants. That is, the other half of participants were randomly assigned to a Lower%+20

condition (retailer donates 21% of profits from each purchase, up to a maximum amount of \$26,000) or a Higher%+20 condition (retailer donates 45% of profits from each purchase, up to a maximum amount of \$25,000). In all conditions, based on the retailer's annual profits of \$10 million, it should be clear that the retailer would ultimately reach (and donate) the maximum amount.

After presenting the description of the retailer's cause marketing campaign, we asked participants to rate the extent to which they viewed the retailer as generous on a 0-10 scale, where 0=*not at all generous* and 10=*very generous*. We also asked participants to recall the percent-of-proceeds and maximum donation values from the campaign they had read about (two open-ended questions). As in Experiment 1, participants were not significantly more likely to correctly recall the percent-of-proceeds value than the maximum donation value (90% vs. 87%; $p = .11$, Fisher's Exact Test). Finally, participants provided demographic information.

Results and Discussion

Consistent with Experiments 1 and 2, generosity ratings were significantly greater in the Higher%/Lower\$ condition than in Lower%/Higher\$ condition ($M = 6.53$, $SD = 2.65$ vs. $M = 5.13$, $SD = 2.57$; $t(302) = 4.66$, $p < .001$, $d = .54$). Generosity ratings were also significantly greater in the Higher%+20 condition than in the Lower%+20 condition ($M = 6.72$, $SD = 2.70$ vs. $M = 5.97$, $SD = 2.70$; $t(294) = 2.37$, $p = .019$, $d = .28$).

These patterns suggest the Experiment 1 and 2 results were not merely driven by aversive reactions to a somewhat trivial donation of 1% of profits. Instead, these results suggest that generosity perceptions are generally more sensitive to the percent-of-proceeds attribute.

Experiment 4

One implication of our conceptual framework is that providing information about other cause marketing campaigns should particularly increase the evaluability of maximum donation amounts. When presented with a single campaign, consumers likely do not have much of a sense of the typical values of either the percent-of-proceeds attribute or the maximum donation attribute. However, at least with the percent-of-proceeds attribute, the range of potential values is known. Thus, while providing comparison information (about other campaigns) should increase the evaluability of both the percent-of-proceeds attribute and the maximum donation attribute, it should especially increase the evaluability of the maximum donation attribute (cf. Hsee, 1996). When maximum donations become more evaluable, the objectively less generous campaign should no longer be viewed as more generous.

Procedure

We recruited 297 adults (49% female, mean age: 33) via MTurk to participate in exchange for a small payment. As in previous experiments, we told participants that we were interested in how consumers form impressions of companies based on limited information. In all conditions, we described a clothing retailer with annual profits of \$10 million that plans to conduct a donation campaign during the current fiscal year to raise money for local charities.

We randomly assigned participants to one of three conditions. In two separate evaluation conditions, participants either learned of a cause marketing campaign that donates 1% of its profits from each purchase, up to a maximum amount of \$40,000 (SE:Lower%/Higher\$) or donates 20% of its profits from each purchase, up to a maximum amount of \$10,000 (SE:Higher%/Lower\$). In a third joint evaluation condition (JE), participants viewed both campaigns. The two campaigns were presented as the efforts of two different retailers (each with annual profits of \$10 million). See the Methodological Details Appendix for the full stimuli.

In all three conditions, participants read that all donations would be made at the end of the fiscal year. We included this information to rule out the potential interpretation that the Higher%/Lower\$ campaign could reach its target amount faster and donate faster than the Lower%/Higher\$ campaign. In other words, we did not want the assumed speed of donation to be confounded with the numerical attributes of the campaign.

We then asked participants to indicate the extent to which they found the company to be generous on a 0-10 scale, where 0=*not at all generous* and 10=*very generous*. Then, for exploratory purposes, we included two items Newman and Cain (2014) used to measure “morality” (moral, ethical) and two items used to measure “manipulativeness” (selfish, manipulative). Participants rated these attributes on 0-10 scales. These ratings did not differ by condition (see Methodological Details Appendix). Next, we asked participants to recall the percent-of-proceeds and maximum donation values from the donation campaign(s) they had read about (open-ended questions). As before, the percent-of-proceeds and maximum donation attributes were about equally likely to be recalled accurately, in both the separate evaluation and joint evaluation conditions ($ps > .45$).

Results and Discussion

Figure 3 displays perceived generosity by condition. Consistent with previous experiments, in the separate evaluation conditions, perceived generosity was significantly greater in the SE:Higher%/Lower\$ condition than in the SE:Lower%/Higher\$ condition ($M = 5.99$, $SD = 2.82$ vs. $M = 5.21$, $SD = 2.59$; $t(197) = 2.03$, $p = .044$, $d = .29$). However, in the joint evaluation condition, where participants could see both campaigns, the numerical attributes of the campaign did not significantly influence perceived generosity (Higher%/Lower\$ $M = 6.17$, $SD = 2.38$ vs. $M = 6.44$, $SD = 2.52$, $t(97) = 1.02$, $p = .31$). Using the analysis outlined in Hsee (1996, footnote

2), we found that this was a significant Separate Evaluation/Joint Evaluation interaction ($t(296) = 2.29, p = .023$). Thus, as predicted, we found the percent-of-proceeds attribute was more influential only when a single cause marketing campaign was evaluated in isolation (which is likely how consumers encounter cause marketing campaigns in the real world – i.e., one at a time). The percent-of-proceeds attribute is less influential when consumers have some comparison information that makes the maximum donation attribute more evaluable.

General Discussion

A recent report by Engage for Good (a popular cause marketing forum; Chansky, 2015) expressed concern that, in cause marketing campaigns, a “generous-sounding percentage” of proceeds can be “misleading” (cf. Olsen, Pracejus, & Brown, 2003) and “naturally, what matters, is the actual amount donated.” Our work suggests that this concern is well-placed. In four experiments, we found that brands were viewed as significantly more generous when donating a higher percent-of-proceeds and a lower maximum amount than when donating a lower percent-of-proceeds and a higher maximum amount. This occurred despite descriptions that made it clear that the brand would ultimately make its maximum donation. The effect is not driven by the order in which campaign attributes are presented or the memorability of the attributes (Experiment 1) and is not limited to cases in which the percent donated is obviously low (Experiment 3). The perceived generosity generated by a campaign that donates a high percent-of-proceeds can spill over to influence desire for the brand’s products (Experiment 2). However, the presence of comparative context (provided here by exposing people to multiple cause marketing campaigns) especially helps people evaluate the maximum donation attribute and reduces the undue influence of the percent-of-proceeds attribute (Experiment 4).

One conceivable alternative account for our central finding could be that our description of the maximum donation was somehow incomprehensible. This seems unlikely, but we ran a post-test on MTurk ($N = 101$) to verify that our cause marketing campaign descriptions were clear (see Methodological Details Appendix). We described a retailer with annual profits of \$10 million that was considering launching one of two possible cause marketing campaigns: donate 1% of profits from each purchase, up to a maximum amount of \$26,000 or donate 25% of profits from each purchase, up to a maximum amount of \$25,000 (two campaigns from Experiment 3). For each campaign, we noted that the retailer “is expected to reach this maximum amount.” We then asked participants which campaign “would collect more money for the charity?” We (truthfully) told participants that “there is a mathematically correct answer to this question. If you select the mathematically correct answer, we will add a \$1 bonus to your earnings.” The vast majority of participants (82%; $p < .0001$, sign test) correctly indicated that the campaign with a maximum donation of \$26,000 would raise more money for charity. Thus, it appears that our campaign descriptions were sufficiently comprehensible.

It is important to consider other potential limitations of our research. One is that, like other studies measuring psychological reactions to companies’ charitable efforts (e.g., Newman & Cain, 2014), our experiments necessarily relied on hypothetical scenarios. In addition, we used MTurk to recruit most of our participants. MTurk can certainly be inappropriate for some studies (e.g., asking MTurk participants to imagine making decisions as a CEO). However, for experiments like ours, where we seek to gauge everyday consumers’ reactions to companies’ marketing communications, MTurk is a seemingly reasonable recruitment tool.

Several open questions remain. The extent to which brands and retailers intentionally capitalize on the effect documented here is unclear. Some companies have likely benefitted from

the effect documented here, whether intentionally or not (e.g., Chipotle's offer to donate 50% of sales, up to \$35,000). In addition, in many cause marketing campaigns, there will be some uncertainty about whether the brand will reach its maximum donation amount. It would be interesting to examine how consumers form expectations about how close brands will get to their maximum. It is also worth considering whether brands that donate a very small percentage-of-proceeds might actually be viewed as less generous than brands that do not actively donate any of their proceeds (and do not call attention to their lack of donations). Questions like these seem worthy of future research.

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Figure 1: Examples of cause marketing campaigns

RAISING GREEN FOR GREEN'S SAKE

COMO PARK ZOO & CONSERVATORY

On Tuesday, September 17th, bring a printout of this message or show it on your smartphone at any Minnesota Chipotle and 50% of the proceeds up to \$35,000 will benefit Como Park Zoo & Conservatory.

COMO FRIENDS

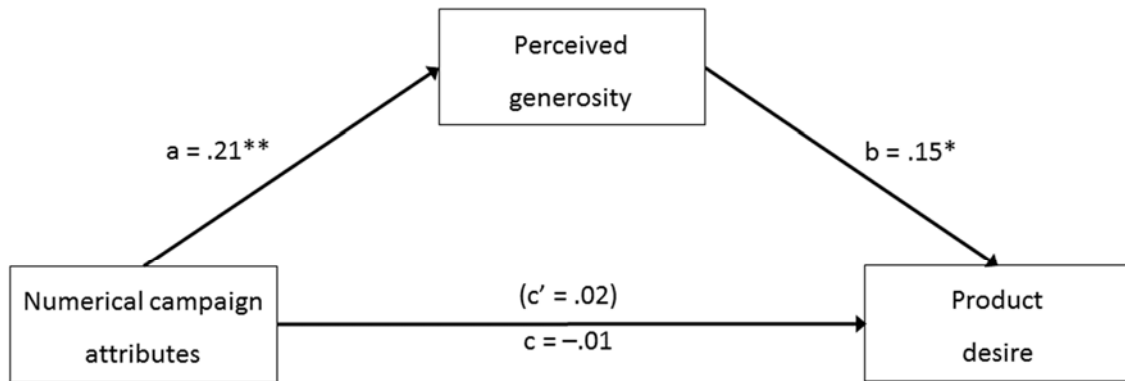
CHIPOTLE
MEXICAN GRILL

KATE SPADE & COMPANY

this spring, we're working with our non-profit partner GA collaborative to donate 2% of sales (up to \$120,000) from this event to help rebuild a local health clinic in masoro, rwanda.

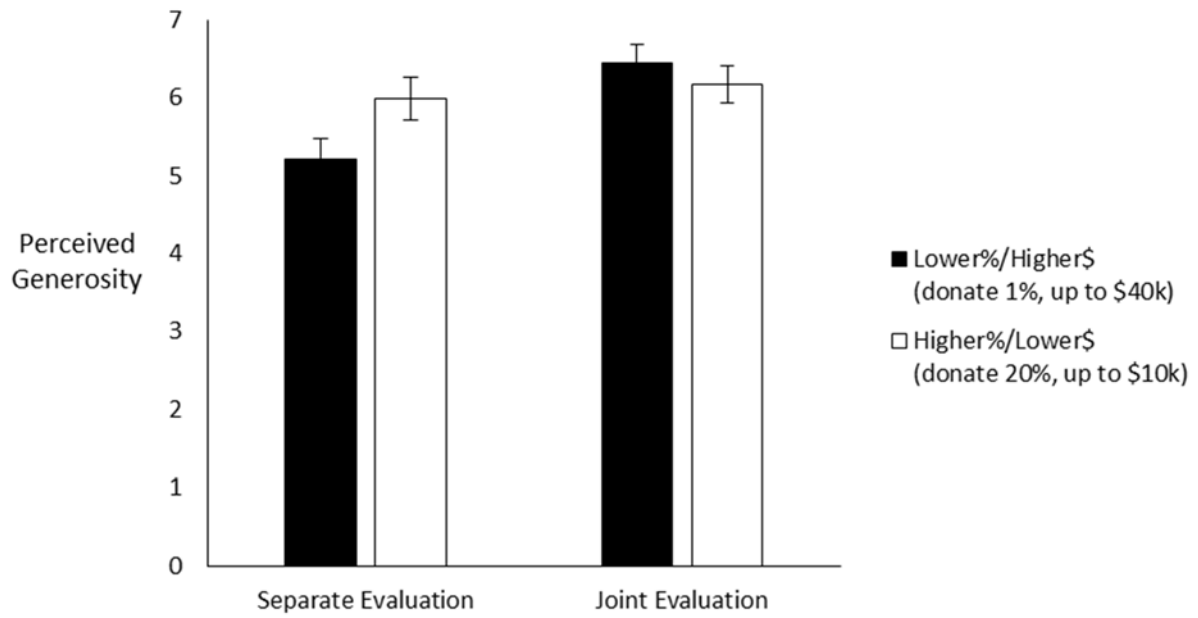
HSN CARES Habitat for Humanity

HSN has donated 5 percent of all purchases made on the HSN Credit Card on June 1 to Habitat for Humanity, up to \$50,000.

Figure 2: Mediation analysis (Experiment 2)

** $p < .01$, * $p < .05$

Note: Regression weights are standardized. Numerical campaign attributes = 1 for the Higher%/Lower\$ condition and 0 for the Lower%/Higher\$ condition.

Figure 3: Mean perceived generosity by condition (Experiment 4)

Note: Error bars represent ± 1 standard error from the mean.

Large steps toward small donations: Reputational benefits of nominal corporate generosity

Methodological Details Appendix

This appendix provides additional stimuli and analysis details that are not provided in the main text. When stimuli and measures are described fully in the text, they are not repeated here.

Experiment 1: Complete stimuli

Imagine that Smith Co. launched a donation campaign to help raise money for local charities. Smith Co. is a clothing retailer with annual profits of \$10 million.

Lower%/Higher\$, Percent-of-proceeds first condition:

During this past fiscal year, Smith pledged to donate 1% of its profits from each purchase, up to a maximum amount of \$26,000. Smith ultimately donated that maximum amount.

Higher%/Lower\$, Percent-of-proceeds first condition:

During this past fiscal year, Smith pledged to donate 30% of its profits from each purchase, up to a maximum amount of \$25,000. Smith ultimately donated that maximum amount.

Lower%/Higher\$, Maximum donation first condition:

During this past fiscal year, Smith pledged to donate up to a maximum amount of \$26,000, based on 1% of its profits from each purchase. Smith ultimately donated that maximum amount.

Higher%/Lower\$, Maximum donation first condition:

During this past fiscal year, Smith pledged to donate up to a maximum amount of \$25,000, based on 30% of its profits from each purchase. Smith ultimately donated that maximum amount.

Experiment 1: Perceived warmth analyses

We conducted a factorial ANOVA treating warmth index ratings as the dependent variable and the campaign attributes and attribute presentation order as the independent variables. We found a significant main effect of numerical campaign attributes ($F(1,596) = 14.75, p < .001$).

Specifically, perceived warmth was significantly greater when the company donated a higher percentage of profits and lower maximum amount than when the company donated a lower percentage of profits and higher maximum amount ($M = 6.85, SD = 2.11$ vs. $M = 6.16, SD = 2.29; t(598) = 3.84, p < .001, d = .31$). We found no main effect of attribute presentation order ($F(1,596) = .09, p = .77$), and no interaction ($F(1,596) = 1.49, p = .22$). Thus, much like specific ratings of generosity, more general ratings of warmth also appear to be more sensitive to the percent-of-proceeds attribute.

Experiment 2: Product description

Below is a sweater from Smith Co.

Smith Co. MIDDLE GAUGE CABLE CREWNECK SWEATER



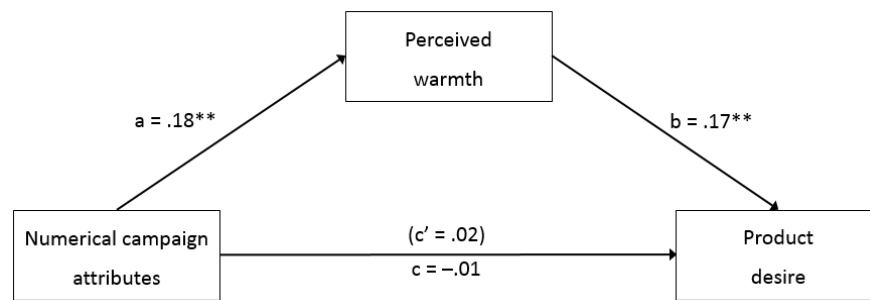
- Knit cable pattern in authentic aran sweater style
- Made with a soft, lightweight acrylic wool blend
- Features improved resistance to pilling

Experiment 2: Perceived warmth analyses

Perceived warmth was significantly greater in the Higher%/Lower\$ condition than in the Lower%/Higher\$ condition ($M = 5.92$, $SD = 2.14$ vs. $M = 5.12$, $SD = 2.13$; $t(289) = 3.18$, $p < .01$, $d = .37$).

We also ran a mediation model (model 4, Hayes, 2013), treating numerical campaign attributes (Lower%/Higher\$ vs. Higher%/Lower\$) as the independent variable, perceived warmth as the mediator, and product desire as the dependent variable. The results are summarized below. We found a significant indirect effect of numerical campaign attributes on product desire, via perceived warmth (indirect effect: .053; SE: .026; 95% confidence interval: .014, .120).

These supplementary analyses suggest that numerical attributes of cause marketing campaigns not only specifically influence perceived generosity, but also have a broader influence on perceived warmth.



** $p < .01$, * $p < .05$

Note: Regression weights are standardized. Numerical campaign attributes = 1 for the Higher%/Lower\$ condition and 0 for the Lower%/Higher\$ condition.

Experiment 4: Complete stimuli

Separate evaluation conditions:

Imagine that Smith Co. is launching a donation campaign to help raise money for local charities. Smith Co. is a clothing retailer with annual profits of \$10 million.

SE: Lower%/Higher\$ condition:

As part of the campaign, the company will donate 20% of its profits from each purchase, up to \$10,000 in total donations. All donations will be made at the end of the fiscal year.

SE: Higher%/Lower\$ condition:

As part of the campaign, the company will donate 1% of its profits from each purchase, up to \$40,000 in total donations. All donations will be made at the end of the fiscal year.

Joint evaluation condition:

Imagine that Smith Co. and Williams Inc. are launching donation campaigns to help raise money for local charities. Smith Co. is a clothing retailer with annual profits of \$10 million. Williams Inc. is also a clothing retailer with annual profits of \$10 million.

As part of its campaign, Smith Co. will donate 20% of its profits from each purchase, up to \$10,000 in total donations. All donations will be made at the end of the fiscal year.

As part of its campaign, Williams Inc. will donate 1% of its profits from each purchase, up to \$40,000 in total donations. All donations will be made at the end of the fiscal year.

Experiment 4: Analysis of exploratory items (moral, ethical, selfish, manipulative)

None of the exploratory items differed significantly between the Higher%/Lower\$ and Lower%/Higher\$ conditions, in either separate evaluation or joint evaluation:

Means (and standard deviations) in separate evaluation conditions

	<i>SE:Lower%/Higher\$</i>	<i>SE:Higher%/Lower\$</i>	<i>t-test</i>
moral	6.62 (2.01)	6.51 (2.44)	$t(197) = .33, p = .74$
ethical	6.59 (1.95)	6.58 (2.52)	$t(197) = .02, p = .99$
selfish	5.87 (2.47)	5.86 (3.08)	$t(197) = .02, p = .98$
manipulative	4.00 (2.60)	4.21 (2.95)	$t(197) = .53, p = .60$

Means (and standard deviations) in joint evaluation condition

	<i>JE:Lower%/Higher\$</i>	<i>JE:Higher%/Lower\$</i>	<i>t-test</i>
moral	6.17 (2.21)	6.55 (2.14)	$t(97) = 1.85, p = .07$
ethical	6.33 (2.16)	6.51 (2.18)	$t(97) = 1.00, p = .32$
selfish	4.08 (2.75)	3.79 (2.64)	$t(97) = 1.07, p = .29$
manipulative	4.16 (2.84)	4.21 (2.63)	$t(97) = .18, p = .86$

Comprehension test (described in General Discussion): Complete stimuli

Imagine that Smith Co. is launching a donation campaign to help raise money for local charities. Smith Co. is a clothing retailer with annual profits of \$10 million.

Smith Co. is considering one of the following two campaigns:

Campaign 1: As part of the campaign, the company will donate 1% of its profits from each purchase, up to a maximum amount of \$26,000. Smith is expected to reach this maximum amount. All donations will be made at the end of the fiscal year.

Campaign 2: As part of the campaign, the company will donate 25% of its profits from each purchase, up to a maximum amount of \$25,000. Smith is expected to reach this maximum amount. All donations will be made at the end of the fiscal year.

Which of the following two campaigns would collect **more money for the charity**?

Please note that there is a mathematically correct answer to this question. **If you select the mathematically correct answer, we will add a \$1 bonus to your earnings.**

[Participants could click a radio button next to Campaign 1 or Campaign 2]

Campaign 1: As part of the campaign, the company will donate 1% of its profits from each purchase, up to a maximum amount of \$26,000. Smith is expected to reach this maximum amount. All donations will be made at the end of the fiscal year.

Campaign 2: As part of the campaign, the company will donate 25% of its profits from each purchase, up to a maximum amount of \$25,000. Smith is expected to reach this maximum amount. All donations will be made at the end of the fiscal year.