

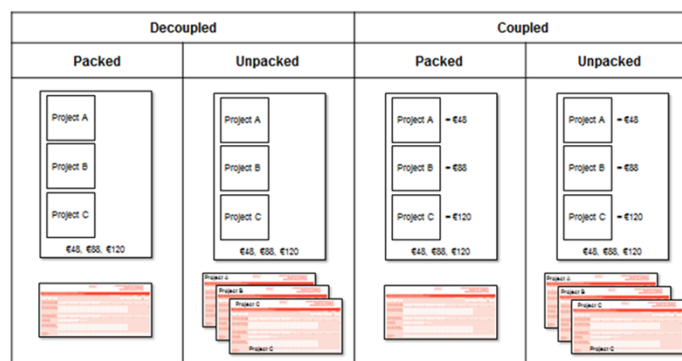
Charitable Giving & The Provision of Choice

A Field Experiment with Random Assignment of Potential Donors

Solvay Brussels School of Economics & Management
Emilie ESTERZON | emilie.esterzon@ulb.ac.be

Behavioral Theories **Coupling** - Mental Accounting (Prelec & Loewenstein 1998; Soman & Gourville 2001; Srivastava & Raghurir 2002; Kamleitner 2008)
Unpacking - Partition Dependence (Brenner et al. 1999; Benartzi & Thaler 2001; Fox & Rottenstreich 2003; Fox & Clemen 2005; Martin & Norton 2009; Tannenbaum et al. 2015)

Experimental Design



Results

Table 2. Summary Statistics of Experiment Outcomes

	Decoupled		Coupled	
	Packed	Unpacked	Packed	Unpacked
Number of Potential Donors	10,224	10,224	10,221	10,224
Donation rate (%)	4.69 ^A	5.36 ^B	5.21 ^{B*}	5.38 ^B
Amount donated per letter sent (eur)	1.8 ^A	2.3	2.1 ^B	2.6 ^C
Total donated amount (eur)	18,535	23,538	21,432	26,277
Median amount donated per donor - conditional on giving (eur)	40	40	40	48

Different superscripts within a row refer to significant pairwise differences at the 5% level
The asterisk indicates that the difference is significant at the 10% level

Table 3. Multivariate Regressions on Donation Likelihood and Donation Amount

Coefficient (std. err.)	Donation Likelihood		Donation Amount	
	Logistic Regression		Tobit Regression	
	(1)	(2)	(3)	(4)
Unpacking	0.142** (0.0642)	0.152** (0.0666)	0.482** (0.211)	0.423** (0.205)
Coupling	0.113* (0.0646)	0.129* (0.0669)	0.379* (0.212)	0.408** (0.205)
Unpacking*Coupling	-0.109 (0.0896)	-0.129 (0.0929)	-0.331 (0.295)	-0.337 (0.286)
Control variables	Y		Y	
N=	40,893	40,893	40,893	40,893

Base treatment is packed, uncoupled *** p<0.01, ** p<0.05, * p<0.1

Table 6. Number of Donations and Percentage of Donations between Independent Groups of Potential Donors

	Decoupled				Coupled			
	Packed		Unpacked		Packed		Unpacked	
Number of potential donors	10224		10224		10221		10224	
Number of donations	479	4,69% ^A	548	5,36% ^B	533	5,21% ^{B*}	550	5,38% ^B
Sum of 40, 50 and 10 eur donations ¹	258	2,5%	236	2,3% ^A	290	2,8% ^B	228	2,2% ^A
Sum of donations of a suggested amount (48, 88 or 120 eur) ¹	38	0,4% ^A	83	0,8% ^B	41	0,4% ^A	126	1,2% ^C