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Title

Make good use of life: Mortality salience increases individual donation intention

Abstract

In reality, the rich prefer to donate at their life ends, to solve the conflict of limited life and unlimited wealth. However, this hypothesis seems doesn’t work for the young and the poor, who with limited wealth and relative unlimited life. Mortality is the basic motivation for individual behavior, however, little attention is paid to its effect on individual donation intention, especially for the young and the poor. Meanwhile, social media makes it possible for everyone to donate. Therefore, this article investigated whether and how mortality salience (remind people of death) influences individual donation intention. According to Terror Management Theory, individual is afraid of death and conducts prosocial behaviors to release the mortality terror, to make life more valuable. Through two psychological experiments, we found that: 1) being primed with mortality salience, people are more willing to donate money and blood; 2) verified the mediating role of life meaning maintenance between the relationship of mortality salience and individual donation intention; 3) revealed a moderating mediation effect of individual social ties, indicating that the indirect effect of mortality salience on individuals donation intention via life meaning maintenance only exists for individuals with weak social ties. These findings contributes to our understanding of individual donation motivation and individual donation psychological mechanism. Policy implications and marketing implications are discussed.

Keyword

mortality salience, donation intention, life meaning maintenance, social ties, social media