

Abstract

A field experiment was conducted to examine the effects of the suggested amount of donation and the explanation on the use of the contribution on the rate and amount of charitable donations. Conceptualizing the suggested amount as an anchor, the present findings showed a reverse anchoring effect that the rate and average amount of contribution tended to increase when the suggested amount of donation decreased. It was suggested that a boomerang effect would override the anchoring effect when the suggested amount exceeds a certain limit. Moreover, higher rate and average amount of donation were found when the donation leaflet included explanations, although the difference did not reach statistical significance possibly because of the overall low incidence rate. Finally, the anchoring and explanation effects were found to interact, by which explanations showed greater effectiveness in charitable donations when the suggested amount of donation was greater. The study suggested that the inclusion of explanations owns promising effectiveness on charitable donations.