

APPENDIX GA36d

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QUANTITATIVE RESEARCH METHODS
PROJECT REPORT

***A pilot quantitative exploratory study
on motivation behind charity donation***

HKBM 7004
DBA ASSIGNMENT

*“There are lots of resources each of us can pull from our safes to share with others.
And something greater rises up every time we give.”*

MacKenzie Scott and Dan Jewett, 2021

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Project Report

Title: A pilot quantitative exploratory study on motivation behind charity donation.

1. Abstract

Purpose – This paper aims to explore the individual motives, psychographic and demographic characteristics of donors in relation to charitable donation behavior in Hong Kong. The report is designed and based solely on Quantitative Research Methods.

Design/methodology/approach –The data is collected through a self-administered survey instrument/ questionnaire via the internet. A questionnaire is developed and an inductive research strategy is devised to test the questions/statements. A pilot test of the questionnaire was conducted from 15-17 November to check its reliability. Both convenience and snowball sampling methods are then used. In total, 475 respondents participated in the survey from 18-28 November with 353 questionnaires are fully completed and usable, yielding a complete rate of 74.3%.

Data Analysis: Data analysis is based on psychometric methods and is analysed using SPSS and Jamovi, with factor analysis being conducted before applying a series of T-tests and ANOVAs. And its reliability is tested by Cronbach alpha. Survey Monkey platform and software is used by the researcher for the questionnaire development and survey.

Findings – Perceived generosity of self (GEN), perceived financial security (FIN), age (AGE) and household income (INC) are significantly related to people's donation behaviors in the past year whereas altruism (ALT), egoism (EGO), investment (UNV) and influence (IFL) do not relate significantly to people's donation behaviors.

Research limitations/implications – Additional research should further explore and analyze correlation between altruism (ALT) and egoism (EGO) as both variables can successfully predict investment (UNV) of donor characteristics. In addition, further linear regression analysis can be conducted to explore what truly affect investment (UNV). This would provide a more holistic perspective on donor behaviour and thus assist management decisions and fundraising plans in charities.

Originality/value – This paper provides insights into the nuances and characteristics of people in Hong Kong in relation to attitudes and behaviour towards charitable donations.

Keywords: Charity, Donating behavior, Charitable donations and altruism.

2. Introduction and Background

Philanthropic monies are limited and not sustainable, and individual motivations for donating to charities are diversified. This project report aims to explore individual motivation for charities giving in order to maximize public and social good. The main objective of this research is to identify and explore motivating factors that favour individual money donations to charities in Hong Kong.

This paper is an empirical quantitative research study. The research aims to explore the demographic, psychographic characteristics and potential benefits of individual donation behaviour.

The report is designed and based solely on **Quantitative Research Methods**. The data is collected through a self-administered survey instrument/ questionnaire. A questionnaire is developed and an inductive research strategy is devised to test the questions. A pilot test of the questionnaire was conducted from 15-17 November 2021 to check its reliability and collect feedbacks from respondents. Both convenience and snowball sampling methods are then used and 475 respondents participated in the survey from 18-28 November via internet. Data analysis is based on psychometric methods; ie T-test and factor analysis. And its reliability is tested by Cronbach alpha. Survey Monkey, SPSS and Jamovi software are used by the researcher.

In its earliest form, the word philanthropy comes from the Greek *philanthropia*, simply meant “love of mankind” – which actually makes no mention of money. Philanthropy means giving anything—time, money, experience, skills, or networks—in any amount to create a better world. Anyone with generosity of mind and spirit can take action and be a philanthropist or donor.¹ (Arrillaga-Andreessen, 2011).

In this research, a charity organisation is an independent legal entity set up for solely charitable purposes and defined as the practice of organized and systematic giving to improve the quality of human life through the promotion of welfare and social change. We only include donation to charitable organisation or institution, which is exempt from tax under section 88 of the Inland Revenue Ordinance. As for Hong Kong, it has achieved a new record of donation to the philanthropic sector every year. For a population of

¹ Arrillaga-Andreessen Laura (2011), Giving 2.0: Transform Your Giving and Our World, 1st ed., Jossey-Bass.

approximately 7.48m, Hong Kong has close to 9,200 charitable organisations registered under Hong Kong Inland Revenue Department. (See Figure 1)

By most standard, Hong Kong is a giving society and ranked 25th out of 139 countries and regions, as 2017's "World Giving Index",² (CAF, 2021) published by the UK-based Charities Aid Foundation. And in the inaugural "Global Philanthropy Report"³, published by the Harvard Kennedy School in 2020, Hong Kong finished fifth among 39 countries and cities, based on philanthropic assets as a proportion of GDP ⁴ (Johnson, 2020) (See Figure 2).

In addition, some 60 per cent of Hong Kong's recurrent government budget was spent on education, social welfare and medical services. Based on the latest Hong Kong Poverty Situation Report issued by the government last month, Hong Kong still has 1.65⁵ million people who are currently living under the poverty line and with one in 4 children live in poverty. The Gini Coefficient in Hong Kong was 0.539 in 2016. ⁶ (See Figure 3) Hong Kong's Gino index is similar to Brazil and Botswana.

There is a compelling case for charities to do more, and much better.

This study aims to explore the individual motivation behind charities donation so charities could raise more funds to do more good. It is the humble wish of this researcher that more positive social impacts can be achieved for the betterment of the society and humanity.

² Charities Aid Foundation (CAF), World's Giving Index 2021 (June 2021), A Global Pandemic Giving Report, https://www.cafonline.org/docs/default-source/about-us-research/cafworldgivingindex2021_report_web2_100621.pdf. Hong Kong saw a significant drop in all scores in 2020 (p.13). But HK ranked 43th out of 114 in its score in 'donating money to charity'. (p.20)

³ Johnson Paula D, (Lead Author), The Global Philanthropy Report- Perspectives on the Global Foundation Sector, (2020), Harvard Kennedy School, Centre for Public Leadership. https://cpl.hks.harvard.edu/files/cpl/files/global_philanthropy_report_final_april_2018.pdf

⁴ Ditto

⁵ Hong Kong Poverty Situation Report 2020, Hong Kong Census & Statistics Dept

⁶ Hong Kong Census and Statistics Department, (9 June 2017), Press release: Census and Statistics Department announces results of study on household income distribution in Hong Kong. Source: https://www.censtatd.gov.hk/en/press_release_detail.html?id=4180

3. Statement of the problem

Social welfare services provided by charitable organisations have long been an essential function of civil societies. The existence of charities complements the deficiencies of bureaucratic or public welfare systems. Well-known or reputable charities excel by seeking donations, and utilize publicity or marketing strategies to enhance its reputation and images so as to raise more funds. However, relatively small-scale charities often have challenges in gathering sufficient financial support. (Hsu, Liang &Tien, 2005) During the Covid pandemic of the last two years, a lot of charities or social enterprises in Hong Kong are facing substantial financial crisis with diminishing income to maintain its basic operations. In the market of charitable donations, competition is intense. (Hsu, Liang &Tien, 2005)

Research in charitable donations over the past decade has focused on planned giving, donor characteristics, and anticipation of intrinsic benefits, such as increased self-esteem, public gratification, satisfaction and fulfilment. (Lwin, Phau & Lim 2012). However, changes in social, political and economic environments in many countries around the world have resulted in declining support to charities. As such, novel ways of marketing strategies, while highly debatable for non-profit organisations have been increasingly employed to generate revenue for charitable organisations. (Lwin, Phau & Lim 2012).

Ranganathan and Henley (2008) have also reported that charities have to depend more on individual donors and less on the government for funding in order to survive the competition. Hence, an understanding of the individual donor and what motivates them to contribute to charities is of utmost interest to non-profit marketers. While the understanding of donors' characteristics is an important component in attempts to persuade donors, the majority of research in this discipline has been conducted in a "Westernised" culture. There is a clear lack of research in emerging economies such as Asia (Basil et al. 2008; Lee and Chang, 2007; Lwin, Phau & Lim 2012).

The paper aims to explore individual motivation for charities giving in order to maximize public good and do good for humanity.

3.1 Literature Review

The motivations for donating to charities are diversified. (Hibbert & Home, 1997). Helping out the poor and needy people are essential. Some people believe that having the ability to donate to charities is a symbol of good citizenship. Individuals who have received assistance personally from charities may have the desire to provide feedback to the charities. The fact that charitable donations are tax deductible can be an incentive to some. Furthermore, certain people might have the need to achieve spiritual peace by donating to charities (Amos, 1982; Dawson, 1988). Previous studies state that demographic, socioeconomic, and psychographic characteristics have certain impacts on charitable donations (Jones & Posnett, 1991; Kitchen & Dalton, 1990). Schlegelmilch, Love, and Diamantopoulos (1997) mention that different donor profiles can be used to categorize donations to charities. (Hsu, Liang & Tien 2005).

As discussed, issues related to charitable donating have been researched in a wide array of papers and literature, namely motivational theories, economics, behavioural sciences and psychology. They are also dealt with by academics and experts in the fields of marketing, fundraising, and political affairs too. Non-profit studies analyse donors' behaviour regarding its potential to increase the share of private resources in incomes of charitable organisations. Therefore, many authors (Schervish, 1997; Sargeant, 1999; Bekkers, Wiepking, 2010; Gittell, Tebaldi, 2006; Marx, Carter, 2014; Andreoni, Payne, 2011; Lammam, Gabler, 2012, and others) still ask the question: What are the variables that influence donors' behaviour both positively within the sense of its volume or frequency and negatively within the sense of its restriction or absence? (Hladka & Hyanek, 2015)

Our research survey in this paper has taken references to three academic articles. (Hladka & Hyanek, 2015; Lwin, Phau & Lim 2012 and Hsu, Liang & Tien, 2005) The paper examines the factors affecting donors' motives/willingness to donate. We have divided the variables impacting the process of the donor's decision-making into four different constructs. It is necessary to differentiate between internal variables, which arise from the underneath of individual people and create their nature and personality, and external variables, which are independent of specific individuals although they may influence them. We name the internal variables as motives for donating, and the external

variables as determinants. (Hladka & Hyanek, 2015) All these variables influence the process of the donor's behaviour.

Motivation remains as a fundamental research topic in the areas of humanities and social sciences. For a long time, economists and social scientists have considered motivation as connected with the act of giving, trying to interpret it in the context of the neoclassical economics assumptions. The objective of this paper is to explore answers to the question of what mainly motivates people in their decisions to make a donation and whether there is any interdependence among such motives. We also ask what the relationship is between the determining motives and the rate or frequency of donating. The data were collected through a questionnaire survey and analysed by means of statistical methods that are commonly used in similar cases, such as descriptive statistics, the Pearson correlation coefficient and the ANOVA method based on the F-test. The empirical testing confirmed several factors connecting with motivation; however, our paper can only provide a preliminary indication of the motives and it thus called for more follow-up research in this much under-researched topic in Hong Kong.

3.2 Research Questions

This paper aims to explore and identify factors that have an influence on decisions to donate financial means to non-profit organisations taken by individuals in Hong Kong. Research questions (RQs) are refined statements of the specific components of the research problem. This study's **major** research question is: What are the internal variables (ie motives) that influence donors' behaviour?

Four basic groups of motives underlying donors' decision making are identified: **altruism (ALT), egoism (EGO), investment (UNV) and influence (IFL)**. (See Table 1) The questions examined motives, opinions and standpoints influencing the act of donating by the means of an evaluation score. Both variables and determinants were included among 40 individual statements or questions. Respondents could express their opinion on the Likert scale showing the rate of identification with the respective statement. The statements themselves formed the core part of the questionnaire. In addition, **psychographic profiles and demographic profiles** are also used in the survey. (See Table 2-4 for Questions 41-51 and Appendix 1).The research questions concerning motives are as follows:

1. What motivates individuals in Hong Kong to provide a donation? (significance)
2. What is the interdependence of these motives? (strength of relationship)
3. What is the relationship between the individual's motives and the amount of a provided donation?
4. What is the relationship between the individual's motives and the frequency of donating?

Table 1: Classification of Internal Motives			
Part 1 of Questionnaire			
Factor 1	Factor 2	Factor 3	Factor 4
Altruism (ALT)	Egoism (EGO)	Investment (UNV)	Influence (IFL)
(Questions 2-15, 38)	(Questions 16-32)	(Questions 33-37)	(Questions 39-40)
Empathy	Profit/remuneration	Personal contacts	Influenced by friends/Family
Fellow Feeling	Opportunity	Skills	Influenced by marketing/promotion
Affection	Desire for Power	Socio-economic status	
Liking	Self Centredness	Job opportunities	
Compassion	Recognition		
Solidarity	Political Influence		
Mercy	The Feeling of being non-replaceable		
Pity	Fear		
Respect	Concerns		
Gratefulness	Warm-Glow		
Love	Substitution		
Social rules	Reciprocity		
Believing in Justices	Conscience		
Conviction	Desire to sacrifice oneself		
Social Responsibility	Reputation		
Moral Duty	Psychological Utilities		
Religious Obligation	Doing a good turn to society		
Positive Impact to Humanity	The need to help		
	The need of belonging		

Table 2: Psychographic Profile of Respondents			
Part 2 of Questionnaire (Questions 41-43)			
Psychographic Profile			
Perceived Generosity of Self - Compared to other people, do you think that you are giving:			
○ Giving more			
○ Giving less			
○ About the same			
○ Not sure			
Perceived Financial Security- How much do you worry about having enough money in the future?			
○ A lot			
○ Quite a bit			
○ Just a little			
○ Not at all			
○ Not sure			
Importance of Religion: How important would you say religion in your life?			
○ Very important			
○ Quite Important			
○ Not very important			
○ Not important at all			
○ No comment			

Table 3: Demographic Profile of Respondents (Questions 44-51)	
Demographic Profile	Scale
Gender (GDR)	Male
	Female
Age (AGE)	o < 25 years old
	o 26 - 35 years old
	o 36 - 45 years old
	o 46+
	o Prefer not to answer
Marital Status (MAR)	o Single
	o Married
	o Others
Household Income (INC)	o < \$20K
	o \$ 20 – 40K
	o \$41– 60K
	o >\$60K
Level of education (EDU)	o Secondary school
	o Diploma or associate degree
	o Bachelor's degree
	o Master's degree or above
Family size (FAM)	o 1
	o 2
	o 3
	o 4
	o 5 or above
Number of Children (CLD)	o None
	o 1
	o 2
	o 3
	o 4 or above

Table 4: Internal Motives behind charities dondation

Table 4: Summary of Codes	
Variables/Motives	Codes
Donor / non-donors	WHE
Factor 1-Altruism	F1-ALT
Factor 2 - Egoism	F2-EGO
Factor 3-Investment	F3-UNV
Factor 4- Influence	F4- IFL
Perceived Generosity of Self	GEN
Perceived Financial Security	FIN
Importance of Religion	REL
Gender	GDR
Age	AGE
Marital Status	MAR
Household Income	INC
Level of Eductaion	EDU
Family Size	FAM
Number of Children	CLD

4. Research Methodology

4.1 Qualities of Quantitative Research Method

Research is important for the advancement of any academic field or discipline. Quality research requires scientific methods that place emphases on “purposiveness, rigour, testability, replicability, precision, confidence, objectivity, generalisability and parsimony.” (Chan, 2021) Quantitative social research is much concerned with measurement problems which is the best approach for this research topic.

As our background, quantitative research emerged around 1250 A.D. and was driven by investigators with the need to quantify data. Since then quantitative research has dominated the western cultural as the research method to create meaning and new knowledge. What constitutes a quantitative research method involves a numeric or statistical approach to research design. Leedy and Ormrod (2001) alleged that quantitative research is specific in its surveying and experimentation, as it builds upon existing theories. The methodology of a quantitative research maintains the assumption of an empiricist paradigm (Creswell, 2003). The research itself is independent of the researcher. As a result, data is used to objectively measure reality. Quantitative research creates meaning through objectivity uncovered in the collected data. (Williams, 2007)

Quantitative research can also be used in response to relational questions of variables within the research. “Quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory” (Leedy and Ormrod, 2001, p. 102). Quantitative research begins with a problem statement and involves the formation of a hypothesis, a literature review, and a quantitative data analysis. Creswell (2003) states, quantitative research “employ strategies of inquiry such as experimental and surveys, and collect data on predetermined instruments that yield statistical data” (Williams, 2005). The findings from quantitative research can be predictive, explanatory, and confirming. Quantitative research involves the collection of data so that information can be quantified and subjected to statistical treatment in order to support or refute “alternate knowledge claims” (Creswell, 2003). This study is based on this research method as this is most relevant and appropriate.

4.2 Research Design

The number of researches that have been conducted about private individual donations to charitable organisations or NGOs in Hong Kong is limited. The objective of this study is to identify internal motivating factors that contribute to individual money donation. Methodologically, we adopted a **descriptive and quantitative study** to collect data.

Based on three research articles by Hladka & Hyanek, 2015; Lwin, Phau & Lim, 2012 and Hsu, Liang & Tien, 2005, a structured questionnaire is used to collect data for the study (See appendix 1). The questionnaire is divided into four sections. The first question aims to identify whether the respondent is a donor or not. The principal part of the questionnaire is section two which contains 40 statements/questions based on **4 key factors** (Table 1) that could impact donation. The third and fourth parts of the questionnaire covers additional questions on **psychographic and demographic profile** (Table 2-3, Questions 41-51) respectively.

The objective of the report is to identify factors which have an influence on decisions to donate financial means to charitable organisations taken by individuals in Hong Kong and to analyse the mutual relationship or interconnection between these factors. As mentioned, this paper focuses on the analysis of internal variables. Further research is required to further study the impact of external variables such as PESTEL or environmental scan factors. These factors may also impact private donation.

4.3 Data Collection Procedures

Sampling: All questionnaire surveys were accessed via the internet. Participants were recruited for this research through **snowball and convenience sampling**. (Table 5) They were assured of their privacy and confidentiality on the first page of the questionnaire. The respondents provided information about *altruism, egoism, investment, influence, psychological profile, and demographics*. (Table 1-4). We believe that self-reports are appropriate because our study mainly investigated individual characteristics and perception. A trial survey with three respondents was conducted on 15-17 November prior to the formal survey and the questionnaire was modified based on the suggestions of respondents to the trial survey. The formal survey was conducted via the internet during 18-28 November.

The questionnaire survey is the primary and only source of data. Respondents were asked for personal experiences and perceptions with a total of 51 questions and statements. (See Table 6). A 5-point Likert scale (1932) is deployed in this survey and this scale is good scale to measure people's attitudes, opinions, or perceptions. (Chan, 2021). Respondents choose from a range of possible responses to a specific statement or attribute. 5-point Likert scales are used, ranging from “strongly agree”, “agree” “neutral”, “disagree” and “strongly disagree”. The categories of response are coded numerically, in which case the numerical values must be defined for that specific study, such as 5 = strongly agree, 4 = agree, and so on. (See Table 4)

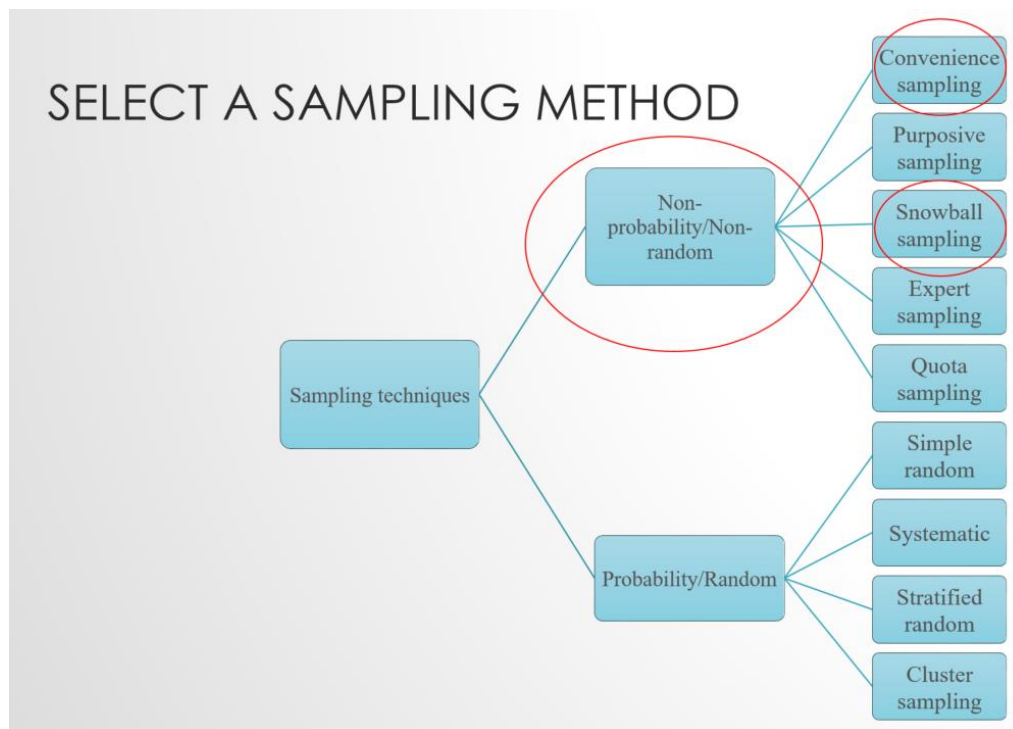


Table 5: Selection of Sampling Method (Chan, 2021)

Responses: As at 28 November 2021, we received a total of 475 questionnaires and 353 questionnaires are completed and usable which has yielded a completion rate of 74.3%. Our screening criteria is that more than 90% of similar answers are considered invalid.

Restraints: During the research, there are three types of restraints identified.

1. We only include donation to charitable organisation or institution, which is exempt from tax under section 88 of the Inland Revenue Ordinance.
2. The research is related only to donations made by individuals in Hong Kong. Corporate donation or philanthropic donation was not included.

3. Respondents only considered donations of money, not donations of free time (volunteering), in-kind donation, donation of their skills etc.

4.4 Ethical Procedures

The research takes note of potential ethical issues related to quantitative research. For example, the survey has to respect the privacy right of all respondents and all necessary consent are duly sought in an anonymous and confidential basis. All respondents are informed about the objective and purpose of this research. All data collected will only be used for this assignment. Ethical considerations occur at all the stages of the whole qualitative research process.

Table 6: Operationalisation of Internal Variables (motives) in the questionnaire

		Variable/ Motive	Operationalization/ Indicator
Factor 1	2	Empathy	I make a donation because I would not like to be in the position of the needy.
Altruism	3	Affection, fellow feeling, liking	I make a donation to express my affection, feeling and empathy with the needy.
	4	Compassion, solidarity	I make a donation out of solidarity / mutual support with the poor and needy.
	5	Mercy, pity, love	I make a donation because I feel for the needy (e.g. empathy / pity).
	6	Respect	I make a donation out of deference/respect to those whom I help.
	7	Gratefulness	I make a donation to those whom I myself am grateful to.
	8	Social Rules	I make a donation because some fixed social rules/expectations require or expect so.
	9	Believing in Justice	We must help each other because life was unfair to some people.
	10		I make a donation to help curb injustice in the society.
	11	Conviction	Activities of non-profit organizations or charities are necessary for the society therefore it is right to support them financially.
	12	Social Responsibility	Charities do praiseworthy and impactful work but they should be financed by individuals, companies and entrepreneurs.
	13	Moral duty	It is morally right to donate money to the needy.
	14		I consider donating to be a moral duty.
	15	Religious Obligation	I make a donation because my religious belief obliges me to do so.
	37	Humanity	I make a donation because it can create positive impacts to humanity.
Factor 2	16	Profit/ Remuneration/Opportunity	I make a donation because I can derive economic advantages from that
Egoism	17	Desire for Power	Making a donation endows me with power and superiority over those whom I helped.
	18	Self-centredness	I can afford to make donation.
	19	Recognition	I make a donation because I expect it to make me visible or appreciated by society
	20	Political Influence	I can influence decisions taken by political representation or relevant stakeholders through making donations
	21	The Feeling of Irreplaceability	Making a donation makes me feel irreplaceable
	22	Fears/Concerns	I make a donation because I am likely to need some help from the others too in the future
	23	Warm-Glow	I make a donation because it gives me joy and good feeling. I feel good by doing so.
	24	Satisfaction	Making a donation brings me some satisfaction.
	25	Reciprocity, substitution	I support charitable projects that generate material, financial or certain other benefits for me.
	26	Conscience	If I do not help, I feel guilty or bad.
	27	Desire to sacrifice Myself	Everybody should be able to sacrifice oneself to a certain extent and help other people.
	28	Reputation	If I make a donation, the others will respect me more.
	29	Doing a good turn to society	I make a donation because I was helped by the others too.
	30	Psychological Utilities	I make a donation because I am well off.
	31	The Need to help	Society requires us to help the needy.
	32	The Need of belonging	Making a donation makes me feel a part of a certain group of people who have something in common
Factor 3	33	Personal Contacts	I make a donation because this is a way to make contacts with the relevant non-profit organization /charities that I can make use of in my work and personal life.
Investment	34	Skills	I make a donation because it enables me to obtain new skills or gain new experiences.
	35	Skills	I make a donation because it enables me to manage my finances/income more efficiently.
	36	Socio-Economic Status	I make a donation because it enables me to increase my status in society.
	37	Job Opportunities	I make a donation because it can generate a business opportunity or a job offer.
Factor 4	39	Influenced by Family/Friends	I make a donation to the charity because it was referred/recommended by my friends, family members and/or colleagues.
Influence	40	Influenced by marketing/publicity	I make a donation because I came across the marketing and promotional materials (e.g. digital/ print and/or any other channel) of this charity.

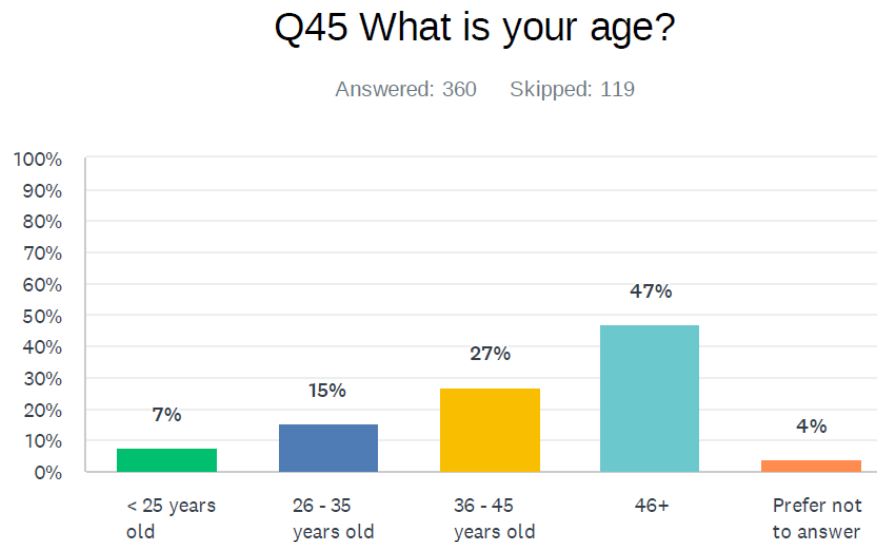
5. Data Analysis and Outcomes

5.1 Sample and Procedure

All surveys were accessed via the internet. Participants were recruited for this research; they were assured of their privacy and confidentiality on the first page of the questionnaire. The respondents provided information about *altruism, egoism, investment, influence, psychological profile (perceived generosity of self, perceived financial security and importance of religion) and demographics*. We believe that self-reports are more appropriate because our study mainly investigated individual characteristics and perception.

In total we received 475 questionnaires with 353 questionnaires are completed and usable, yielding a complete rate of 74.3%. Our screening criteria is that more than 90% of similar answers are considered invalid. Figure 5 shows the age profile of respondents.

Figure 4: Age Profile of Respondents



5.2 Answer Value Assignment

Five -Point Likert scale is used and the response scale of internal variables ranged from (1) “strongly disagree” to (5) “strongly agree.”, and the response scale for psychological profile is valued according to the options. The principle is that the bigger the point, the more positive the answer would represent. For example, for the question “How much do you worry about not having enough money in the future”, option of “Not at all”

is valued as 5 points and “not sure” is valued as 1 point. In terms of demographic variables, only gender is treated as dummy variables. Other variables are assigned in the order of options. In addition, for missing values, we replace some missing values according to the average value of the sequence.

5.3 Results

Table 7 shows the **means, standard deviations and correlations** for all variables in this study. *Perceived generosity of self (GEN)*, *perceived financial security (FIN)* and *importance of religion (REL)* are significantly related to people's donation behaviors in the past year. On the other hand, altruism (ALT), egoism (EGO), investment (UNV) and influence (IFL) did not relate significantly to people's donation behaviors.

Table 7.1: Means, Standard Deviations, and Correlations^{a, b}

Variables	Mean	s.d.	1	2	3	4	5	6	7
1.Whether donate or not (WHE)	0.75	0.44							
2.Altruism (ALT)	2.87	0.68	-.001						
3.Egoism (EGO)	3.11	0.57	-.017	-.113*					
4.Investment (UNV)	3.35	1.16	-.05	-.494***	.78***				
5.Influence (IFL)	3.05	0.76	.009	.091	.225***	.166**			
6.Perceived Generosity of Self	2.17	1.00	.145**	-.009	-.059	-.004	-.072		
7.Perceived Financial Security	3.58	1.10	.203**	.045	-.035	-.045	.036	.122*	
8.Importance of Religion	2.85	1.37	.196**	-.035	-.113*	-.088	-.141**	.036	.144**

^a n=353 for all column

^b Column 1 reports point-biserial correlations; all other columns report product-moment correlations (two-tailed tests of significance).

* $p \leq .05$

** $p \leq .01$

*** $p \leq .001$

Table 7.2 Table of Correlation Matrix

Correlation Matrix

Correlation Matrix

		WHE_1	ALT_1	EGO_1	UNV_1	IFL_1	GEN_1	FIN_1	REL_1
WHE_1	Pearson's r	—							
	p-value	—							
ALT_1	Pearson's r	-0.001	—						
	p-value	0.987	—						
EGO_1	Pearson's r	-0.017	-0.113 *	—					
	p-value	0.748	0.034	—					
UNV_1	Pearson's r	-0.050	-0.494 ***	0.780 ***	—				
	p-value	0.351	< .001	< .001	—				
IFL_1	Pearson's r	0.009	0.091	0.225 ***	0.166 **	—			
	p-value	0.867	0.089	< .001	0.002	—			
GEN_1	Pearson's r	0.145 **	-0.009	-0.059	-0.004	-0.072	—		
	p-value	0.006	0.871	0.271	0.936	0.178	—		
FIN_1	Pearson's r	0.203 ***	0.045	-0.035	-0.045	0.036	0.122 *	—	
	p-value	< .001	0.396	0.509	0.401	0.495	0.022	—	
REL_1	Pearson's r	0.196 ***	-0.035	-0.113 *	-0.088	-0.141 **	0.036	0.144 **	—
	p-value	< .001	0.518	0.034	0.099	0.008	0.499	0.007	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Binomial Logistic Regression

Model Fit Measures

Model	Deviance	AIC	R^2_{McF}	R^2_{CS}	R^2_N
1	327	357	0.181	0.184	0.273

5.4 Logistic Regression Analysis

Given that whether people donate or not (WHE) is a dichotomous variable, we used **logistic regression** to test its hypotheses. Logistic regression is a suitable method for prediction of dichotomous variables and more flexible compared to other techniques (Tabachnick & Fidell, 2014). All predictors included in the model were standardized for the analysis.

Binary logistic regression fitting was also performed with charity donation as the **dependent variable** (1 as existence, 0 as non-existence) and **internal variables** (altruism, egoism, investment, influence), **perceived variables** (perceived generosity of self, perceived financial security, importance of religion), and **demographic variables** (gender, age, marital status, household income, level of education, family size, number of children) as independent variables. Results of logistic regression analysis could be seen as below.

Table 8:

Summary of Model				
χ^2	Sig.	-2 logarithmic likelihood	R ² CS	R ² N
71.994	0.000	326.654 ^a	0.184	0.273

As can be seen from the above table 8, the Chi-square value is 71.994, and the P value is 0.000, which is less than 0.001, indicating that this model passed the significance test of 1%. Therefore, the specific statistical significance of this model is **significant and acceptable**.

According to the model summary table, the logarithmic likelihood value of -2 is 326.654, Cox & Snell R square is 0.184, and Nagelkerke R square is 0.273, which is generally higher than the general standard of 0.2. Therefore, this model has a **high degree of fitting**, that is, the model has an ideal interpretation of the original data.

Table 9: Hosmer & Lemeshow Test		
χ^2	d.f.	Sig.
4.214	8	0.837

According to the results of Hosmer and Lemeshow test, the Chi-square value is 4.214, and the **P value is 0.837**, which is greater than 0.05, indicating that the prediction of the model has a good fitting degree.

Table 10: Fitting parameter table								
	B	SD	Wald	d.f.	Sig.	Odds ratio	95% Confidence Interval	
							Lower	Upper
GEN	0.458	0.157	8.571	1	0.003	1.581	1.164	2.149
FIN	0.336	0.13	6.644	1	0.01	1.399	1.084	1.806
REL	0.193	0.112	2.962	1	0.085	1.213	0.974	1.511
GDR	0.539	0.285	3.569	1	0.059	1.715	0.98	3
AGE	0.489	0.169	8.357	1	0.004	1.631	1.171	2.272
MAR	-0.2	0.289	0.478	1	0.489	0.819	0.465	1.442
INC	0.323	0.153	4.476	1	0.034	1.382	1.024	1.864
EDU	0.065	0.184	0.124	1	0.724	1.067	0.744	1.532
FAM	0.117	0.14	0.698	1	0.404	1.124	0.854	1.48
CLD	0.34	0.219	2.407	1	0.121	1.405	0.914	2.16
ALT	-0.314	0.288	1.186	1	0.276	0.731	0.415	1.285
EGO	0.806	0.447	3.246	1	0.072	2.238	0.932	5.376
UNV	-0.396	0.256	2.39	1	0.122	0.673	0.407	1.112
IFL	0.111	0.19	0.345	1	0.557	1.118	0.771	1.622
constant	-5.489	1.695	10.485	1	0.001	0.004		

GEN=Perceived generosity of self; FIN= Perceived Financial Security; REL= Importance of Religion; GDR=Gender; AGE=Age; MAR= Marital Status; INC= Household Income; EDU=Education; FAM=Family size; CLD= Number of Children; ALT=Altruism; EGO=Egoism; UNV=Investment; IFL=Influence

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

As shown in Table 10, **GEN, FIN, AGE, INC** have a **significant positive impact** on people's donation behavior to charity.

The **coefficient of Perceived Generosity of Self (GEN)** is 0.458, the Wald chi-square value is 8.571, and the **P-value is 0.003**, less than 0.05 which indicate that this model passed the significance test of 5%. The OR value is 1.581, so when all other variables remained unchanged, the probability of making donations increased by 58.1% (1.581-1) for each unit increase in Perceived generosity of Self.

The **coefficient of Perceived financial Security (FIN)** was 0.336, the Wald chi-square value is 6.644, and the **P value is 0.010**, which is less than 0.05. It passes the significance test with a significance level of 5% and the OR value is 1.399. Therefore, if other variables remain unchanged, and if an increase in Perceived financial security by one unit, the probability of giving money to people will be increased by 39.99% (1.399-1).

The **coefficient of Age (AGE)** is 0.489, the Wald chi-square value is 8.357, and the **P value is 0.004**, which is less than 0.05. It also passes the significance test with a significance level of 5% and the OR value is 1.631. Therefore, if other variables remain unchanged, any increase in Perceived financial security by one unit, the probability of giving money to people increases by 63.1% (1.631-1).

The **coefficient of Household income (INC)** is 0.323 the Wald chi-square value is 4.476, and the **P value is 0.034**, which is less than 0.05. It passes the significance test with a significance level of 5% and the OR value is 1.382. Therefore, if other variables remain unchanged, any increase in Perceived financial security by one unit, the probability of giving money to people increases by 38.2% (1.382-1).

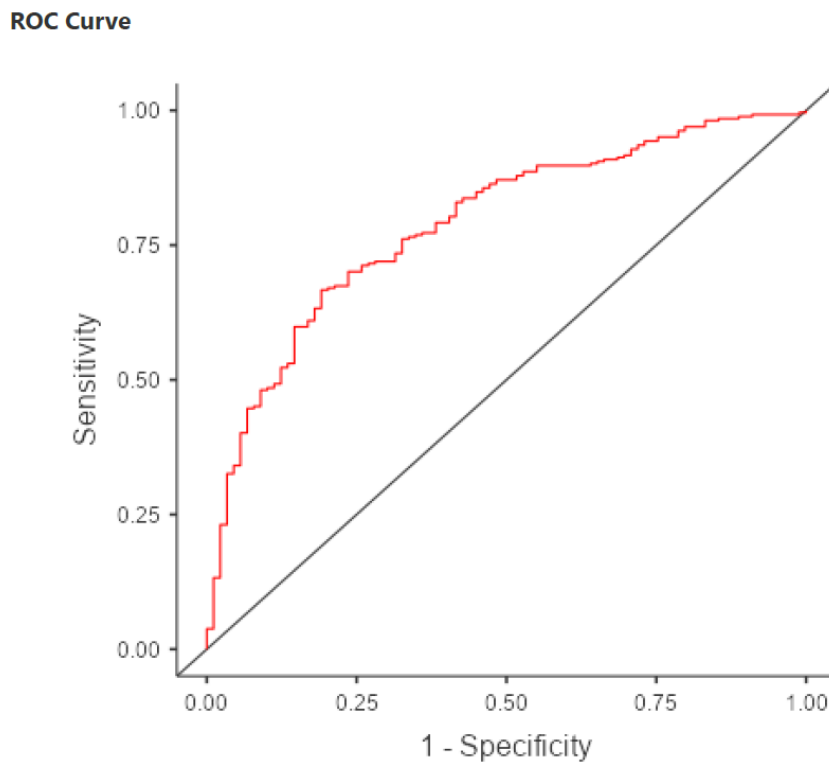
Based on the **Wald value**, Perceived Generosity of Self (GEN) has the biggest impact on people's donation behavior, followed by Perceived financial security (FIN), Household income (INC), and age (AGE). Based on this, the model is constructed according to the coefficient table as follows:

Logit (p) = -5.489 + 0.458* Perceived generosity of self + 0.336*Perceived financial security + 0.489*Age + 0.323*Household income.

Table 11		Prediction		
		Whether people make donation in 2021		Correct percentage
		No	Yes	
Whether people make donation in 2021	No	26	63	29.2
	Yes	20	244	92.4
Overall percentage				76.5

With the **probability of 0.5** as the dividing line, prediction results are shown in the above Table 11. Based on this analysis, 26 samples are predicted to have no donation, and the prediction accuracy was 29.2% whereas 244 samples are predicted to have donation, and the prediction accuracy was 92.4%. The overall **prediction accuracy is 76.5%**, which shows that the prediction result of the model is **very ideal**.

Figure 5: ROC Curve



The **Roc curve** constructed with the predicted probability and true value is shown in the above Figure 4. The covered area below the curve is 0.789 which indicates that the model has a **good prediction effect** on target variables. The highest **Yuden index** calculated by sensitivity and specificity was 0.996, and the best cut-off point was 0.1498.

In general, our model fits well and is suitable for logistic regression analysis. Through logistic regression analysis, we found that perceived Generosity of Self (GEN), perceived financial security (FIN), household income (INC), age (AGE) had a significant positive impact on people's donation behavior to charity in order of importance.

5.5 Linear Regression Analysis

We also conducted linear regression analysis on internal variables using Jamovi with respondents' **Investment (UNV) as the dependent variable**, and the results are as follows:

Table 12: Dependent Variable: Investment

	M1	M2	M3	M4
Gender	-0.074	-0.096	-0.012	-0.011
Age	-0.092	-0.063	0.015	0.015
Marriage	-0.089	-0.019	-0.001	0.005
Income	0.014	0.008	-0.005	-0.007
Education	0.089	0.068	0.010	0.014
Family	0.062	-0.011	0.008	0.009
Child	0.006	0.008	-0.016	-0.021
ALT		-0.483***	-0.412***	-0.417***
EGO			0.733***	0.723***
IFL				0.043
R ²	0.044	0.265	0.777	0.778
d.f.	7345	1344	1343	1342
ΔR^2	0.044	0.221***	0.512***	0.002
ΔF	2.27	103.55***	785.32***	2.55

This table clearly shows that None of the 7 control variables in M1 can explain people's investment behavior, as $\Delta R^2 = 0.044$ (n.s.). However, when variables Altruism (ALT) and Egoism (EGO) are added to the model, the variance of the investment variable is significantly explained more, as $\Delta R^2 = 0.221$ and 0.512 respectively with both $p < 0.001$. Among the 2 factors, egoism contributed the most. M4 indicates that after the influence is

added, it does not contribute to explaining the variance of investment, as $\Delta R^2 = 0.002$ (n.s.). The above results suggest that personality is, to some extent, an indicator of investment motivation, because the ability of the two personality related variables to explain investment is very significant, while the influence and control variables cannot explain the variance of investment.

5.6 Validity and Reliability of Measurement

We conducted **EFA (Exploratory Factor Analysis)** on internal variables using Jamovi software, and the results are as follows:

Table 13: Exploratory Factor Analysis

Factor Loadings					
	Factor				Uniqueness
	1	2	3	4	
ALT1_1		0.313	0.307		0.873
ALT2_1	0.342		0.406		0.265
ALT3_1	0.454		0.427		0.305
ALT4_1	0.339	-0.33	0.332		0.255
ALT5_1	0.687				0.372
ALT6_1	0.799				0.438
ALT7_1		0.652			0.583
ALT8_1			0.582		0.328
ALT9_1			0.63		0.479
ALT10_1	0.447			0.31	0.294
ALT11_1	0.608				0.593
ALT12_1				0.742	0.157
ALT13_1				0.739	0.447
ALT14_1		0.776			0.448
ALT15_1	0.318				0.47
EGO1_1	0.755				0.365
EGO2_1	0.808				0.218
EGO3_1	-0.414	0.52			0.422
EGO4_1	0.88				0.185

EGO5_1	0.79		0.361
EGO6_1	0.876		0.143
EGO7_1	0.717		0.518
EGO8_1		0.653	0.405
EGO9_1		0.722	0.43
EGO10_1	0.755		0.391
EGO11_1	0.481		0.772
EGO12_1		0.615	0.597
EGO13_1	0.869		0.297
EGO14_1	0.412	0.389	0.781
EGO15_1	0.449	0.365	0.769
EGO16_1		0.561	0.693
EGO17_1	0.598	0.388	0.639
UNV1_1	0.576		0.34753
UNV2_1		0.978	0.00491
UNV3_1	0.707		0.17685
UNV4_1	1.02		0.03104
UNV5_1	0.903		0.25827
IFL1_1	0.497		0.753
IFL2_1	0.497		0.753

Note. 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation

It can be seen that in the measurement of ALT and EGO, some items cannot truly reflect the constructs we want to measure, especially for ALT. This goes some way to explaining why our two main variables don't really reflect people's willingness to donate.

We used the internal consistency reliability to evaluate the homogeneity among the internal indicators of the scale. **Cronbach Alpha for Altruism is .861, for Egoism is .790, for Investment is .938, for Influence is .396.** We noted that the Cronbach Alphas for former three variables are totally high than the common standard, but for *Influence* is unacceptable low, and the possible reason was that there were not enough questions in the scale.

Table 14: Reliability Analysis for 4 Factors (ALT, EGO, UNV and IFL)

(Also See Appendix 5)

[4]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	2.87	0.682	0.861

Note. items 'ALT7_1' and 'ALT14_1' correlate negatively with the total scale and probably should be reversed

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.11	0.572	0.791

Note. items 'EGO3_1', 'EGO8_1', 'EGO12_1', 'EGO9', and 'EGO16' correlate negatively with the total scale and probably should be reversed

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.35	1.16	0.937

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.05	0.765	0.396

[5]

6. Significance of the Survey

The objective of this project paper is to explore and identify internal motivating factors and motives that favour individual money donation in Hong Kong. We adopted a quantitative approach for this work with a descriptive character. The population defined for this paper is formed by regular citizens in Hong Kong via internet and through a snowball and convenience sampling method. We also chose a non-probability sampling procedure by acceptability, since the quantity of the population investigated is known. We developed a questionnaire that contemplated 51 statements/questions based on the internal variables framework of individual money donation identified in the literature review/research articles. (See Table 6) A total of 475 questionnaires were received and 353 questionnaires were completed and considered usable with a yielding rate of 74.3%.

Based on the quantitative research and data analysis (Chapter 5), a few findings are identified which can contribute a better understanding of the interval variables or motives behind individual donations in Hong Kong. The initial findings are summarized as below:

1. Perceived generosity of self (GEN), perceived financial security (FIN), age (AGE) and Household Income (INC) had a significant positive impact on people's donation behaviors in the past year (See Table 10).
2. Altruism (ALT), egoism (EGO), investment (UNV) and influence (IFL) did not relate significantly to people's donation behaviors.
3. However, further research will be important as we need to note that even Altruism (ALT) negatively correlates to Investment (UNV), Egoism (EGO) thus positively correlates to Investment (See Table 7).
4. Further linear regression analysis could be conducted to understand the factors which will affect Investment.
5. Results from Jamovi (Appendix 3 &5) also proves that Altruism and Egoism can successfully predict Investment. But it can also be seen that in the measurement of ALT and EGO, some items cannot truly reflect the constructs we want to measure. This also helps explain the reasons why our two main variable (ALT and EGO) do not reflect people's donation behavior or willingness to donate.

6. Cronbach Alpha for ALT is 0.861 and for EGO is 0.790 and for UNV is 0.938 and for IFL is 0.396. We noted that the Cronbach alphas for the first 3 factors/variables are totally higher than the common standard. But for IFL is unacceptably low and the possible reason was that there were not enough questions in this scale.

7. Role of Researcher

As the researcher of this study, I am an experienced charities' professional and have been working in the philanthropic sector since 2000s in various capacities, including general management, governance, risk analysis, issues management, fundraising, development, communications and policy advocacy. Currently, I am working in the communications field at the largest charitable trust in Hong Kong. Based on the preceding experiences, I may not be totally unbiased in observations about various issues that make up the objective of this research. However, the use of quantitative research method has helped minimized this potential risk.

8. Limitations and Future Directions

This study aims to explore the internal and individual motives behind donation behaviour in Hong Kong. This project study carries several limitations.

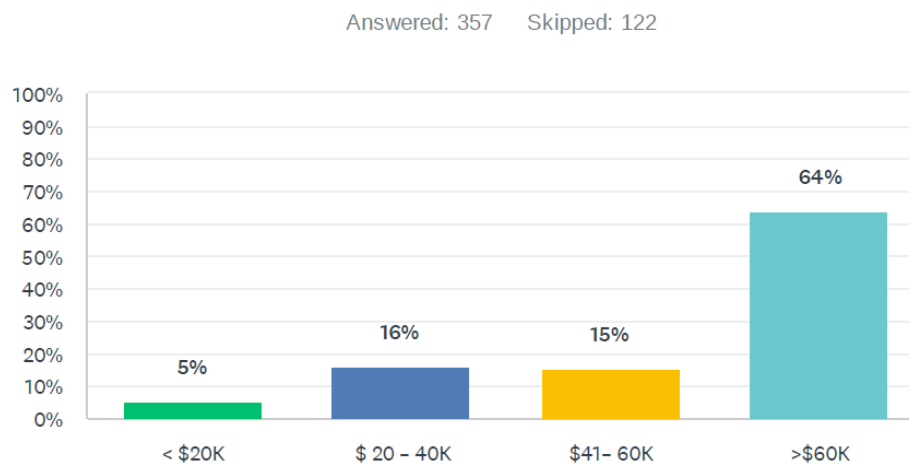
1. We only include donation to charitable organisation or institution, which is exempt from tax under **section 88** of the Inland Revenue Ordinance.
2. The research is related only to donations made by **individuals** in Hong Kong. Corporate donation or philanthropic donation was not included.
3. Respondents only considered donations of **money**, not donations of free time (volunteering), in-kind donation, donation of their skills etc.
4. The use of section design limits the interpretation of the results. Among other recent studies, this one can best be seen as the **first** step in providing the basis for a further longitudinal analysis of individual characteristics and donation behavior. Future studies may also consider testing the **reverse link** (that is, people's donation behavior will increase individual altruism). Just as altruism has an objective measurement, it is primarily treated as a kind of individual perception that can be altered by other external factors.

5. Even we had a good response rate with 475 questionnaires submitted and this study is based on a snowball and convenience sampling method. The respondents could share similar or different background, education level or household income- just to name a few. Error can be generated from the participants. This can impact the validity of the measurement to a certain extent. More research and a purposive sampling can be considered in the future. (See Figure 6 & 7). We can include more participants from different backgrounds or social groups which can decrease the bias of results from income or education levels.
6. Hence, the results regarding sector differences should be carefully interpreted. This sample was used for the purposes of this study, but cannot be generalized to all the general public. This study shows that there is a slight **shortage of relatively low-income participants**. This group is also an important part of the donors' group.
7. In addition, our data was collected through self-disclosure. Following the recommendation of the literature (Podsakoff et al., 2003), additional procedural precautions, such as obtaining data from multiple sources and using temporal, proximal, psychological, or methodological separation of measurements, can help researchers minimize or avoid bias from individual perception and external factors in future longitudinal studies.
8. In terms of the conceptualization of people's donation behaviour and donation motives, our framework and model serve as an important next step in understanding people's fundraising activities. As mentioned, **future research** should be considered. First, our model focuses on what really intrigued people's donation behaviour over the past year and how personal characteristics influence their donation motives. However, our model does not address the complicated mechanism which explains how donation motivation will shift to actual donation behaviour. Based on this study, we know that financial consideration is a key factor for people to decide whether to donate or not. But other factors still remain unclear. As a result, future researchers can use the micro-approach to investigate the mechanism between donation motivation and donation behaviour.
9. The question set for the dependent variable can be too limited and we can add more questions for factor 3 (UNV) and 4 (IFL) as well.

10. This study mainly focuses on internal motives of individual donors. (Table 1-4). But external variables such as the political or economic environment can also impact donation behaviours. It will be relevant to an environmental scan or PESTAL analysis and analyse its correlation or significance with donors' behaviour.
11. This study is only carried out in the context of **Hong Kong** and the sample base can be restrictive. More research work can be considered for other countries (especially Asian countries) or cross cultural analysis of donors' behaviour can be further evaluated. For example, the cultural dimension of donation behaviour is always be a research area of interest. Is there any difference between East and West in making donation? Is there any cultural difference in the donation mind-set? While adopting or adapting Western concepts or values in donation, ethnic Chinese families and individuals are noting differences and challenges.
12. There are many research topics in the field of charitable donation which need to be further explored or studied. Is there an '**Asian way**' to make donation? Harper also highlights other issues or concepts in her dissertation. For example, Asian Giving face and Saving Face, Familial and Ancestral Memory, Pragmatic versus Rational, East-West values. (Harper, 2019)⁷.

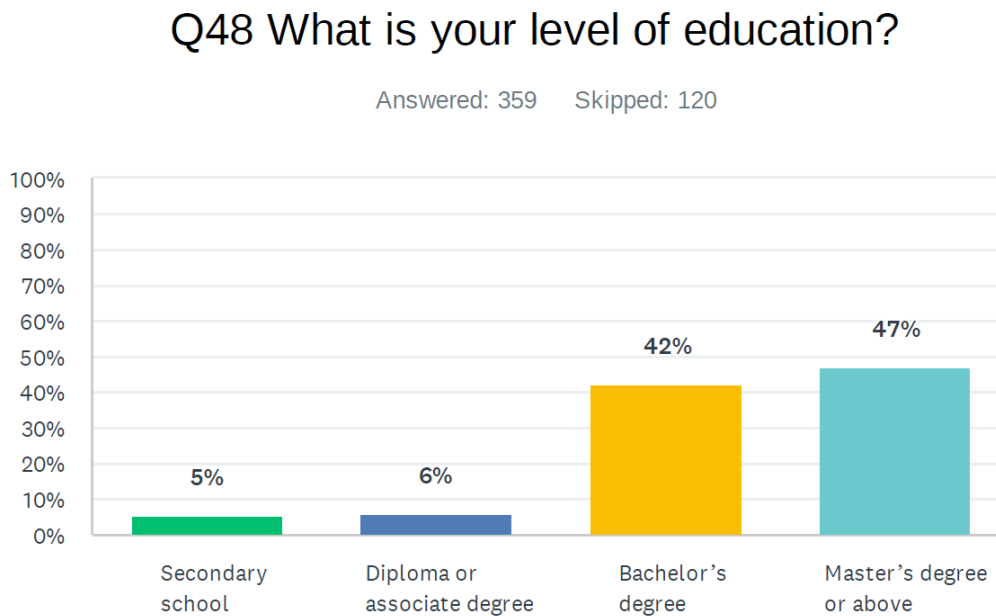
Figure 6: Household Income of Respondents

Q47 How much is your household income (HK\$ per month)?



⁷ Harper Tan Marina (2019). A friend of the researcher and she is a professional and veteran practitioner in the philanthropic sector. She is now working as a senior director for advancement at the University of California, Davis. Her PhD dissertation was completed in August 2019 with Indiana University.

Figure 7: Level of Education of Respondents



13. Observations:

“The most terrible thing about the spectacular scenes of destruction that have played out around the world over the past weeks is that there seems to be no safe place from which to observe them. The ground under the German town of Erftstadt is torn apart like tissue paper by flood waters; Lytton in British Columbia is burned from the map just a day after setting a high temperature record; cars float like dead fish through the streets-turned-canal in the Chinese city of Zhengzhou.”⁸ Environmental issue is just the tip of the iceberg. There are many other issues faced by our youth, elderly, special needs children and actually all segments of the population in every country, every city.

In 2020, Covid-19 has kept one third of the world population homebound during the pandemic. It is the humble wish of the student that philanthropy can play a small part to alleviate the situation slightly and they can do more good for the community. A better understanding of donor's behaviour and motives behind donation can help NGOs/charitable organisations to raise more funds for doing more public good. This will benefit the philanthropic and charitable sector, not just in Hong Kong but around the world.

⁸ The Economist, (24 July 2021 Edition), “No Safe Place- the extreme of flood and fires are not going away, but adaptation can lessen their impact.”

*One of the most valuable times to assess a grant is **before** it's made.*

*But donors- whether individuals, families or foundations-
can consider assessment at any time. As a form of due diligence
with grantee partners, it is a natural part of thoughtful, effective philanthropy.*

(Rockefeller Philanthropy Advisors, 2021)

*“Wealth is not new. Neither is charity. But the idea of using private wealth
imaginatively, constructively, and systematically to attack the fundamental problems of
mankind is new.”*

*John Gardner
(Former Carnegie Corporation president)*

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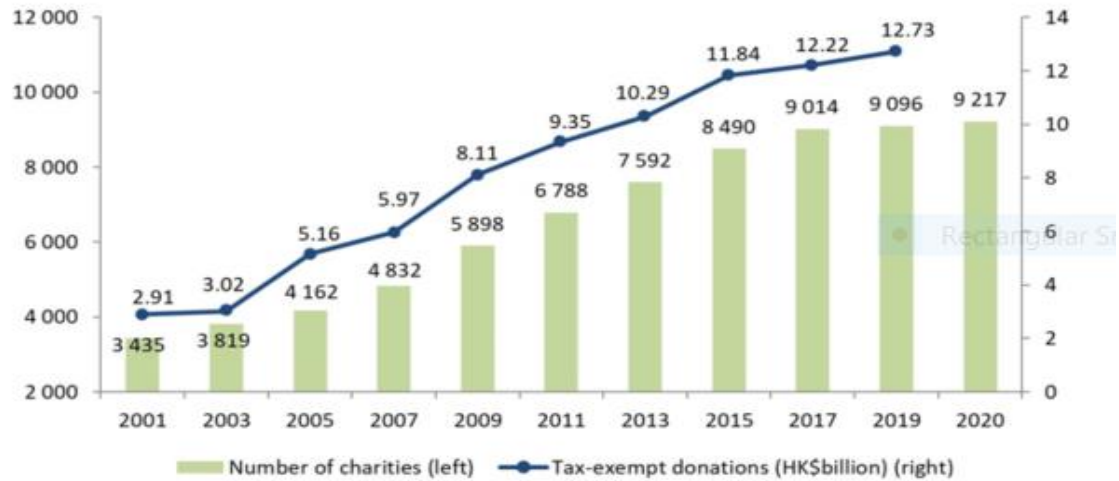
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Figure 1: Charities and tax exempt donations in Hong Kong (2020)

Figure 1 - Charities and tax-exempt donations in Hong Kong ^{(1), (2)}



Notes: (1) Including donations exempted from salary tax, profits tax and personal assessment since 2003. For 2001, the figure only includes exemptions from the first two types of tax.

(2) As at 31 March each year.

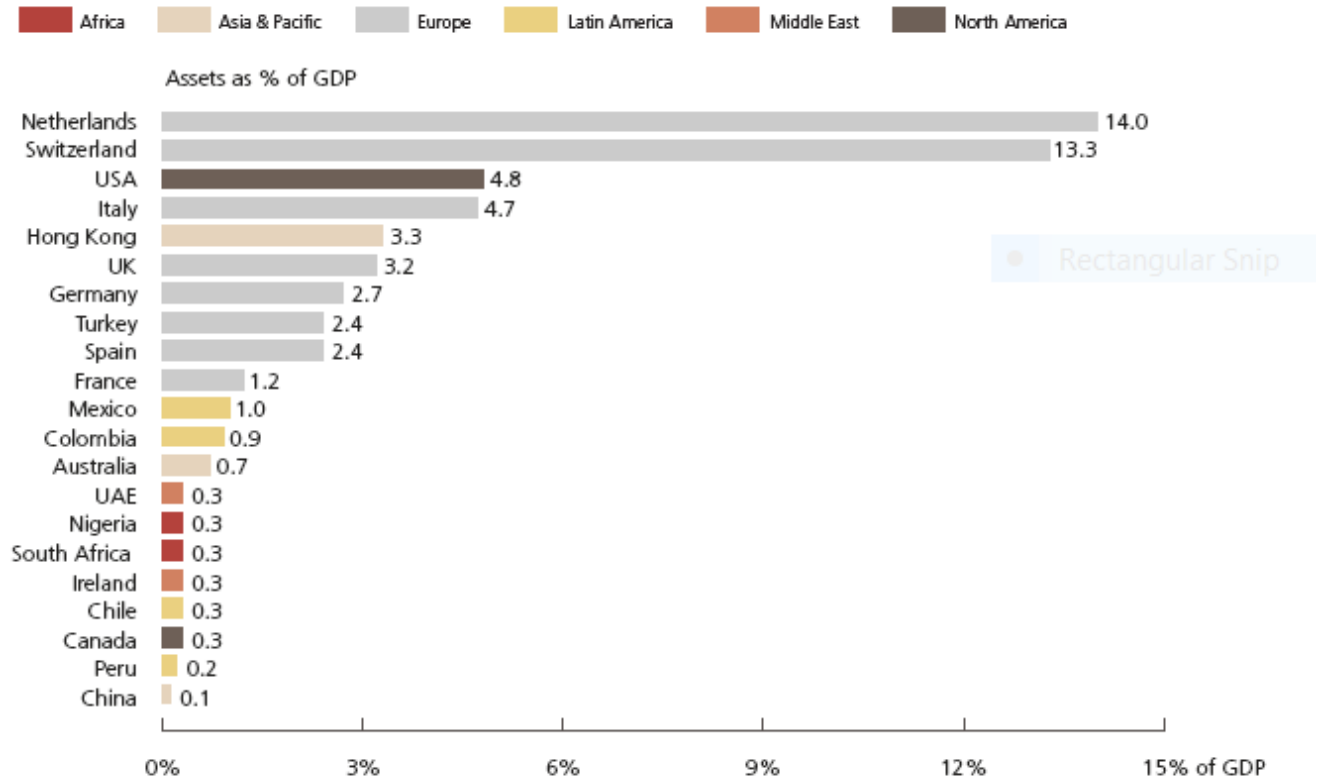
Source: Inland Revenue Department.

(Source: Hong Kong Inland Revenue Department.)

Figure 2: Assets as proportion of GDP – by Country and Hong Kong

Assets as proportion of GDP

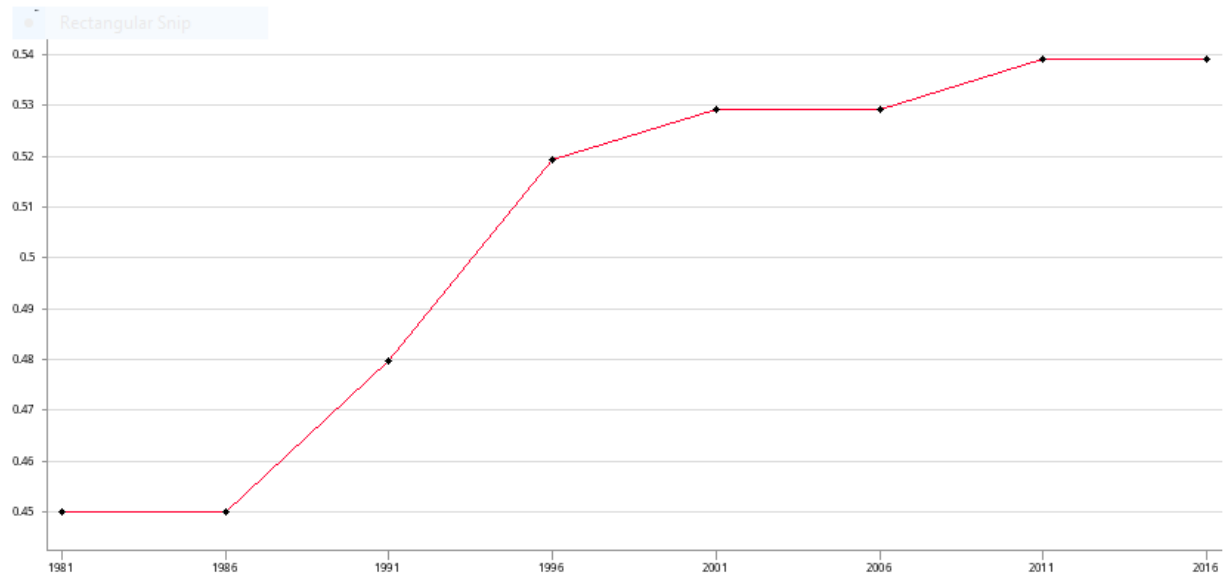
Two countries report philanthropic assets topping 10% of GDP. In eight additional geographies, the percentage of assets to GDP is between 1% and 5%.



(Source: Johnson, 2020)

Figure 3: Gini Coefficient in Hong Kong (1981-2016)

Chart



Statistics

Year	1981	1986	1991	1996	2001	2006	2011	2016
	0.45	0.45	0.48	0.52	0.53	0.53	0.54	0.54

Footnote

All figures are collected from Census and Statistics Department since 1981.

(Source: HK Census and Statistics Dept.)

Appendix 1

Survey Questionnaire Framework

Survey on motivation behind donation to charities

Target respondents: snowball and convenience sampling with more than 20 respondents

Duration: average 7 mins

Numbers of Questions: 51

Method: SurveyMonkey URL provided to invited respondents and survey formulated on SurveyMonkey software.

Numbers of invited participants: 100

Numbers of responses: 475

Number of completed and usable questionnaires: 353

Completion Rate: 74.3%

Questionnaires

4 Dimensions / parts

- 1) 1st part- **donor or non-donor** (WHE): the respondent was asked whether he/she donated or did not donate to charities in 2021 and what made him or her to do so.
- 2) 2nd part- **Motives**: examined motives, opinions and standpoints influencing the act of donating by the means of an evaluation score. Both variables and determinants were included among individual **statements** (x 43). Respondents could express their opinion on the 5 point Likert scale showing the rate of identification with the respective statement. The statements themselves formed the core part of the questionnaire.
Respondents used the scale from Likert scale: from 1 (1 strongly agree) to 5 (I strongly disagree) to answer each of the question. A Total of 40 questions.

Factor 1- Altruism: 15 statements/ indicators which captured Altruism (ALT)

Factor 2- Egoism: 16 statements/ indicators which captured Egoism (EGO)

Factor 3- Investment: 4 statements/indicators which captured Investment (UNV)

Factor 4- Influence: 2 statements/indicators which captured Influence (IFL)

3) Psychographic profiles (3 dimensions):

Perceived generosity of self (GEN) was measured using the question: “Compared to other people, do you think you are giving more, less or about the same to charity?”

Perceived financial security (FIN) was measured using “How much do you worry about not having enough money in the future?”

Importance of religion (REL): “How important would you say religion is in your life?”

- 4) 4th part -**socio-demographic profile** (8 questions): - asked for information about the respondent’s Gender (GEN) , Age (AGE), Marital status (MAR), Household income (INC), level of education (EDU), family size (FAM) and number of children (CLD). And one open-ended questions for comments and 20 respondents provided comments.

Table 1: Classification of Internal Motives			
Part 1 of Questionnaire			
Factor 1	Factor 2	Factor 3	Factor 4
Altruism (ALT) (Questions 2-15, 38)	Egoism (EGO) (Questions 16-32)	Investment (UNV) (Questions 33-37)	Influence (IFL) (Questions 39-40)
Empathy	Profit/remuneration	Personal contacts	Influenced by friends/Family
Fellow Feeling	Opportunity	Skills	Influenced by marketing/promotion
Affection	Desire for Power	Socio-economic status	
Liking	Self Centredness	Job opportunities	
Compassion	Recognition		
Solidarity	Political Influence		
Mercy	The Feeling of being non-replaceable		
Pity	Fear		
Respect	Concerns		
Gratefulness	Warm-Glow		
Love	Substitution		
Social rules	Reciprocity		
Believing in Justices	Conscience		
Conviction	Desire to sacrifice oneself		
Social Responsibility	Reputation		
Moral Duty	Psychological Utilities		
Religious Obligation	Doing a good turn to society		
Positive Impact to Humanity	The need to help		
	The need of belonging		

Table 2: Psychographic Profile of Respondents
Part 2 of Questionnaire (Questions 41-43)
Psychographic Profile
Perceived Generosity of Self - Compared to other people, do you think that you are giving:
☐ Giving more
☐ Giving less
☐ About the same
☐ Not sure
Perceived Financial Security- How much do you worry about having enough money in the future?
☐ A lot
☐ Quite a bit
☐ Just a little
☐ Not at all
☐ Not sure
Importance of Religion: How important would you say religion in your life?
☐ Very important
☐ Quite Important
☐ Not very important
☐ Not important at all
☐ No comment

Appendix 2

Full Set of Survey Questionnaire (Charities' donarion)

Hello, I am conducting a pilot quantitative study on motivation behind personal donation to charities and I would like to know about your views on donation. The survey is based on Likert rating scale (5 points) and should only take around 5 minutes to complete. Your responses are completely anonymous & confidential. Collected data will only be used for this assignment and research purpose. Your participation in this survey is totally voluntary. Please kindly help answer all the questions.

If you have any questions about this pilot survey, please email me: irenechan369@yahoo.com

We really appreciate your input!

Many thanks again!

Irene Chan

18 Nov 2021

Part 1:

1. Did you make money donation to any charities in 2021?

- ☐ Yes
- ☒ No

Part 2: Assuming that you would make a donation to charities, what make you do so?

For each statement stated below, please click the box that best applies to you.

('Needy' is just a generic term used in this questionnaire who represent the beneficiaries' group or recipients of the donation.)*

2. I make a donation because I would not like to be in the position of the needy*.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

3. I make a donation to express my affection, feeling and empathy with the needy.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
4. I make a donation out of solidarity / mutual support with the poor and needy.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
5. I make a donation because I feel for the needy (e.g. empathy / pity).
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
6. I make a donation out of deference/respect to those whom I help.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
7. I make a donation to those whom I myself am grateful to.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
8. I make a donation because some fixed social rules/expectations require or expect so.
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

9. We must help each other because life was unfair to some people.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
10. I make a donation to help curb injustice in the society.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
11. Activities of non-profit organizations or charities are necessary for the society therefore it is right to support them financially.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
12. Charities do praiseworthy and impactful work but they should be financed by individuals, companies and entrepreneurs.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
13. It is morally right to donate money to the needy.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
14. I consider donating to be a moral duty.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

15. I make a donation because my religious belief obliges me to do so.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
16. I make a donation because I can derive economic advantages from that.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
17. Making a donation endows me with power and superiority over those whom I helped.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
18. I can afford to make donation.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
19. I make a donation because I expect it to make me visible or appreciated by society.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
20. I can influence decisions taken by political representation or relevant stakeholders through making donations.
- Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree

21. Making a donation makes me feel irreplaceable.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

22. I make a donation because I am likely to need some help from the others too in the future

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

23. I make a donation because it gives me joy and good feeling. I feel good by doing so.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

24. Making a donation brings me some satisfaction.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

25. I support charitable projects that generate material, financial or certain other benefits for me.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

26. If I do not help, I feel guilty or bad.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

27. Everybody should be able to sacrifice oneself to a certain extent and help other people.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

28. If I make a donation, the others will respect me more.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

29. I make a donation because I was helped by the others too.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

30. I make a donation because I am well off.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

31. Society requires us to help the needy.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

32. Making a donation makes me feel a part of a certain group of people who have something in common.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

33. I make a donation because this is a way to make contacts with the relevant non-profit organization /charities that I can make use of in my work and personal life.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
34. I make a donation because it enables me to obtain new skills or gain new experiences.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
35. I make a donation because it enables me to manage my finances/income more efficiently.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
36. I make a donation because it enables me to increase my status in society.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
37. I make a donation because it can generate a business opportunity or a job offer.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree
38. I make a donation because it can create positive impacts to humanity.
- ☐ Strongly Agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly Disagree

39. I make a donation to the charity because it was referred/recommended by my friends, family members and/or colleagues.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

40. I make a donation because I came across the marketing and promotional materials (e.g. digital/ print and/or any other channel) of this charity.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

Part 3:

41. Compared to other people, do you think that you are giving more, less or about the same to charity? : (please click the box that you think fit)

- ☐ Giving more
- ☐ Giving less
- ☐ About the same
- ☐ Not sure

42. How much do you worry about not having enough money in the future? (please click the box that fits you)

- ☐ A lot
- ☐ Quite a bit
- ☐ Just a little
- ☐ Not at all
- ☐ Not sure

43. How important would you say religion is in your life?

- ☐ Very important
- ☐ Quite Important
- ☐ Not very important
- ☐ Not important at all
- ☐ No comment

Part 4:

44. What is your gender?

- ☐ Male
- ☐ Female

45. What is your age?

- ☐ < 25 years old
- ☐ 26 - 35 years old
- ☐ 36 - 45 years old
- ☐ 46+
- ☐ Prefer not to answer

46. What is your marital status?

- ☐ Single
- ☐ Married
- ☐ Others

47. How much is your household income (HK\$ per month)?

- ☐ < \$20K
- ☐ \$ 20 – 40K
- ☐ \$41– 60K
- ☐ >\$60K

48. What is your level of education?

- ☐ Secondary school
- ☐ Diploma or associate degree
- ☐ Bachelor's degree
- ☐ Master's degree or above

49. What is your family/household size (living together in the same household)?

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or above

50. How many children do you have?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4 or above

51. If you have any additional comment to share, please share your thoughts with me.

“There are lots of resources each of us can pull from our safes to share with others. And something greater rises up every time we give.”

MacKenzie Scott and Dan Jewett, 2021

(Note: MacKenzie Scott gave away another \$2.7 billion to 286 organizations, bringing her total recent donations to \$8.5 billion, June 2021)

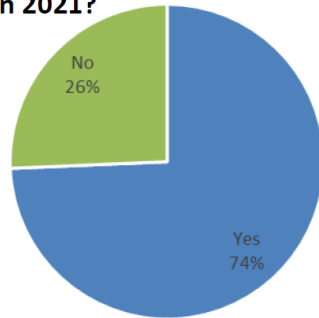
Thank you so much for your kind participation and assistance!

Please "Submit" your feedback.

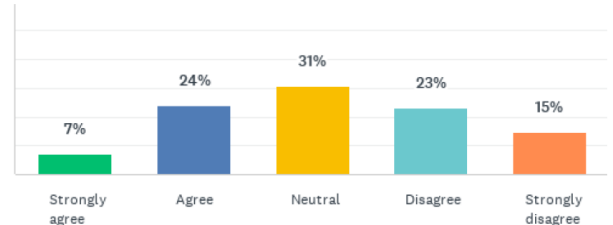
Appendix 3: Topline Results of the Questionnaire Survey

Survey on Charities' Donation

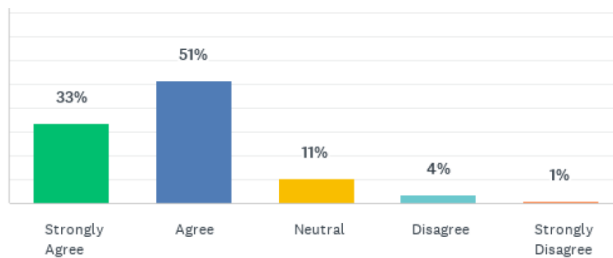
Q1: Part 1: Did you make money donation to any charities in 2021?



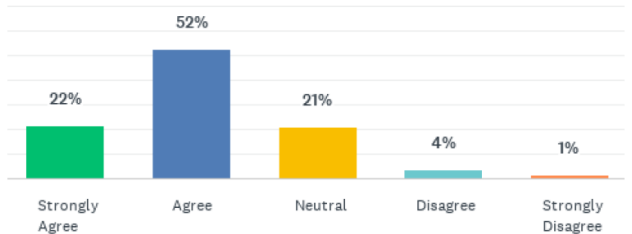
Q2: I make a donation because I would not like to be in the position of the needy*.



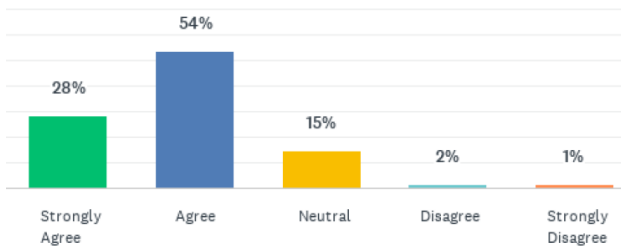
Q3: I make a donation to express my affection feeling and empathy with the needy*.



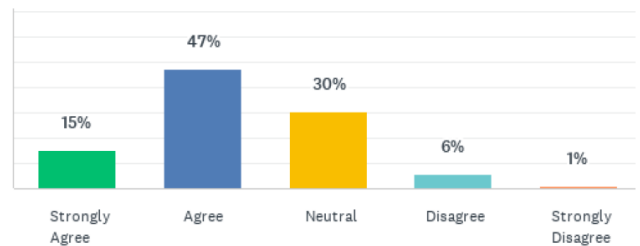
Q4: I make a donation out of solidarity/mutual support with the poor and needy*.



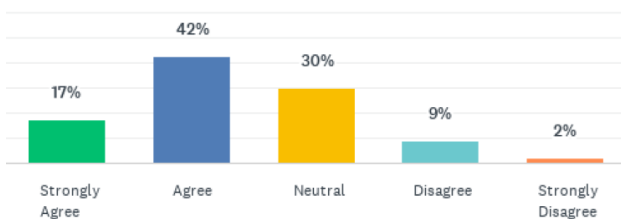
Q5: I make a donation because I feel for the needy* (e.g. empathy/pity).



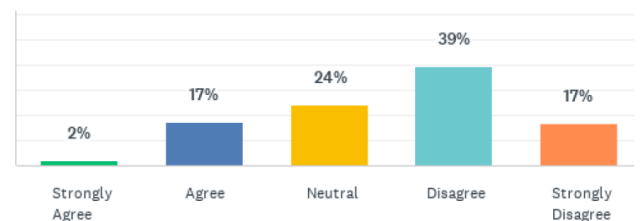
Q6: I make a donation out of deference/respect to those whom I help.



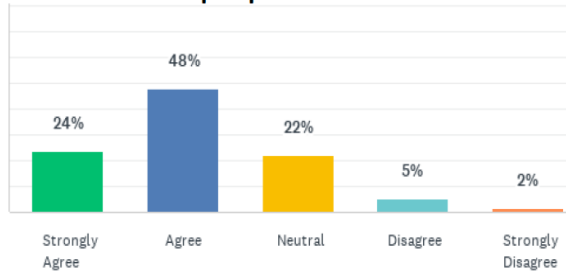
Q7: I make a donation to those whom I myself am grateful to.



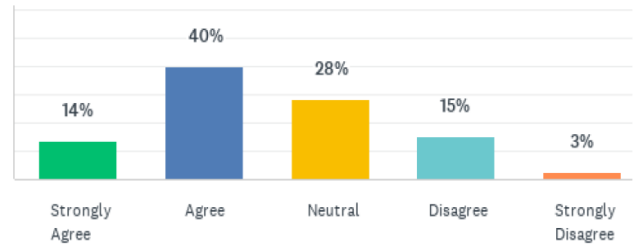
Q8: I make a donation because some fixed social rules/expectations require or expect so.



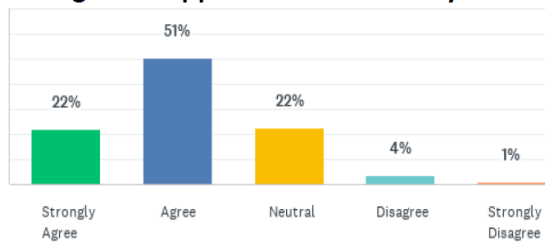
Q9. We must help each other because life was unfair to some people.



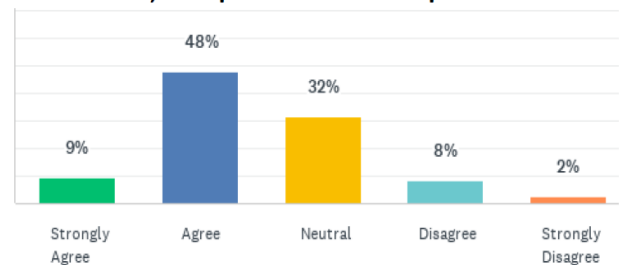
Q10. I make a donation to help curb injustice in the society.



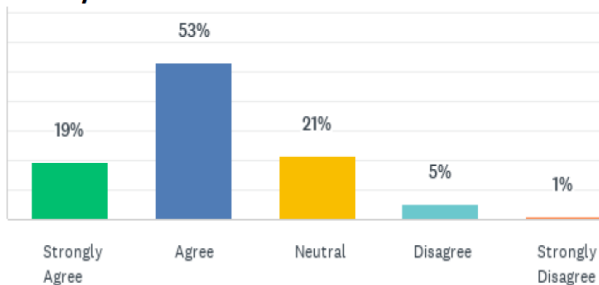
Q11. Activities of non-profit organizations or charities are necessary for the society therefore it is right to support them financially.



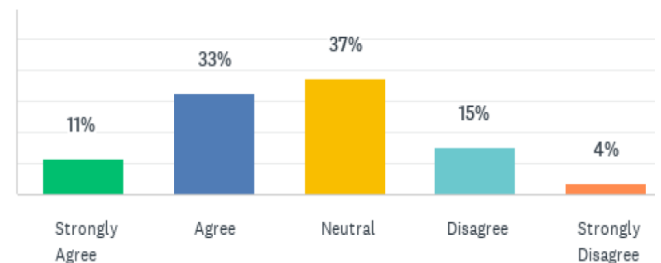
Q12. Charities do praiseworthy and impactful work but they should be financed by individuals, companies and entrepreneurs.



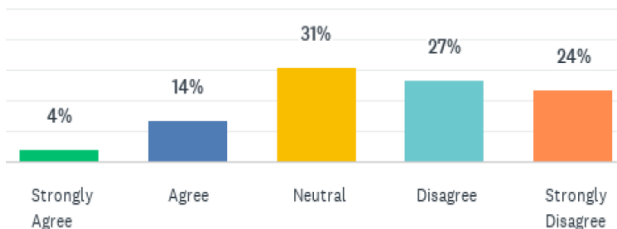
Q13. It is morally right to donate money to the needy.



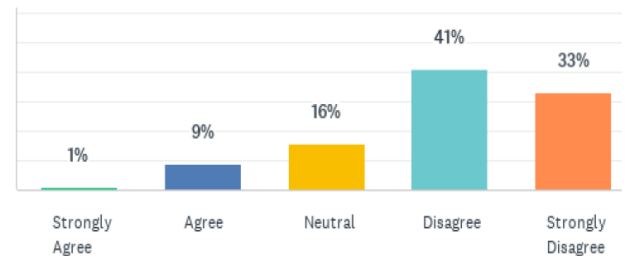
Q14. I consider donating to be a moral duty.



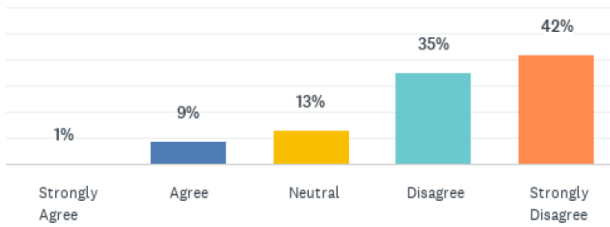
Q.15 I make a donation because my religious belief obliges me to do so.



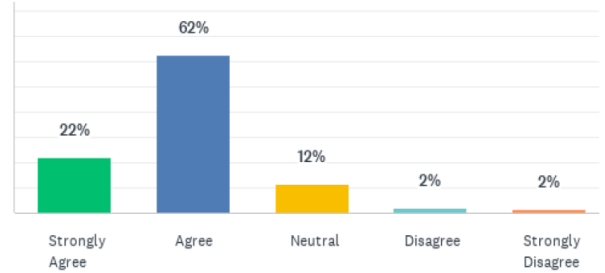
Q16. I make a donation because I can derive economic



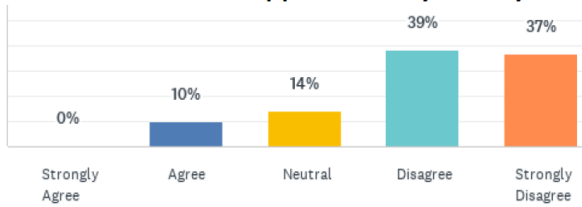
Q17. Making a donation endows me with power and superiority over those whom I helped.



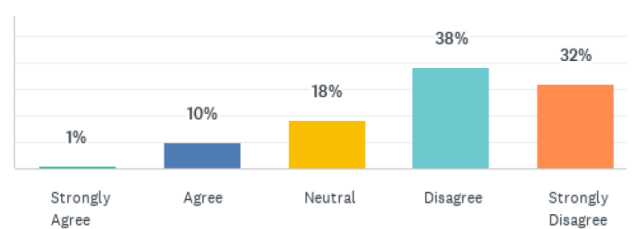
Q18. I can afford to make donation.



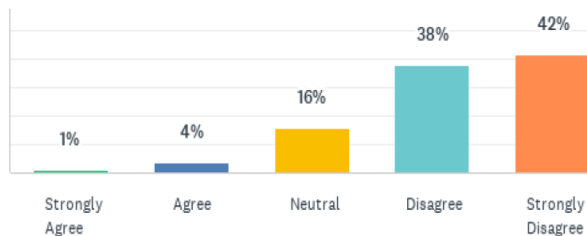
Q19. I make a donation because I expect it to make me visible or appreciated by society.



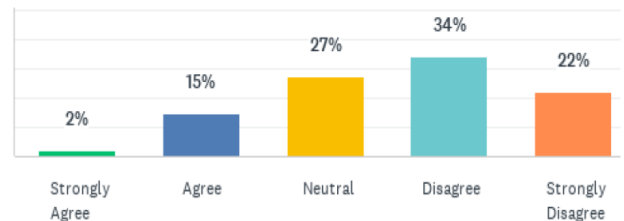
Q20. I can influence decisions taken by political representation or relevant stakeholders through making donations.



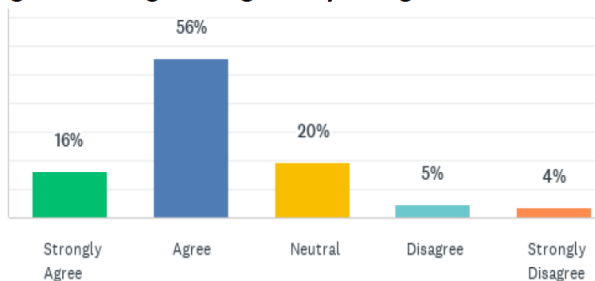
Q21. Making a donation makes me feel irreplaceable.



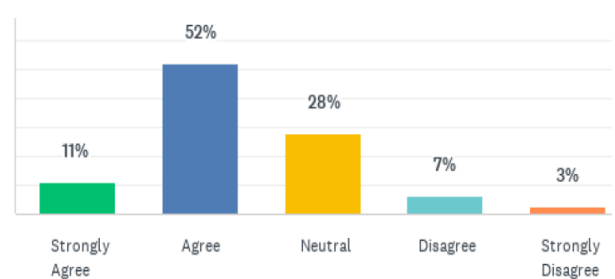
Q22. I make a donation because I am likely to need some help from the others too in the future



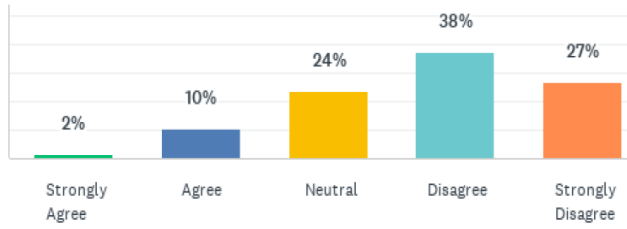
Q23. I make a donation because it gives me joy and good feeling. I feel good by doing so.



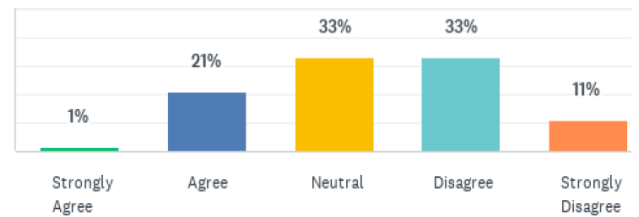
Q24. Making a donation brings me some satisfaction.



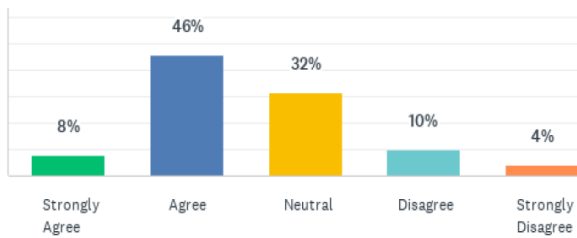
Q25. I support charitable projects that generate material, financial or certain other benefits for me.



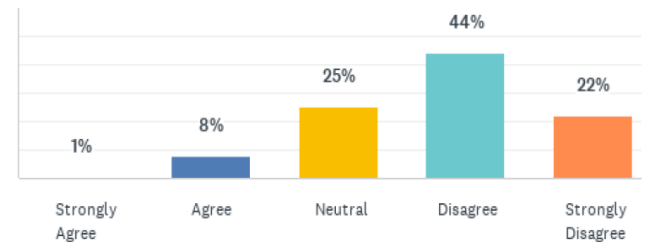
Q26. If I do not help, I feel guilty or bad.



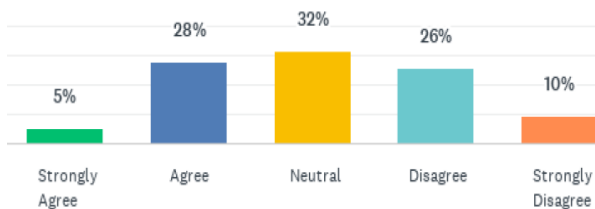
Q27. Everybody should be able to sacrifice oneself to a certain extent and help other people.



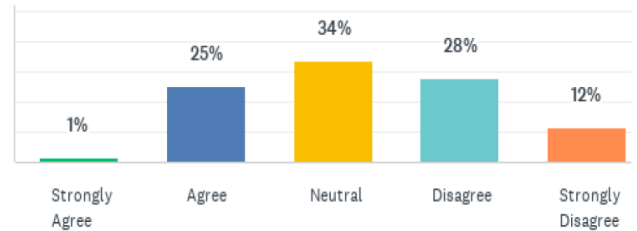
Q28. If I make a donation, the others will respect me more.



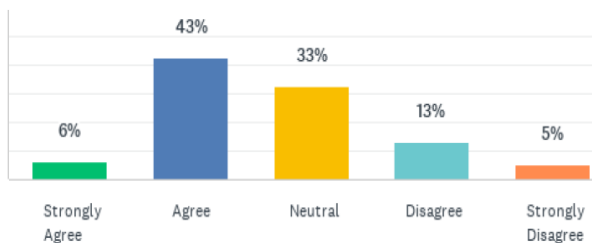
Q29. I make a donation because I was helped by the others too.



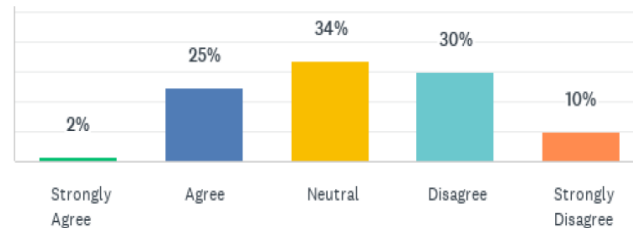
Q30. I make a donation because I am well off.



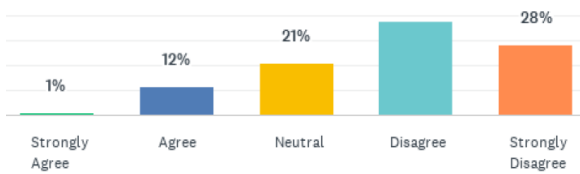
Q31. Society requires us to help the needy.



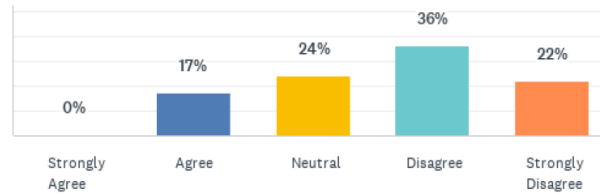
Q32. Making a donation makes me feel a part of a certain group of people who have something in common.



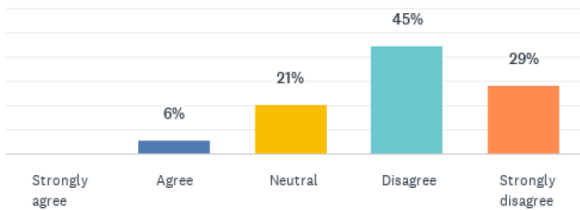
Q33: I make a donation because this is a way to make contacts with the relevant non-profit organization /charities that I can make use of in my work and personal life.



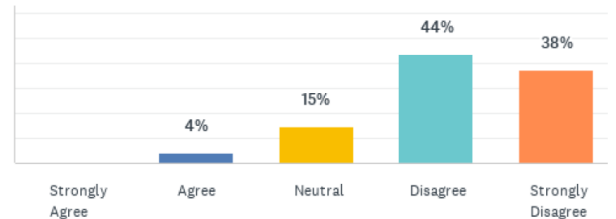
Q34: I make a donation because it enables me to obtain new skills or gain new experiences.



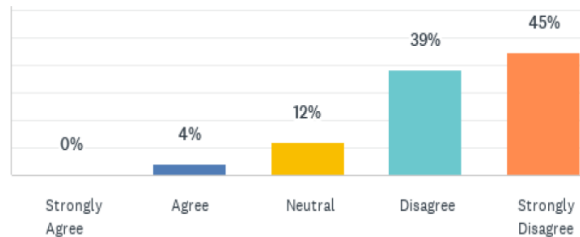
Q35: I make a donation because it enables me to manage my finances/income more efficiently.



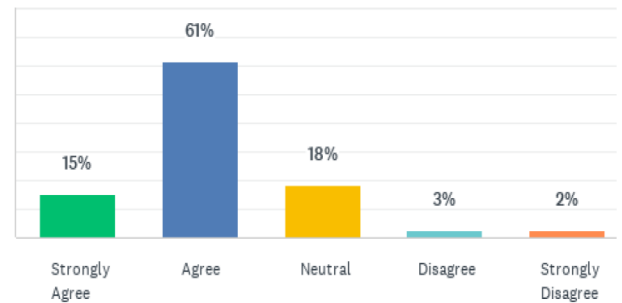
Q36: I make a donation because it enables me to increase my status in society.



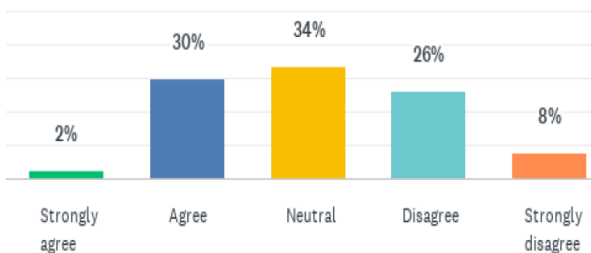
Q37: I make a donation because it can generate a business opportunity or a job offer.



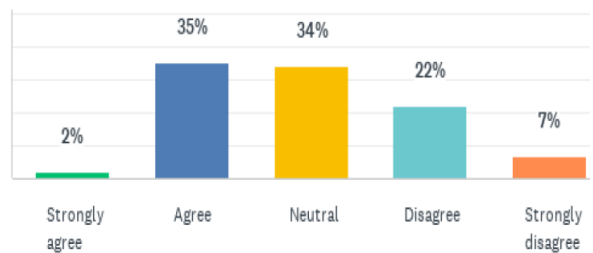
Q38: I make a donation because it can create positive impacts to humanity.



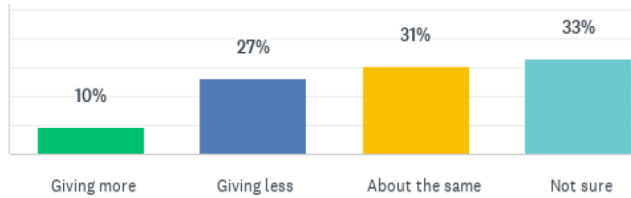
Q39: I make a donation to the charity because it was referred/recommended by my friends, family members and/or colleagues.



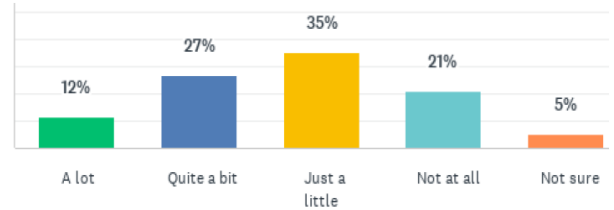
Q40: I make a donation because I came across the marketing and promotional materials (eg digital/ print and/or any other channel) of this charity.



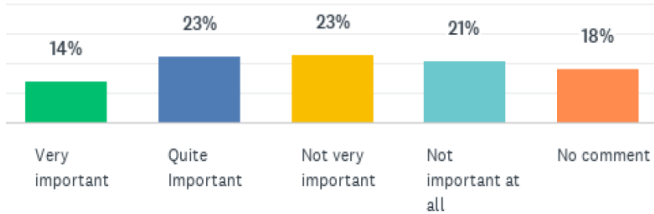
Q41. Compared to other people, do you think that you are giving more, less or about the same to charity?



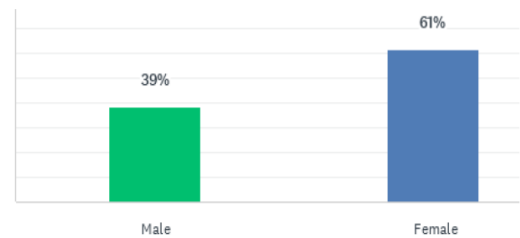
Q42. How much do you worry about not having enough money in the future?



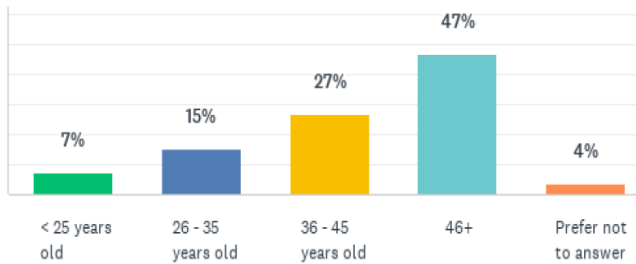
Q43. How important would you say religion is in your life?



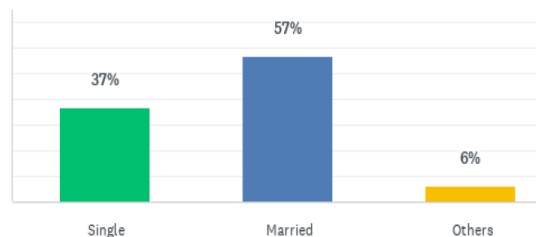
Q44: What is your gender?



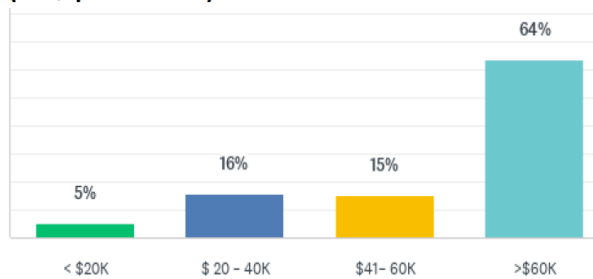
Q45. What is your age?



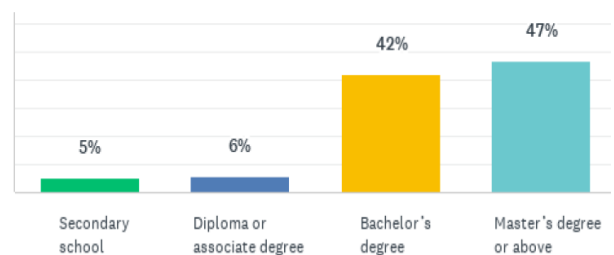
Q46: What is your marital status?



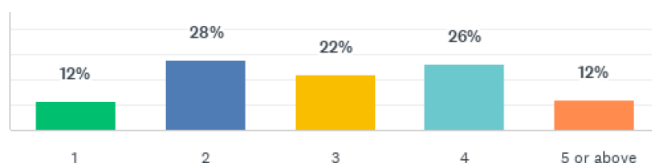
Q47: How much is your household income (HK\$ per month)?



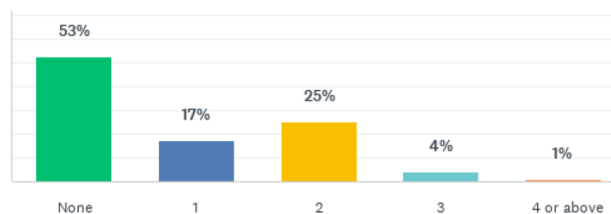
Q48: What is your level of education?



Q49: What is your family/household size (living together in the same household)?



Q50: How many children do you have?



Q51. If you have any additional comment to share, please share your thoughts with me.

- Interesting set of questions- makes me rethink why people donate. Is it just because they want to get a new job offer/ connect with the rich and powerful at an annual charity luncheon... I have also once heard that some people insist NOT to donate because they are skeptical of finances in these NGOs and unsure where the \$ actually goes... there's a strong need to do the marketing RIGHT and educate this young crowd. Speaking from a 33-year-old's perspective.
- 'Pay it forward' is a good scheme, we don't see it a lot in HK. Hope to see it more around HK.
- The world is fraught with inequalities and injustices. NGOs can help alleviate some of them.
- This survey seems to suggest that a person only donates to one cause/charity. Most people donate to many.
- why not to help those in need if you have resources and spare money
- The NGO should have a transparent financial reports on how to use the donated money. Also the usage will be an important factor for me to consider. On top of money, I'm pleased to contribute my expertise to support the charity projects.
- Hi I get referred by Candy Kan. It's a good survey, but there might be too many questions in part 2, perhaps you may limit it to 20 questions. Honestly I got a bit impatient after Q25 or so. Success in your work/project!
- Direct helping ppl has stronger feeling of happiness. Maybe becoz of the release of dopamine and oxytocin (by Simon sinek). Compared to merely donation of money the feeling was not as strong. Donation with appreciation feedback from the one u give, especially face to face has strongest impact, and can reinforce the act of giving.
- Charity should also look into time spend not only monetary terms.
- Disintermediation should be the trend for charity work and donation with the help of technology and internet.
- will only make donations when i know the top management of the organisation is not taking massive wages

Appendix 4

Comments Made by Respondents under Q51

If you have any additional comment to share, please share your thoughts with me.

(Answered: 19 Skipped: 456)

1. The world is fraught with inequalities and injustices. NGOs can help alleviate some of them.
2. This survey seems to suggest that a person only donates to one cause/charity. Most people donate to many.
3. Why not to help those in need if you have resources and spare money.
4. The NGO should have a transparent financial reports on how to use the donated money. Also the usage will be an important factor for me to consider. On top of money, I'm pleased to contribute my expertise to support the charity projects.
5. Pay it forward is a good scheme, we don't see it a lot in HK. Hope to see it more around HK.
6. Hi I get referred by Candy Kan. It's a good survey, but there might be too many questions in part 2, perhaps you may limit it to 20 questions. Honestly I got a bit impatient after Q25 or so. Success in your work/ project!
7. Direct helping ppl has stronger feeling of happiness. Maybe becoz of the release of dopamine and oxytocin (by Simon sinek). Compared to merely donation of money the feeling was not as strong. Donation with appreciation feedback from the one u gived, especially face to face has strongest impact, and can reinforce the act of giving.
8. Charity should also look into time spend not only monetary terms.
9. Disintermediation should be the trend for charity work and donation with the help of technology and internet.
10. some questions are similar
11. will only make donations when i know the top management of the organisation is not taking massive wages
12. Interesting set of questions- makes me rethink why people donate. Is it just because they want to get a new job offer/ connect with the rich and powerful at an annual charity luncheon... I have also once heard that some people insist NOT to donate because they are skeptical of finances in these NGOs and unsure where the \$ actually goes... there's a strong need to do the marketing RIGHT and educate this young crowd. Speaking from a 33-year-old's perspective..
13. The survey is too long.
14. Too many questions.

Nil x 4

Ok x1

Appendix 5:

Jamovi Analysis Results (Full Summary)

Results

Descriptives

Descriptives

	GEN_1	FIN_1	REL_1	GDR_1	AGE_1	MAR_1	INC_1	EDU_1	FAM_1	CLD_1	ALT_1	EGO_1	UNV_1	IFL_1
N	353	353	353	353	353	353	353	353	353	353	353	353	353	353
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	2.17	3.58	2.85	0.612	3.24	1.70	3.38	3.32	2.98	0.832	2.87	3.11	3.35	3.05
Median	2.00	4	3	1	4.00	2.00	4.00	3.00	3.00	0.00	2.73	3.12	3.60	3.00
Standard deviation	1.00	1.10	1.37	0.494	1.00	0.585	0.921	0.794	1.23	0.999	0.682	0.572	1.16	0.765
Minimum	1.00	1	1	-1	1.00	1.00	1.00	1.00	1.00	0.00	1.07	1.47	1.00	1.00
Maximum	4.00	5	5	1	5.00	3.00	4.00	4.00	5.00	4.00	4.73	5.00	5.00	5.00

Correlation Matrix

Correlation Matrix

		WHE_1	ALT_1	EGO_1	UNV_1	IFL_1	GEN_1	FIN_1	REL_1
WHE_1	Pearson's r	—							
	p-value	—							
ALT_1	Pearson's r	-0.001	—						
	p-value	0.987	—						
EGO_1	Pearson's r	-0.017	-0.113 *	—					
	p-value	0.748	0.034	—					
UNV_1	Pearson's r	-0.050	-0.494 ***	0.780 ***	—				
	p-value	0.351	< .001	< .001	—				
IFL_1	Pearson's r	0.009	0.091	0.225 ***	0.166 **	—			
	p-value	0.867	0.089	< .001	0.002	—			
GEN_1	Pearson's r	0.145 **	-0.009	-0.059	-0.004	-0.072	—		
	p-value	0.006	0.871	0.271	0.936	0.178	—		
FIN_1	Pearson's r	0.203 ***	0.045	-0.035	-0.045	0.036	0.122 *	—	
	p-value	< .001	0.396	0.509	0.401	0.495	0.022	—	
REL_1	Pearson's r	0.196 ***	-0.035	-0.113 *	-0.088	-0.141 **	0.036	0.144 **	—
	p-value	< .001	0.518	0.034	0.099	0.008	0.499	0.007	—

Note. * p < .05, ** p < .01, *** p < .001

Binomial Logistic Regression

Model Fit Measures

Model	Deviance	AIC	R ² _{McF}	R ² _{CS}	R ² _N
1	327	357	0.181	0.184	0.273

Omnibus Likelihood Ratio Tests

Predictor	χ^2	df	p
GEN_1	9.067	1	0.003
FIN_1	6.722	1	0.010
REL_1	2.997	1	0.083
GDR_1	3.551	1	0.059
AGE_1	8.749	1	0.003
MAR_1	0.477	1	0.490
INC_1	4.395	1	0.036
EDU_1	0.124	1	0.725
FAM_1	0.702	1	0.402
CLD_1	2.465	1	0.116
ALT_1	1.197	1	0.274
EGO_1	3.318	1	0.069
UNV_1	2.430	1	0.119
IFL_1	0.345	1	0.557

[3]

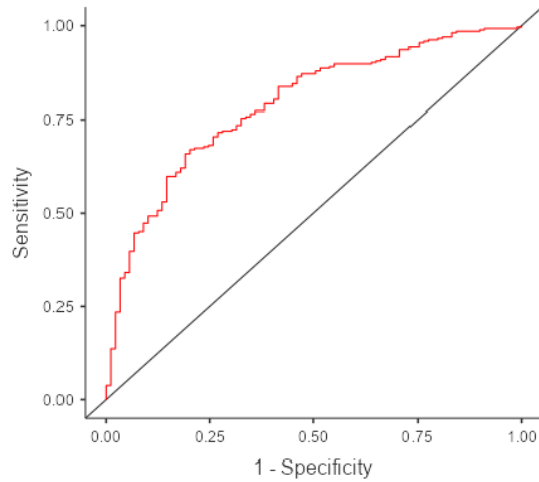
Model Coefficients - WHE_1

Predictor	Estimate	95% Confidence Interval		SE	Z	p	Odds ratio
		Lower	Upper				
Intercept	-5.4886	-8.8108	-2.166	1.695	-3.238	0.001	0.00413
GEN_1	0.4582	0.1515	0.765	0.157	2.928	0.003	1.58124
FIN_1	0.3357	0.0804	0.591	0.130	2.578	0.010	1.39891
REL_1	0.1929	-0.0268	0.413	0.112	1.721	0.085	1.21278
GDR_1	0.5392	-0.0202	1.099	0.285	1.889	0.059	1.71465
AGE_1	0.4890	0.1575	0.821	0.169	2.891	0.004	1.63066
MAR_1	-0.1998	-0.7658	0.366	0.289	-0.692	0.489	0.81893
INC_1	0.3232	0.0238	0.623	0.153	2.116	0.034	1.38153
EDU_1	0.0650	-0.2963	0.426	0.184	0.353	0.724	1.06719
FAM_1	0.1171	-0.1577	0.392	0.140	0.835	0.404	1.12420
CLD_1	0.3402	-0.0896	0.770	0.219	1.551	0.121	1.40523
ALT_1	-0.3140	-0.8791	0.251	0.288	-1.089	0.276	0.73051
EGO_1	0.8056	-0.0708	1.682	0.447	1.802	0.072	2.23803
UNV_1	-0.3961	-0.8982	0.106	0.256	-1.546	0.122	0.67296
IFL_1	0.1114	-0.2606	0.483	0.190	0.587	0.557	1.11786

Note. Estimates represent the log odds of "WHE_1 = 1" vs. "WHE_1 = 0"

Prediction

ROC Curve



[4]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	2.87	0.682	0.861

Note. items 'ALT7_1' and 'ALT14_1' correlate negatively with the total scale and probably should be reversed

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.11	0.572	0.791

Note. items 'EGO3_1', 'EGO8_1', 'EGO12_1', 'EGO9', and 'EGO16' correlate negatively with the total scale and probably should be reversed

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.35	1.16	0.937

[5]

Reliability Analysis

Scale Reliability Statistics

	mean	sd	Cronbach's α
scale	3.05	0.765	0.396

[5]

Exploratory Factor Analysis

Factor Loadings

	Factor			Uniqueness
	1	2	3	
ALT1_1		0.353		0.895
ALT4_1	0.703			0.259
ALT5_1	0.845			0.390
ALT6_1	0.787			0.512
ALT7_1		0.637		0.572
ALT9_1	0.541			0.563
ALT14_1		0.714		0.462
ALT2	0.752			0.278
ALT3	0.863			0.313
ALT8	0.562			0.397
ALT10	0.645			0.301
ALT11	0.613			0.636
ALT12	0.332		0.593	0.222
ALT13			0.804	0.392
ALT15	0.525			0.469

Note: 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation [5]

Exploratory Factor Analysis

Factor Loadings

	Factor		Uniqueness
	1	2	
EGO3_1	-0.414	0.520	0.422
EGO4_1	0.880		0.185
EGO7_1	0.717		0.518
EGO8_1		0.653	0.405
EGO10_1	0.755		0.391
EGO12_1		0.615	0.597
EGO15_1	0.449	0.365	0.769
EGO1	0.755		0.365
EGO2	0.808		0.218
EGO5	0.790		0.361
EGO6	0.876		0.143
EGO9		0.722	0.430
EGO11	0.481		0.772
EGO13	0.869		0.297
EGO14	0.412	0.389	0.781
EGO16		0.561	0.693
EGO17	0.598	0.388	0.639

Note: 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation [5]

Exploratory Factor Analysis

Factor Loadings

	Factor	Uniqueness
	1	
UNV2_1	0.809	0.3449
UNV5_1	0.833	0.3063
UNV1_1	0.819	0.3286
UNV3_1	0.923	0.1482
UNV4_1	0.950	0.0975

Note. 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation
[5]

Exploratory Factor Analysis

Factor Loadings

	Factor	Uniqueness
	1	
IFL1_1	0.497	0.753
IFL2_1	0.497	0.753

Note. 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation
[5]

Linear Regression

Model Fit Measures

Model	R	R ²	Adjusted R ²	Overall Model Test			
				F	df1	df2	p
1	0.210	0.0439	0.0245	2.27	7	345	0.029
2	0.515	0.2648	0.2477	15.49	8	344	< .001
3	0.881	0.7765	0.7706	132.42	9	343	< .001
4	0.882	0.7782	0.7717	119.97	10	342	< .001

Model Comparisons

Comparison							
Model	Model	ΔR^2	F	df1	df2	p	
1	- 2	0.22088	103.35	1	344	< .001	
2	- 3	0.51169	785.32	1	343	< .001	
3	- 4	0.00165	2.55	1	342	0.111	

Model Specific ResultsModel 1Model 2Model 3Model 4

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
GDR_1	2.54677	1	2.54677	1.95043	0.163
AGE_1	2.71720	1	2.71720	2.08095	0.150
MAR_1	2.42100	1	2.42100	1.85411	0.174
INC_1	0.07312	1	0.07312	0.05600	0.813
EDU_1	3.49533	1	3.49533	2.67688	0.103
FAM_1	1.14011	1	1.14011	0.87315	0.351
CLD_1	0.00686	1	0.00686	0.00525	0.942
Residuals	450.48331	345	1.30575		

Note. Type 3 sum of squares

[3]

Model Coefficients - UNV_1

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	3.43192	0.4560	2.5349	4.3289	7.5254	< .001	
GDR_1	-0.17370	0.1244	-0.4183	0.0709	-1.3966	0.163	-0.07413
AGE_1	-0.10653	0.0738	-0.2518	0.0387	-1.4425	0.150	-0.09233
MAR_1	-0.17614	0.1294	-0.4306	0.0783	-1.3617	0.174	-0.08906
INC_1	0.01736	0.0733	-0.1269	0.1616	0.2366	0.813	0.01381
EDU_1	0.13006	0.0795	-0.0263	0.2864	1.6361	0.103	0.08925
FAM_1	0.05816	0.0622	-0.0643	0.1806	0.9344	0.351	0.06174
CLD_1	0.00639	0.0882	-0.1671	0.1799	0.0725	0.942	0.00552

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
GDR_1	4.2590	1	4.2590	4.2294	0.040
AGE_1	1.2545	1	1.2545	1.2458	0.265
MAR_1	0.1122	1	0.1122	0.1114	0.739
INC_1	0.0237	1	0.0237	0.0235	0.878
EDU_1	2.0260	1	2.0260	2.0119	0.157
FAM_1	0.0365	1	0.0365	0.0363	0.849
CLD_1	0.0135	1	0.0135	0.0134	0.908
ALT_1	104.0741	1	104.0741	103.3502	< .001
Residuals	346.4093	344	1.0070		

Note. Type 3 sum of squares

[3]

Model Coefficients - UNV_1

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	5.80330	0.4635	4.8917	6.71489	12.521	< .001	
GDR_1	-0.22486	0.1093	-0.4399	-0.00980	-2.057	0.040	-0.09597
AGE_1	-0.07248	0.0649	-0.2002	0.05525	-1.116	0.265	-0.06282
MAR_1	-0.03819	0.1144	-0.2632	0.18683	-0.334	0.739	-0.01931
INC_1	0.00988	0.0644	-0.1168	0.13657	0.153	0.878	0.00786
EDU_1	0.09911	0.0699	-0.0383	0.23655	1.418	0.157	0.06802
FAM_1	-0.01049	0.0551	-0.1188	0.09784	-0.190	0.849	-0.01113
CLD_1	0.00898	0.0775	-0.1434	0.16132	0.116	0.908	0.00775
ALT_1	-0.82062	0.0807	-0.9794	-0.66185	-10.166	< .001	-0.48347

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
GDR_1	0.0643	1	0.0643	0.20936	0.648
AGE_1	0.0715	1	0.0715	0.23298	0.630
MAR_1	3.85e-4	1	3.85e-4	0.00125	0.972
INC_1	0.0108	1	0.0108	0.03530	0.851
EDU_1	0.0407	1	0.0407	0.13268	0.716
FAM_1	0.0195	1	0.0195	0.06336	0.801
CLD_1	0.0592	1	0.0592	0.19289	0.661
ALT_1	74.7329	1	74.7329	243.41851	< .001
EGO_1	241.1034	1	241.1034	785.31728	< .001
Residuals	105.3058	343	0.3070		

Note. Type 3 sum of squares

[3]

Model Coefficients - UNV_1

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	0.68435	0.3144	0.0659	1.3028	2.1766	0.030	
GDR_1	-0.02781	0.0608	-0.1474	0.0917	-0.4576	0.648	-0.01187
AGE_1	0.01738	0.0360	-0.0534	0.0882	0.4827	0.630	0.01506
MAR_1	-0.00224	0.0632	-0.1265	0.1220	-0.0354	0.972	-0.00113
INC_1	-0.00668	0.0356	-0.0766	0.0633	-0.1879	0.851	-0.00532
EDU_1	0.01410	0.0387	-0.0620	0.0902	0.3642	0.716	0.00967
FAM_1	0.00766	0.0304	-0.0522	0.0675	0.2517	0.801	0.00813
CLD_1	-0.01879	0.0428	-0.1029	0.0654	-0.4392	0.661	-0.01622
ALT_1	-0.69869	0.0448	-0.7868	-0.6106	-15.6019	< .001	-0.41163
EGO_1	1.48226	0.0529	1.3782	1.5863	28.0235	< .001	0.73274

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
GDR_1	0.05786	1	0.05786	0.1893	0.664
AGE_1	0.06745	1	0.06745	0.2207	0.639
MAR_1	0.00663	1	0.00663	0.0217	0.883
INC_1	0.01631	1	0.01631	0.0534	0.817
EDU_1	0.07925	1	0.07925	0.2593	0.611
FAM_1	0.02553	1	0.02553	0.0835	0.773
CLD_1	0.09897	1	0.09897	0.3238	0.570
ALT_1	75.46829	1	75.46829	246.9234	< .001
EGO_1	221.09351	1	221.09351	723.3920	< .001
IFL_1	0.77883	1	0.77883	2.5483	0.111
Residuals	104.52698	342	0.30563		

Note. Type 3 sum of squares

[3]

Model Coefficients - UNV_1

Predictor	Estimate	SE	95% Confidence Interval		t	p	Stand. Estimate
			Lower	Upper			
Intercept	0.54737	0.3252	-0.0923	1.1871	1.683	0.093	
GDR_1	-0.02639	0.0607	-0.1457	0.0929	-0.435	0.664	-0.01126
AGE_1	0.01687	0.0359	-0.0538	0.0875	0.470	0.639	0.01463
MAR_1	0.00934	0.0635	-0.1155	0.1342	0.147	0.883	0.00472
INC_1	-0.00820	0.0355	-0.0780	0.0616	-0.231	0.817	-0.00653
EDU_1	0.01975	0.0388	-0.0565	0.0960	0.509	0.611	0.01355
FAM_1	0.00877	0.0304	-0.0509	0.0685	0.289	0.773	0.00931
CLD_1	-0.02437	0.0428	-0.1086	0.0599	-0.569	0.570	-0.02104
ALT_1	-0.70771	0.0450	-0.7963	-0.6191	-15.714	< .001	-0.41694
EGO_1	1.46157	0.0543	1.3547	1.5685	26.896	< .001	0.72251
IFL_1	0.06432	0.0403	-0.0149	0.1436	1.596	0.111	0.04250

References

- [1] The jamovi project (2021). *jamovi*. (Version 1.6) [Computer Software]. Retrieved from <https://www.jamovi.org>.
- [2] R Core Team (2020). *R: A Language and environment for statistical computing*. (Version 4.0) [Computer software]. Retrieved from <https://cran.r-project.org>. (R packages retrieved from MRAN snapshot 2020-08-24).
- [3] Fox, J., & Weisberg, S. (2020). *car: Companion to Applied Regression*. [R package]. Retrieved from <https://cran.r-project.org/package=car>.
- [4] Sing, T., Sander, O., Beerenwinkel, N., & Lengauer, T. (2015). *ROCR: Visualizing the Performance of Scoring Classifiers*. [R package]. Retrieved from <https://cran.r-project.org/package=ROCR>.
- [5] Revelle, W. (2019). *psych: Procedures for Psychological, Psychometric, and Personality Research*. [R package]. Retrieved from <https://cran.r-project.org/package=psych>.

Appendix 6

Jamovi Data Analysis Guide for this Assignment

Data Analysis Guide For Jamovi

HKBM 7004 (Quantitative Research Methods)- UWTSD
(Irene Chan, Dec 2021)

HKBM 7004
1

Content:

1. Data preprocessing
2. Jamovi user's guide
3. Outcome analysis

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(Irene Chan, Dec 2021)

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Before we start....

- **Value the answer:** The response scale of internal variables ranged from (1) “strongly disagree” to (5) “strongly agree.”, and the response scale for psychological profile is valued according to the options.
- **Eliminate invalid answers:** Answers with at least 90% similarity will be eliminated
- **Demographic variable assignment:** only gender is treated as dummy variables. Other variables are assigned in the order of options.

Further data collation with SPSS... almost there!

- **Missing value:** replace all missing values according to the average value of the sequence. (with SPSS)
- **Average the questions:** because there are many questions could reflect the variable like altruism, we need to average all these questions and finally get the ONE result for altruism of each person

Note:

- The original data is named as ALT1, ALT2, etc, after all the missing value is added, the new raw data is named as ALT1_1, ALT2_1, etc. After averaging all these results, the new data is named as ALT_1, EGO_1, etc.
- All the raw data is available in the excel

What we want to achieve with formal data analysis

	Main Analysis	Functions
1	Descriptive analysis	-
2	Correlation analysis	What factor may relate to Dependent Variable (SPSS)
3	Logistics Regression analysis	-Whether the model is valid (Summary of model & Hosmer & Lemeshow Test & Prediction table & ROC) -What truly affect the dependent variable (Fitting parameter table) -Whether the impact is significant (Fitting parameter table)
4	Reliability analysis	-Whether the measure is reliable
5	Validity analysis	-Whether the measure is valid (Exploratory Factor Analysis)
6	Linear Regression Analysis	-Whether Whether continuous variables are correlated

Note:

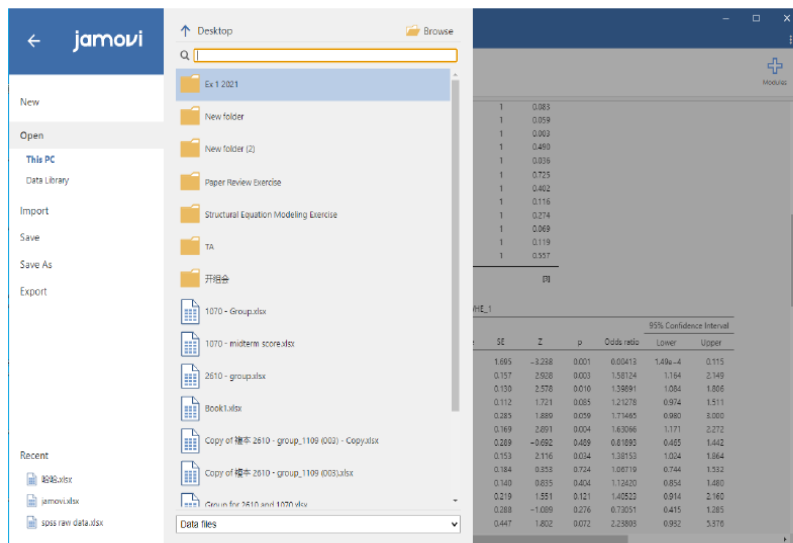
- Correlation analysis: As only how variables affect donation behavior matter, we do not bother to check the correlation within independent variables
- Logistics Regression analysis: Because the dependent variable is a dichotomous variable so we choose this method instead of normal regression. (In Jamovi we choose the "2 outcome regression")

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Let's start with Jamovi!

Step 1: open the file



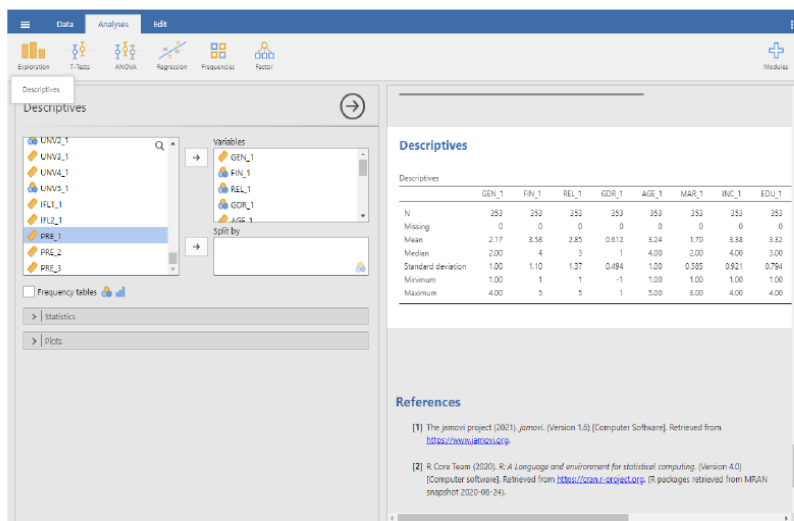
Note:

- Only file end up with “.xlsx” can be opened in Jamovi

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Step 2: Descriptive analysis



Note:

- Choose “Analysis- Exploration- Descriptive”
- Choose the variables at the bottom column from “GEN_1 to IFL_1”
- After move in the Variables column, you can get the answer at the right side

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Step 3: Logistics Regression analysis

Choose "Analysis-Regression- 2 Outcomes"

The screenshot shows the SPSS 'Analyses' menu with 'Logistic Regression' selected. The 'Model Coefficients' table for the 'WHE_1' model is displayed on the right.

Predictor	Estimate	SE	Z	p	Odds ratio	95% Confidence Interval	
						Lower	Upper
Intercept	-5.4866	1.695	-3.238	0.001	0.00413	1.49e-4	0.115
GEN_1	0.4582	0.157	2.928	0.003	1.58124	1.164	2.149
FIN_1	0.3357	0.130	2.578	0.010	1.39891	1.084	1.806
REL_1	0.1929	0.112	1.721	0.085	1.21278	0.974	1.511
GDR_1	0.5362	0.285	1.889	0.059	1.71485	0.980	2.930
AGE_1	0.4800	0.160	2.891	0.004	1.62066	1.171	2.272
MAR_1	-0.1998	0.289	-0.692	0.489	0.81893	0.465	1.442
INC_1	0.3232	0.153	2.116	0.034	1.38153	1.024	1.864
EDU_1	0.0850	0.184	0.353	0.724	1.08719	0.744	1.522
FAM_1	0.1171	0.140	0.835	0.404	1.12420	0.854	1.480
CLD_1	0.3402	0.219	1.551	0.121	1.40528	0.914	2.160
ALT_1	-0.3140	0.280	-1.089	0.276	0.73051	0.415	1.285
BOO_1	0.8056	0.447	1.802	0.072	2.23803	0.932	5.376

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Step 3: Logistics Regression analysis

Fill the variables blank as in picture

The screenshot shows the 'Binomial Logistic Regression' dialog box in SPSS. The 'Dependent Variable' is 'WHE_1'. The 'Covariates' list includes GEN_1, FIN_1, REL_1, GDR_1, AGE_1, MAR_1, INC_1, EDU_1, FAM_1, CLD_1, ALT_1, and BOO_1. The 'Model Builder' section shows 'Block 1' containing GEN_1, FIN_1, REL_1, GDR_1, AGE_1, MAR_1, INC_1, EDU_1, FAM_1, CLD_1, ALT_1, and BOO_1. The 'Results' window on the right displays the 'Descriptives' table and the 'Binomial Logistic Regression' model fit measures.

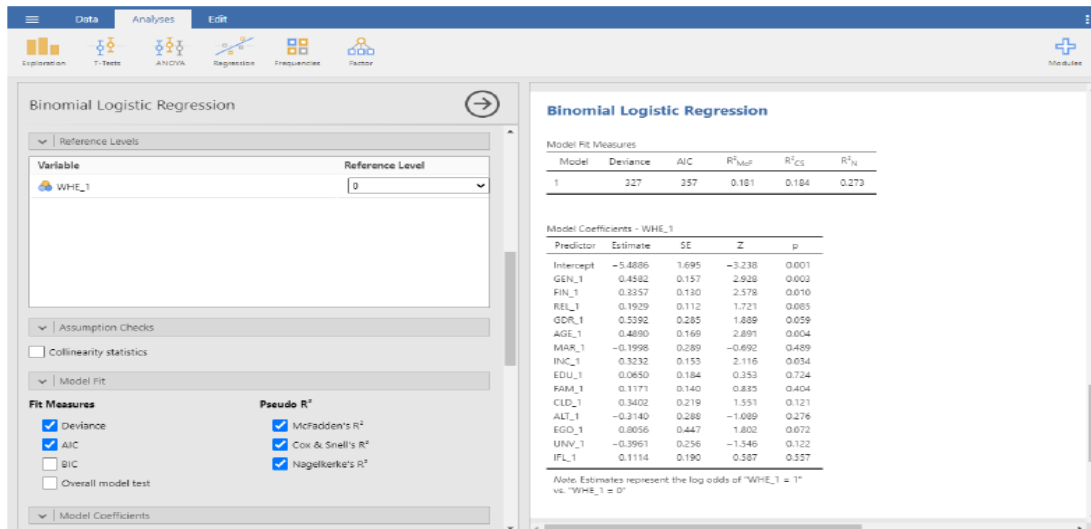
Descriptives	GEN_1	FIN_1	REL_1	GDR_1	AGE_1	MAR_1	INC_1	EDU_1
N	353	353	353	353	353	353	353	353
Missing	0	0	0	0	0	0	0	0
Mean	2.17	3.58	2.85	0.612	3.34	1.76	3.36	3.32
Median	2.00	4	3	1	4.00	2.00	4.00	3.00
Standard deviation	1.00	1.10	1.37	0.494	1.00	0.903	0.921	0.794
Minimum	1.00	1	1	-1	1.00	1.00	1.00	1.00
Maximum	4.00	5	5	1	5.00	3.00	4.00	4.00

Binomial Logistic Regression							
Model Fit Measures							
Model	Deviance	AIC	R ² _{NagP}	R ² _{Cox}	R ² _{McN}	Overall Model Test	
						χ^2	p
1	327	357	0.181	0.184	0.273	72.0	<.001

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Step 3: Logistics Regression analysis

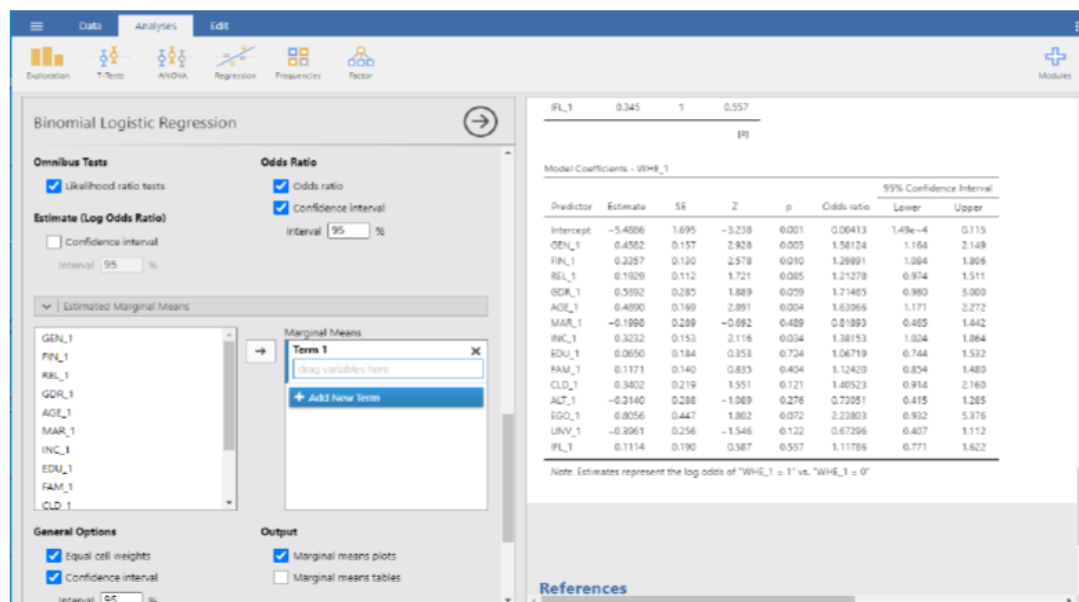
Drop - down to select the data to be displayed after analysis



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Step 3: Logistics Regression analysis

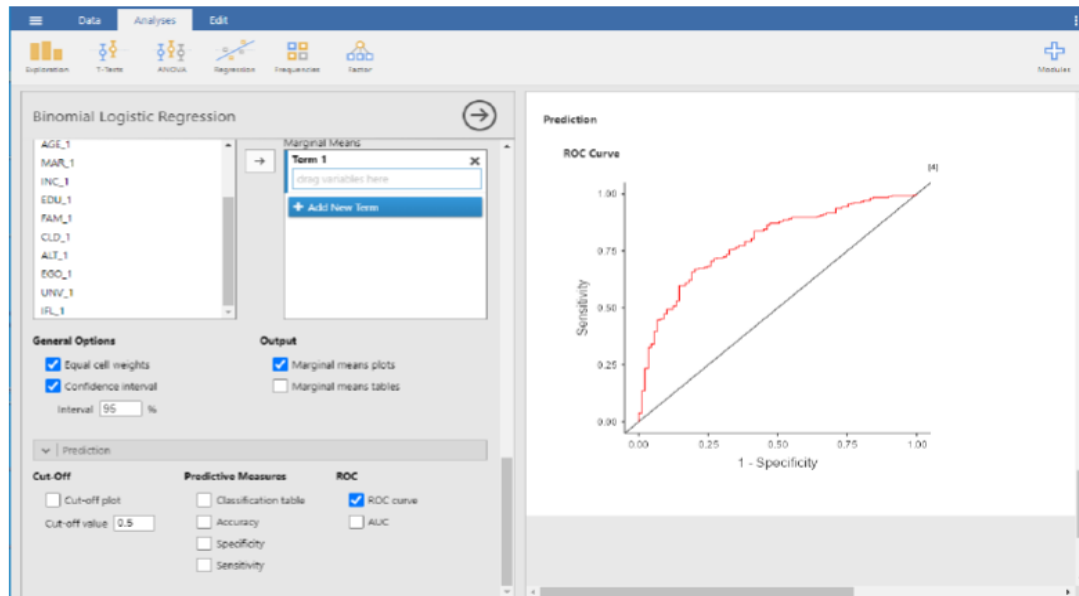
Drop - down to select the data to be displayed after analysis



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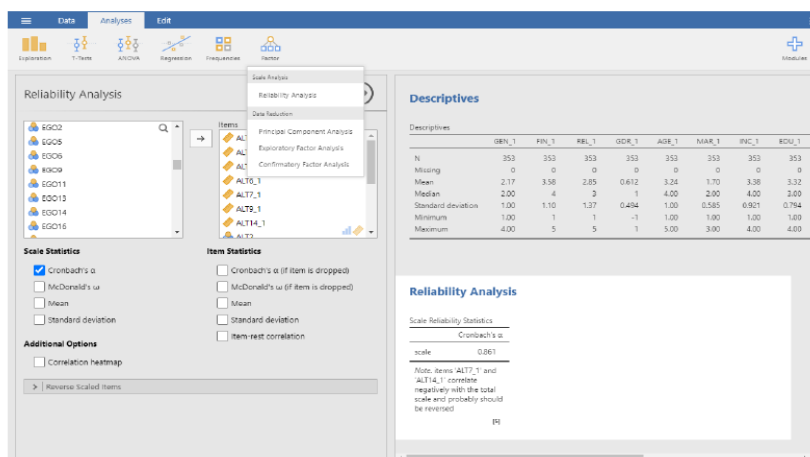
Step 3: Logistics Regression analysis

Drop - down to select the data to be displayed after analysis



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Step 4: Reliability analysis



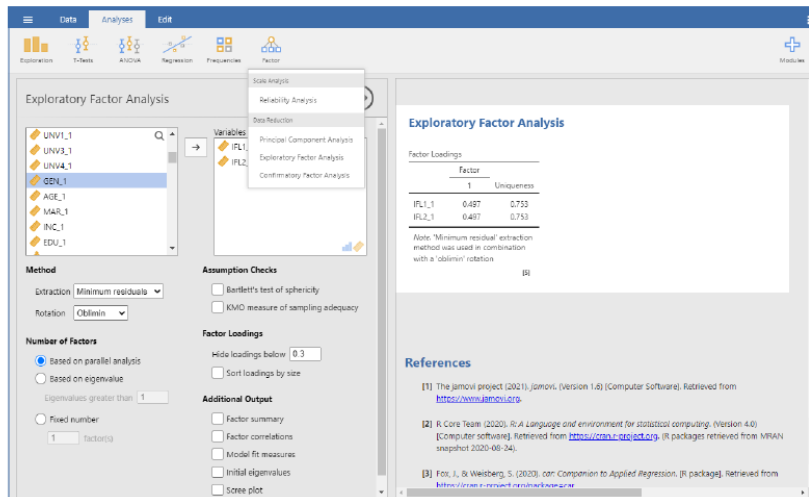
Note:

- Choose "Factor-Reliability analysis"
- Choose the variables at the bottom column from "ALT1_1 to ALT15_1" for the reliability test for *Altruism*
- Repeat this process for *Egoism*, *Invest* and *Influence* respectively
- After move in the Variables column, you can get the answer at the right side

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Step 5: Exploratory Factor Analysis



Note:

- Choose "Factor-Exploratory Factor Analysis"
- Choose the variables a the bottom column from "ALT1_1 to ALT15_1" for the validity test for *Altruism*
- Repeat this process for *Egoism*, *Invest* and *Influence* respectively
- After move in the Variables column, you can get the answer at the right side

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Outcome Analysis

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What affect the donation behavior

- Perceived generosity of self
- Perceived financial security
- Age
- Household income

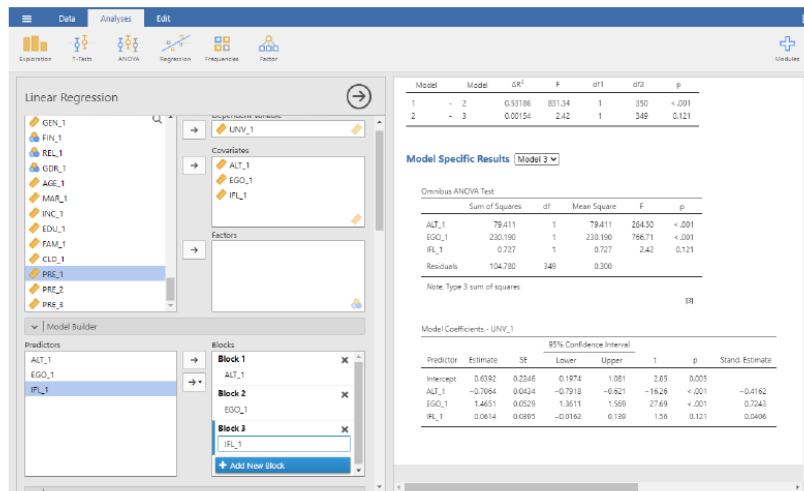
Why ALT, EGO, UNV, IFL fail to affect donation behavior

- Validity of Measure
- Question set for dependent variable
- Error generated from the participants

It's worth noticing that...

- Altruism negatively correlate to Investment, Egoism positively correlate to Investment (From table 1)
- Further Linear Regression Analysis need to be conducted to see what truly affect *Investment*
- Results from Jamovi also proves that Altruism and Egoism can successfully predict Investment

Step 6: Linear Regression Analysis



Note:

- Choose "Regression-Linear Regression"
- Choose "UNV_1" as dependent variable, "ALT_1", "EGO_1", "IFL_1" as covariables
- Separate these three variables in different blocks in "Model Builder" column

~The End~