

## Abstract

The study investigated the effect of predictor variables such as rewards, perceived criticality, perspective taking, knowledge to charity, belief in just world and social value orientation on people donation amount. People were asked about their past donation behaviors and intention to donate to Oxfam and other charity organizations. The results reflected that reward has significant effects on the donation intention and amount. People who are knowledgeable to Oxfam, who can take the perspective of the needy and who believe in just world played an important role in inducing donation. These findings suggested some effective ways for raising money to charity organizations.