ISTANBUL TECHNICAL UNIVERSITY ★ GRADUATE SCHOOL

PSYCHOLOGICAL WELL BEING IN THE AGE OF RESOURCE SCARCITY: AN ANALYSIS OF TIME AND MONEY DONATION BEHAVIORS

Ph.D. THESIS

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Department of Management

Management Programme

MARCH 2025

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ISTANBUL TEKNİK ÜNİVERSİTESİ ★ LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

KAYNAK KITLIĞI ÇAĞINDA PSİKOLOJİK İYİ OLUŞ: ZAMAN VE PARA BAĞIŞLAMA DAVRANIŞLARININ BİR ANALİZİ

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This doctoral dissertation is dedicated to those we lost in the February 6, 2023, Kahramanmaraş Earthquakes.

FOREWORD

As the timeless words of Charles Dickens echo in one of the greatest works of not only his era but all of literary history: “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us.” Penned in the 19th century, these words transcend their time—whispering across ages with the breath of truth, as if humanity’s eternal contradictions were stitched into the very fabric of every era. My doctoral journey, perhaps, was for me both the best of times and the worst of times. It is uncertain—unknowable even—but “time” tells the truth. Throughout this journey, not only in spirit but in time—I was accompanied by countless emotions, unforgettable moments, precious people, and three beloved companions.

This long road brought great fears but even greater hopes. It brought overwhelming anxieties but also electrifying excitement. It witnessed sharp anger eventually overcome by deeper love. Beautiful emotions always triumphed in this transformative journey of over seven years, where opposites often coexisted.

There were those who walked beside me along the way, and those with whom I had wished to reach the end—some whose breath, however, fell short on this rugged and demanding road. In this long journey, I owe my deepest gratitude to my esteemed advisor, Prof. Dr. H. Şebnem BURNAZ, whose wisdom illuminated my path, whose critical eye expanded my intellectual horizon, and whose academic and human presence was unwavering. She was more than a supervisor; she was a source of inspiration throughout this demanding academic passage. Every question she patiently listened to, every detail she carefully guided, and the trust she placed in me are the cornerstones of this dissertation. Without her guidance, these pages would have no meaning.

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Along this transformative journey, I had the privilege of learning from Prof. Dr. Nilüfer AYDINOĞLU and Assoc. Prof. Dr. Volkan DOĞAN, who broadened my perspective on experimental design and research methodology. Their insights and guidance were instrumental in shaping my academic thinking and researcher identity. I am truly grateful for their support. To Assoc. Prof. Dr. Sibel AYDOĞAN and Assoc. Prof. Dr. N. Ozan BAKIR, I extend my sincere gratitude to who stood by me throughout the doctoral process and empowered me with their presence. Their belief in me from the very beginning made this journey meaningful in every sense.

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To my mother, Emine AYAR, my father, Ali AYAR, and my brother, Savaş AYAR, thank you for always being there and for your love and support, which strengthened me. Their presence made completing this process not only possible but meaningful.

I offer my heartfelt gratitude to my dearest friend, Emre İlkay AYTEKİN—who gave me one of the most valuable friendships of my life. Though we are as different as black and white, north and south, the roots of our bond have only grown deeper with time. Even in my most exhausted and silent moments, he stood by me—sometimes with words, sometimes just with presence. His support was unmatched in helping me find myself, stay strong, and keep going. In the moments when the weight of life was too much to bear, no word, no person, no success could comfort me—but you did.

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And at last, the doctorate is complete. Like certain journeys—just in time. May every beautiful moment in life carry with it the depth, purity, and joy of the moment of "dagagen", one of the most meaningful moments this journey gave me. Now, a new journey begins, one that glows with the spark of reason, grows through questioning, and unfolds gently in pursuit of causality—a journey led by science, curiosity, and a quiet, enduring passion.

March 2025

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(Research Assistant)

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ABBREVIATIONS

ANOVA : Analysis of Variance

CL : Construal Level

df : Degrees of Freedom

DI : Donation Intention

FAO : Food and Agriculture Organization

IBM : International Business Machines

KMO : Keiser-Meyer-Olkin

LÖSEV : Health and Education Center for Children with Leukemia

M : Mean

Max : Maximum

Min : Minimum

N : Number

NUTS : Nomenclature of Territorial Units for Statistics

NPO : Nonprofit Organization

OTA : Organizational Trustworthiness – Ability

OTB : Organizational Trustworthiness – Benevolence

OTI : Organizational Trustworthiness – Integrity

PDE : Perceived Donation Efficacy

PWB : Psychological Well-Being

RQ : Research Question

SD : Standart Deviation

SPO : State Planning Organization

SPSS : Statistical Package for the Social Sciences

TCMB : Türkiye Cumhuriyet Merkez Bankası

TEGV : The Educational Volunteers Foundation of Türkiye

TEMA : The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats

TL : Turkish Lira

TURKSTAT : Turkish Statistical Institute

TÜSEV : Third Sector Foundation of Türkiye

UN : United Nations

SYMBOLS

α	**:** Cronbach's Alpha
n	**:** Sample Size
p	**:** Level of Statistical Significance
χ^2	**:** Chi-square Value

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PSYCHOLOGICAL WELL BEING IN THE AGE OF RESOURCE SCARCITY: AN ANALYSIS OF TIME AND MONEY DONATION BEHAVIORS

SUMMARY

One of the inevitable realities individuals face in their daily lives is having limited resources. This situation, referred to as resource scarcity, can be defined as having fewer resources than needed to meet one's needs and wants. The resource scarcity encountered by individuals can be assessed on both macro and micro levels. On a macro level, the scarcity of water and food supply due to high levels of drought in various regions of the world can be considered resource scarcity. On a micro level, individuals may feel pressure due to limited financial income to meet personal needs and time constraints on daily activities. This thesis focuses on micro-level resource scarcity, emphasizing individuals' perceptions of time and money as scarce resources.

It is clear that a multitude of factors influence consumer behavior. Previous studies have shown that consumer behavior is shaped by individual, situational, economic, psychological, sociological, and other factors. In these studies, resource scarcity has been considered a factor affecting consumer psychology and behavior, revealing its impacts on individuals' cognitions, attitudes, and behaviors. It is known that individuals with limited resources experience increased stress levels, feel negative emotions, and generally have decreased life satisfaction. Resource scarcity adversely affects consumers' decision-making processes, leading to observable changes in their cognitions. Moreover, when faced with resource scarcity, consumers are known to use their existing resources more consciously and experience a fear of missing out.

While engaging in consumption activities for themselves, individuals also allocate resources for those in need and to improve societal welfare. When considered consumer behavior, this behavior, termed donating or charitable giving, highlights the importance of understanding the role of resource scarcity in donation behavior. Individuals tend to donate by giving money and time to nonprofit organizations providing access to aid products or services to needy people. The fact that time and money, the two primary sources of giving behavior for today's individuals, are limited resources reveals the importance of resource scarcity on giving behavior.

Time and money are perceived differently by individuals due to their various characteristics. For instance, money is more accessible to count, save, and touch than time. While time is associated with an emotional mindset in consumers' minds, money is related to a financial value-based mindset. When examined within the framework of construal level theory, money is perceived concretely by individuals, whereas time is perceived abstractly. However, considering that resource scarcity affects cognitive processes, it is crucial to understand how perceptions of time and money differ during donation compared to situations where scarcity is not felt. Given that individual donors predominantly make donations to nonprofit organizations understanding the perceptions of scarce resources like money and time during the donation process can

provide insights into how relevant organizations should approach their current and potential donors.

Regardless of the amount of resources individuals possess, individual and organizational factors affect donation behavior. Some of these factors are the perceived donation efficacy and organizational trustworthiness. Since scarce resources are attributed greater value by individuals, organizations' trustworthiness and perceived donation efficacy gain importance when these resources are donated. Additionally, donating scarce resources with greater attributed value makes donors feel better about themselves. This study examines trust in the institution and perceived donation effectiveness as variables affecting the relationship between psychological well-being and donation intention.

This thesis employed experimental design and in-depth interviews to answer the research questions. Study 1a investigates how donors perceive money and time within the framework of construal level theory in situations without any scarcity manipulation. Study 1b explores how donors exposed to resource scarcity manipulation perceive money and time. Study 2 focuses on the psychological well-being levels obtained by individuals donating their scarce resources. It reveals the difference in psychological well-being levels obtained based on the type of resources donated. Study 3 examines the moderating effect of organizational trustworthiness and perceived donation efficacy on the relationship between the psychological well-being levels of individuals donating their scarce resources and their donation intentions. Through in-depth interviews, the aim was to identify the reason behind the insignificant moderating effect of organizational trustworthiness and perceived donation effectiveness on the relationship between psychological well-being levels and donation intentions.

The results indicate that without a scarcity reminder, donors perceive time on an abstract level and money on a concrete level. When exposed to resource scarcity manipulation, the level of abstraction in perceiving time and money increases. Furthermore, it was found that individuals who donate time to participate in volunteer activities achieve higher psychological well-being than those who donate money. Additionally, it was observed that individuals participating in volunteer activities with scarce time have higher donation intentions than those who donate money. When examining the moderating role of organizational trustworthiness, it was found that there is no significant moderating effect of trust on the relationship between psychological well-being and donation intention of individuals donating time and money. When the moderating role of perceived donation efficacy in the relationship was examined, a partial effect contrary to the researcher's assumptions was found. According to the findings, the impact of psychological well-being on the intention to donate scarce time decreases as the level of perceived donation effectiveness increases. In-depth interviews were conducted to identify the reasons behind these unexpected insignificant and partial effects of organizational trustworthiness and perceived donation efficacy. As a result of these interviews, three main themes regarding the donation processes of individuals who donate time and money were identified, and thematic maps were created separately for each group. These themes were named *"Values for Participating in Charitable Actions," "Emotional Results of Encountering Untrustable Nonprofit Organizations,"* and *"Expectations from Nonprofit Organizations."* According to the findings, encountering an untrustworthy nonprofit organization makes individuals unhappy. However, a noteworthy finding of the research is that despite the untrustworthy image of nonprofit organizations, individuals

continue to donate their money or volunteer their time. Despite the erosion of trust, empathy established with those in need and perceived necessity leads individuals to allocate their resources to philanthropic activities. In the case of individuals participating in volunteer activities by dedicating their time, it was found that their donation intentions decreased as the duration of participation in volunteer activities increased. The empathy that donors develop with the people they spend time with increases in proportion to the time spent with them. This state, where the donor continues to put themselves in the shoes of those in need during accumulated periods, creates anxiety about falling into the same situations for the donor. This anxiety can lead to a decrease in the donors' intentions to donate.

Considering the findings obtained, nonprofit organizations should consider the level of resources their current and potential donors possess when developing targeting and advertising strategies. Organizations that segment donors based on their income levels and available free time can maximize the amount of donated resources and tailor advertisements to the specific expectations of each segment. Advertising campaigns can be tailored according to the requested resources (money and time). The findings indicate that scarce time and money are associated with different construal levels. Therefore, advertising messages should be designed considering the construal levels of these resources. Organizations can increase the effectiveness of their campaigns by aligning their advertising strategies with construal levels of resources. Additionally, individuals may be exposed to resource scarcity during periods of high inflation, or their perceptions may change in this direction. Therefore, marketing professionals should pay attention to seasonal conditions and periodically review advertising content to enhance efficiency. Organizations should be transparent and accountable to build trust-based relationships with individuals. Although the findings of this study indicate that individuals are willing to participate in philanthropic activities regardless of the perceived trustworthiness of an organization, it remains essential for organizations to establish an image of being reliable to the public. Finally, nonprofit organizations should regularly report the outcomes of donations to their current donors and share content and reports demonstrating how the donations are utilized to enhance perceived donation efficacy and reach new donors.

This thesis has various limitations that present opportunities for future research. Although scarce time and money were considered as the donated resources in this study, it can be stated that goods are also valuable resources for nonprofit organizations. Future research can examine construal level of different types of goods and investigate how individuals cognitively respond to the scarcity and donation of these resources. Additionally, this study only addressed the concept of money in terms of cash. Still, individuals can also make donations through other payment methods, such as credit cards or mobile payments. Each payment method has different characteristics that can affect individuals' construal levels and donation behavior. Future studies can examine the perceptions of other payment methods and their impact on donation behavior. Scarcity norms and perceptions may vary across social classes. Future research can also address the donation behaviors of specific social classes exposed to scarcity. Additionally, perceptions of money and time may differ across cultures. Similar research should be conducted with individuals from different cultural backgrounds to generalize the study results.

KAYNAK KITLIĞI ÇAĞINDA PSİKOLOJİK İYİ OLUŞ: ZAMAN VE PARA BAĞIŞLAMA DAVRANIŞLARININ BİR ANALİZİ

ÖZET

Bireylerin günlük hayatlarında karşılaştıkları kaçınılmaz gerçeklerden birisi sınırlı kaynaklara sahip olmalarıdır. Kaynak kıtlığı olarak da ifade edilen bu durum, bireylerin ihtiyaçlarını ve isteklerini karşılamaları için gerekenden daha az kaynağa sahip olmaları olarak tanımlanabilir. Bireylerin karşılaştıkları kaynak kıtlıkları, makro ve mikro çerçevede değerlendirilebilir. Yeryüzünün muhtelif bölgelerinde yaşamlarını sürdüren insanların yüksek kuraklık seviyelerinden dolayı su ve gıda teminlerinin sınırlılıkları, makro düzeyde kaynak kıtlığı olarak değerlendirilebilirken; bireysel ihtiyaçları karşılayacak maddi gelirin sınırlı olması ve bireyin günlük aktivitelerinde zamanın sınırlı olmasından dolayı üzerinde baskı hissetmesi, mikro düzeyde kaynak kıtlığı olarak değerlendirilebilir. Bu tez çalışmasında, mikro düzeyde kaynak kıtlığı ele alınmış ve bireylerin sahip oldukları zamanı ve parayı sınırlı olarak algılamalarına odaklanılmıştır.

Bireylerin tüketim davranışlarının, birçok farklı faktörden etkilendiği söylenebilir. Günümüze kadar yapılan çalışmalar, tüketici davranışlarının bireysel, durumsal, ekonomik, psikolojik, sosyolojik vb. faktörlere göre şekillendiğini ortaya koymuştur. Yapılan çalışmalarda, kaynak kıtlığı tüketici psikolojisini ve davranışını etkileyen bir faktör olarak ele alınmış ve bireylerin bilişlerinin, tutumlarının ve davranışlarının üzerindeki etkileri ortaya koyulmuştur. Sınırlı kaynaklara sahip olan bireylerin, stres seviyelerinde artış gözlemlendiği, olumsuz duygular hissettikleri ve genel olarak yaşamlarındaki memnuniyet seviyelerinde düşüş olduğu bilinmektedir. Kaynak kıtlığı, tüketicilerin karar verme süreçlerini olumsuz etkileyerek bilişsel yapılarında gözlemlenebilir değişimlere sebep olmaktadır. Ayrıca tüketiciler, kaynak kıtlığı ile karşılaştıklarında, mevcut kaynaklarını daha bilinçli bir biçimde kullanma davranışına yönelmekle birlikte, alternatifleri kaçırma korkusuna *(FoMO)* kapıldıkları da bilinmektedir.

Bireyler, kendileri için tüketim faaliyetinde bulunurken ihtiyaç sahibi insanlar için ve toplumsal refahın iyileştirilmesi amacıyla da kaynaklarını harcamaktadırlar. Bağış veya hayır yapmak olarak isimlendirilen bu davranış, bir tüketici davranışı olarak değerlendirildiğinde; kaynak kıtlığının bağış davranışı sürecindeki rolünü anlamak önem kazanmaktadır. Bireyler, ihtiyaç sahibi insanlara, çeşitli yardım ürünlerine veya hizmetlerine ihtiyaç duyan insanlara erişimi sağlayan, kâr amacı gütmeyen hayır kurumlarına paralarını vererek ve/veya zamanlarını ayırarak bağış yapma eğilimindedir. Günümüz bireyleri açısından bağış davranışının iki temel kaynağı olan zaman ve paranın sınırlı birer kaynak olması, kaynak kıtlığının bağış davranışı üzerindeki önemini sergilemektedir.

Zaman ve para çeşitli özelliklerinden dolayı bireyler tarafından farklı şekillerde algılanmaktadır. Örneğin para, zamana kıyasla daha kolay sayılabilmekte, biriktirilebilmekte, dokunulabilmektedir. Öte yandan, zaman; tüketicilerin zihninde duygusal zihin yapısı ile ilişkili iken para ise finansal değer temelli zihin yapısı ile

ilişkilidir. Yorumlama düzeyi teorisi temelinde incelendiğinde ise para bireyler tarafından somut olarak algılanırken, zaman soyut olarak algılanmaktadır. Ancak, kaynak kıtlığının bilişsel süreçleri etkilediği göz önünde bulundurulduğunda bağış yapılırken zamanın ve paranın algılanış biçimlerinin, kıtlık hissedilmeyen durumlara göre nasıl farklılaştığı önem arz etmektedir. Kâr amacı gütmeyen hayır kurumlarına yapılan bağışların, büyük oranda bireysel bağışçılar tarafından yapıldığı göz önünde bulundurulduğunda para ve zaman gibi kıt kaynakların bağış davranışı sürecinde, bilişsel olarak algılanış biçimlerinin anlaşılabilmesi ilgili kurumların mevcut ve/veya olası bağışçılarına ulaşma konusunda nasıl bir yol izlemeleri gerektiğine dair fikir verebilir.

Bireylerin sahip oldukları kaynak miktarından bağımsız bir şekilde, bağış davranışlarını etkileyen bireysel ve kurumsal faktörler de mevcuttur. Bir bireyin yaptığı bağışın ne kadar etkili olduğuna yönelik algısı *(perceived donation efficacy)* ve bir hayır kurumuna duyulan güven *(organizational trustworthiness)* bu faktörlerden bazılarıdır. Sınırlı kaynaklara, bireyler tarafından daha fazla değer atfedildiği göz ününde bulundurulduğunda, bu kaynaklar bağışlanırken kurumun güvenilirliği ve yapılan bağışın etkinliği önem kazanmaktadır. Ayrıca, daha fazla değer atfedilen sınırlı kaynakların bağışlanması, bağışçıların kendilerini daha iyi hissetmelerini sağlamaktadır. Bu doğrultuda, bu çalışmada kurumun güvenirliliği ve algılanan bağış etkinliği, psikolojik iyi oluş ve bağış niyeti arasındaki ilişkiyi etkileyen değişkenler olarak ele alınmıştır.

Sınırlı kaynaklara (zaman vs. para) sahip bireylerin, bağış davranışı gerçekleştirilirken zamanı ve parayı nasıl algıladıklarını ve bağış davranışı gerçekleştirilirken etkili olabileceği düşünülen çeşitli faktörlerin rollerinin incelendiği bu tez çalışmasında, araştırma sorularına yanıt bulabilmek adına deneysel tasarım ve derinlemesine mülakat yöntemleri kullanılmıştır. Çalışma 1a, herhangi bir kıtlık manipülasyonu olmayan durumlarda yorumlama düzeyi teorisi çerçevesinde, bağışçıların parayı ve zamanı nasıl algıladıkları incelemektedir. Çalışma 1b, kaynak kıtlığı manipülasyonuna maruz kalan bağışçıların, parayı ve zamanı algılama biçimlerini ortaya koymaktadır. Çalışma 2, sınırlı kaynaklarını bağışlayan bireylerin elde ettikleri psikolojik iyi oluş seviyesine odaklanmakta ve bağışlanan kaynakların türüne göre elde edilen psikolojik iyi oluş seviyeleri arasındaki farkı ortaya koymaktadır. Çalışma 3 ise sınırlı kaynaklarını bağışlayan bireylerin elde ettikleri psikolojik iyi oluş seviyeleri ve bağış niyetleri arasındaki ilişkide, kuruma duyulan güven *(organizational trustworthiness)* ve algılanan bağış etkinliğinin *(perceived donation efficacy)* düzenleyici etkisini incelemektedir. Derinlemesine mülakat ile ise kuruma duyulan güven *(organizational trustworthiness)* ve algılanan bağış etkinliğinin *(perceived donation efficacy)*, psikolojik iyi oluş seviyeleri ve bağış niyetleri arasındaki ilişkide anlamsız düzenleyici etkisinin nedeni tespit edilmeye çalışılmıştır.

Çalışmanın sonuçları, kıtlığa dair bir hatırlatıcının olmadığı durumlarda bağışçıların; zamanı soyut düzeyde, parayı ise somut düzeyde algıladığını göstermektedir. Kaynak kıtlığı manipülasyonuna maruz kalındığında ise zamanın ve paranın soyut olarak algılanma seviyesi artmaktadır. Ayrıca, zaman bağışında bulunan, bir diğer deyişle, gönüllülük faaliyetlerine katılan bireylerin elde ettiği psikolojik iyi oluşun; para bağışlayan bireylerin elde ettiği psikolojik iyi oluştan daha fazla olduğu tespit edilmiştir. Buna ek olarak, sınırlı zamanı ile gönüllülük faaliyetine katılan bireylerin bağış niyetlerinin; para bağışı yapan bireylerin bağış niyetlerinden daha fazla olduğu gözlemlenmiştir. Kuruma duyulan güvenin *(organizational trustworthiness)* düzenleyici rolü incelendiğinde hem zaman hem de para bağışı yapan bireylerin

psikolojik iyi oluşları ve bağış niyetleri arasında kuruma duyulan güvenin anlamlı seviyede düzenleyici etkisi olmadığı saptanmıştır. Söz konusun ilişkide algılanan bağış etkinliğinin *(perceived donation efficacy)* düzenleyici rolü incelendiğinde ise araştırmacının varsayımlarının aksi yönde ve kısmi bir etki tespit edilmiştir. Bulgulara göre psikolojik iyi oluşun sınırlı zamanı bağışlama isteği üzerindeki etkisi, algılanan bağış etkinliği *(perceived donation efficacy)* düzeyi arttıkça azalmaktadır. Kuruma duyulan güvenin *(organizational trustworthiness)* ve algılanan bağış etkinliğinin *(perceived donation efficacy)* beklenmeyen bu anlamsız ve kısmi etkilerinin nedenlerini ortaya koyabilmek için zaman ve para bağışı yapan 30 kişi ile derinlemesine mülakatlar yapılmıştır. Derinlemesine mülakatlar sonucunda zaman ve para bağışında bulunan bireylerin bağış süreçlerine ilişkin 3 ana tema ön plana çıkmıştır ve her iki grup için ayrı ayrı tematik haritalar oluşturulmuştur. Bu temalar *"Hayırseverlik Faaliyetlerine Katılım Değerleri", "Güven Duyulmayan Kâr Amacı Gütmeyen Kuruluşlarla Karşılaşmanın Duygusal Sonuçları" ve "Kâr Amacı Gütmeyen Kuruluşlardan Beklentiler"* şeklinde isimlendirilmiştir. Elde edilen bulgulara göre, güven duyulmayan bir kâr amacı gütmeyen kuruluşla karşılaşmanın, bireylerin kendilerini mutsuz hissetmelerine yol açmaktadır. Ancak araştırmanın dikkat çekici bulguları, kâr amacı gütmeyen kuruluşların, güven vermeyen imajına rağmen bireylerin paralarını bağışlamaya veya zamanlarını gönüllü faaliyetlere ayırmaya devam etmeleridir. Güven zedelenmesine rağmen, müşkül durumda olanlarla kurulan empati ve/veya algılanan gereklilik, bireylerin kaynaklarını hayırseverlik faaliyetlerine tahsis etmelerine yol açmaktadır. Zaman ayırarak gönüllülük faaliyetlerine katılanlarda ise gönüllülük faaliyetine katılma süresi arttıkça bağış yapma niyetlerinin azaldığı tespit edilmiştir. Bağışçıların ihtiyaç sahipleriyle geçirdikleri sürenin artışıyla doğru orantılı olarak, onlarla kurdukları empati derinleşmektedir. Bu hal, bağışçının biriken zaman dilimlerinde kendini, ihtiyaç sahibinin yerine koymaya devam etmesi; bağışçıda aynı durumlara düşme kaygısı yaratmaktadır. Bu kaygı, bağışçıların bağış niyetlerine azalmaya neden olabilmektedir.

Elde edilen bulgular dikkate alındığında, kâr amacı gütmeyen kuruluşlar, hedefleme ve reklam stratejileri geliştirirken mevcut ve potansiyel bağışçılarının sahip oldukları kaynakların seviyesini, dikkate almalıdır. Bağışçıları, gelir düzeylerine ve boş zamanlarına göre bölümlere ayıran kuruluşlar, bağışlanan kaynak miktarını en üst düzeye çıkarabilir ve reklamları her bir bölümün özel beklentilerine göre uyarlayabilir. Reklam kampanyaları, talep edilen belirli kaynaklara (para ve zaman) göre uyarlanabilir. Bulgular, kıt zaman ve paranın farklı yorumlama düzeyleriyle ilişkili olduğunu göstermektedir. Bu nedenle, reklam mesajları bu kaynakların yorumlama düzeylerini dikkate alarak tasarlanmalıdır. Kuruluşlar, reklam stratejilerini kaynakların yorumlanma düzeyleriyle uyumlu hale getirerek kampanyalarının etkinliğini arttırabilir. Buna ek olarak, bireyler yüksek enflasyon dönemlerinde de kaynak kıtlığına maruz kalabilirler veya algıları bu yönde değişebilir. Bu nedenle, pazarlama uzmanları dönemsel koşullara dikkat etmeli ve verimliliği artırmak için reklam içeriklerini periyodik olarak gözden geçirmelidir. Kuruluşlar, bireylerle güvene dayalı bir ilişki kurmak için şeffaf ve hesap verebilir olmalıdır. Bu çalışmanın bulguları, bireylerin bir kuruluşun güvenilirliğinden bağımsız olarak, hayırseverlik faaliyetlerine katılmaya istekli olduklarını gösterse de kuruluşların, kamuoyunda güvenilir olduklarına dair algıyı oluşturmaları, önemini korumaktadır. Son olarak, kâr amacı gütmeyen kuruluşlar, mevcut bağışçıların algılanan bağış etkinliğini artırmak ve yeni bağışçılara ulaşmak için yapılan bağışların çıktılarını düzenli bir şekilde bağışçılarına bildirmeli ve bağışların nasıl kullanıldığını gösteren görsel içerik ve raporlar paylaşmalıdır.

Bu tez çalışması, gelecekteki araştırmalar için fırsatlar sunan çeşitli sınırlamalara sahiptir. Bu çalışmada bağışlanan kaynaklar olarak sınırlı zaman ve para ele alınmış olsa da eşyaların da kâr amacı gütmeyen kuruluşlar için değerli kaynaklar olduğu söylenebilir. Gelecekteki araştırmalar, farklı eşya türlerinin yorumlanma düzeylerini inceleyebilir ve bireylerin bilişsel olarak bu kaynakların kıtlığına ve bağışlanmasına nasıl tepki verdiğini araştırabilir. Ayrıca çalışmada, para kavramı, sadece nakit para özelinde ele alınmıştır ancak bireyler, bağışlarını kredi kartı veya mobil ödeme gibi diğer ödeme yöntemleriyle de gerçekleştirebilir. Bu ödeme yöntemlerinin her biri, bireylerin yorumlama düzeylerini ve bağış davranışlarını etkileyebilecek farklı niteliklere sahiptir. Gelecek çalışmalarda, farklı ödeme yöntemlerinin algılanışı ve bağış davranışı üzerindeki etkisi incelenebilir. Kıtlık normları ve algıları, sosyal sınıflar arasında farklılık gösterebilir. Gelecekteki araştırmalar, kıtlığa maruz kalan belirli sosyal sınıfların bağış davranışlarını da ele alabilir. Ayrıca, para ve zaman algıları kültürler ve coğrafyalar arasında farklılık gösterebilir. Çalışmanın sonuçlarını genelleyebilmek için farklı kültürel altyapılara sahip veya farklı coğrafyalardaki bireyler ile benzer araştırmalar yapılmalıdır. Kıtlık ve bağış davranışı arasındaki ilişkinin, bağış niyeti aracılığıyla incelenmesi; değerli bulgulara ulaşılmasını sağlarken, bireylerin niyetleri ile gerçek davranışları arasında tutarsızlıklar olabilir. Bu noktada saha deneyleri yapmak ve bağış davranışını doğrudan ölçmek, kâr amacı gütmeyen kuruluşlar için daha derin içgörüler sağlayabilir.

1. INTRODUCTION

Scarcity is defined as “having less than you feel you need” (Mullainathan and Shafir 2013), and many people in modern times suffer from resource scarcity. Resource scarcity is an inevitable part of everyday life in various forms (Salerno and Escoe, 2020). According to the United Nations (2022), the living area of 2.3 billion people is in water-stressed regions, and 733 million reside in high water-stressed areas. Between 720 and 811 million people suffered from hunger in 2020, and the Covid-19 pandemic has endangered food security and nutrition (FAO, 2022). Water and food scarcity cause problems on a global scale, and institutions such as the United Nations (UN) search for solutions; however, individuals experience other types of resource scarcity in their everyday lives. For instance, people face product scarcity (Kristofferson et al., 2017), money scarcity (Sharma and Alter, 2012), and time scarcity (Fernbach et al., 2015) in their lives chronically. Exposing resource scarcity has some adverse effects on individuals, such as stress (Griskevicius et al., 2013), decreased life satisfaction (Diener and Fujita, 1995), and physical pain (Chou et al., 2016). Another effect of resource scarcity is on the consumption experience. Resource scarcity may prevent or delay satisfaction (Sevilla and Redden, 2014).

Social scientists have long studied scarcity; however, these studies are conducted mainly by anthropologists, economists, political scientists, and sociologists. Therefore, these sciences construct our comprehension of resource scarcity. Some up-to-date investigations have studied this phenomenon via behavioral research approaches (Shah, 2015). To give an idea, especially time and money scarcity have attracted the attention of researchers; therefore, there is a growing body of research on understanding the nature of resource scarcity. Bonezzi et al. (2013) revealed that scarcity prone individuals to selfishness, Caballero et al. (2023) linked economic scarcity and concrete construal level, and Donnelly et al. (2021) adopted lack of time as an excuse in social relationships. Object attachment (Goldsmith et al., 2021), a threat to freedom (Gong et al., 2021), happiness (Hershfield et al., 2016; Layous et al.,

2018), preference between abundant and scarce goods (John et al., 2018), price-quality judgments (Park et al., 2020), sustainable choice and motivations (Sachdeva and Zhao, 2021), affect regulation (Salerno and Escoe, 2020), judgment and decision making (Shah et al., 2012; Shah et al., 2015), processing of price information (Suri, Kohli and Monroe, 2007), preference for assortment (Van Kerckhove et al., 2020), superstitious behavior (Wang et al., 2021) and gift-giving (Yoon et al., 2020) are some of the extents that associated with resource scarcity.

When a classification is made based on the resource type, investigating time and money attracts attention (Devoe and House, 2012; Okada and Hoch, 2004). Time and money are the resources used for the exchange process of everyday life, and both have been perceived as scarce by humankind (Mogilner and Norton, 2016). Having less money is the main reason for Americans' feelings of worry (Rheault, 2011). A study in the United States revealed that many consumers did not have enough time and money to meet their daily needs (DeVoe and Pfeffer, 2011). Other dramatic findings showed that many individuals had less than $1,000 in their savings accounts (Huddleston, 2016) and spent less than 45 minutes a day with their families (Paul, 2018). According to a survey study, almost half of Americans feel that they do not have enough time in daily life and feel rushed (Robinson, 2013).

Money and time are essential resources for nonprofit organizations (NPOs) to serve societies. To continue providing services to societies, NPOs need more resources daily. Individuals remain the largest source of charitable giving in the United States, accounting for 64% of all donations. However, there has been a remarkable decline in individual donation and volunteering statistics in recent years. For example, donation figures in the U.S. amounted to $499.33 billion in 2022, representing a decrease of 3.4%compared to 2021. This decline indicates a 10.5% decrease in total growth after adjustment for inflation (BWF, 2023). Moreover, there has been a substantial decrease in participation rates in voluntary activities. For instance, formal volunteering experienced a decline from 2013/2014 to 2021/2022 in the U.K. (Kanemura et al., 2023). Similarly, Scotland witnessed a significant decline in volunteering participation from 26% in 2019 to 22% in 2022 (Volunteer Scotland, 2023). A decline in prosocial activity participation rates has been observed in developing countries such as Türkiye. According to the World Giving Index, Türkiye's giving index was ranked 63rd in 2022 but declined to 126th in 2023. Additionally, in 2021, 33% of adults donated money,

and 11% engaged in voluntary activities, whereas these figures declined to 18% and 9%, respectively, in 2022 (Charities Aid Foundation, 2022, 2023). The average annual donation per person in Türkiye in 2021 was estimated to be approximately 983 TL (approximately $28) (Aytaç and Çarkoğlu, 2022). However, given Türkiye's recent experience with high inflation (Thomas, 2022), the real value of donations in 2022 and 2023 may have decreased compared to 2021. While the need for humanitarian assistance escalates worldwide, securing funding for nonprofit organizations to survive is becoming progressively more challenging due to various factors (Dogan et al., 2021). Therefore, designing and implementing effective strategies become critical to persuading individuals to donate their scarce resources, enabling NPOs to secure the necessary means to enhance societal welfare.

Kotler and Levy (1969) criticized the traditional concept of marketing, and they proposed that "every organization performs marketing-like activities whether or not they are recognized as such" and "marketing is a pervasive activity that goes considerably beyond the selling of toothpaste, soap, and steel" (p.11). According to them, it is a relatively narrow point of view to see marketing only for commercial activity. This view resulted in the usage of marketing for nonprofit organizations. Marketing is considered a societal activity, and the meaning of marketing is interpreted for nonprofit organizations.

A growing literature has contributed to our understanding of donating and spending time and money and investigated life satisfaction and subjective well-being at the end of donation or behavior of expenditures of time and money (Devoe and House, 2012; Mogilner et al., 2018; Srivastava et al., 2001; Zhang et al., 2019). For instance, having more money (Kahneman and Deaton, 2010) and time (Kasser and Sheldon, 2009) led individuals to greater happiness. On the other hand, some studies look at the differences between time and money donation. Liu and Aaker (2008) revealed that time donation is more effective than money donation. Donors perceive time as more abstract than money (Macdonnel and White, 2015). Although this extant investigation, whether donating scarce resources provides individuals' subjective well-being is still unclear.

To compete among numerous nonprofit organizations, managers accept that marketing is one of the critical factors in receiving adequate resources for organizations in a marketplace culture (Nagyová, 2004). Furthermore, increasing donations of scarce

resources may require a distinct marketing communication strategy. The investigations focused on understanding donation behavior of time and money and developing marketing communication strategies for nonprofit organizations are remarkable (Demirel et al., 2020).

Donation of scarce resources has attracted the attention of researchers, leading to a growing body of research aimed at understanding the nature of the relationship between scarcity and prosocial behaviors. Previous studies have demonstrated that scarcity correlates with increased engagement in prosocial activities (Han et al., 2023), helpfulness and generosity (Piff et al., 2010), and sustainable product adoption (Goldsmith et al., 2020b). Recent studies on scarcity have focused on donor and recipient characteristics such as resource-specific scarcity and person-thing orientation (Malika et al., 2023), as well as scarcity and recipients' level of responsibility (Chen, 2024). While these investigations have advanced our understanding of the association between scarcity and prosocial behavior, further research is required on the link between scarcity and prosociality (Krishnan, 2022), particularly on the outcomes of donating time versus money (Zhang et al., 2021). Labban et al. (2023) have also proposed a potential relationship between donation and mindset. The physical and psychological attributes associated with money and time produce distinct mindsets (Macdonnel and White, 2015). Donating different scarce resources may be associated with distinct mindsets and lead to varying outcomes. Thus, the link between resource type, scarcity, and mindset needs exploring. Individuals' donation intentions depend on various factors such as the psychological outcomes of donation (Zheng et al., 2021), trust (Chapman et al., 2021; Liu, 2019), and the effectiveness of donations (Buskila and Perez, 2022; Carrol and Kachersky, 2019). Since scarce resources are considered more valuable (Cialdini, 2009), urging individuals to donate these resources may result in them placing increased importance on the trustworthiness of organizations and the effectiveness of donations, influencing their future contributions.

Thus, based on the previous discussion, this research looks for answers to the following research questions:

RQ1: How does exposure to resource scarcity affect time and money construal?

RQ2: Which scarce resource donation brings more psychological well-being to donors?

RQ3: How does psychological well-being acquired by donating scarce resources affect the donation behavior of donors?

RQ4: In the context of donating scarce resources, what are the roles of perceived donation efficacy and organizational trustworthiness on the donation intention of donors?

Experimental approach will be used to investigate the research questions. Three experiments will be conducted, and resource scarcity-related scenarios will be given for manipulation.

Study 1 examines how donors construe time and money when they perceive resource scarcity and when they do not. This study has two sub-experiments: Study 1a and Study 1b. Study 1a aims to reveal the construal of time and money when donors do not perceive resource scarcity; contrary, Study 1b seeks to disclose the construal of time and money when donors perceive resource scarcity.

The purpose of Study 2 is to investigate how donating scarce resources (time vs. money) affects donors' psychological well-being. In addition, it is aimed to determine which scarce resource donation will provide more psychological well-being to the donors.

Study 3 aims to reveal the moderator effect of perceived donation efficacy and organizational trustworthiness.

This thesis focuses on donating scarce resources and aims to understand how donors construe scarce resources. It also investigates the psychological well-being obtained by the donation of scarce resources. Besides, whether the psychological well-being obtained by donating scarce resources led donors to donation behavior and the effect of perceived donation efficacy and organizational trustworthiness on this process are examined. Finally, managerial implications for nonprofit organizations are proposed.

The remainder of the study is organized as follows: in Chapter 2, a literature review is given about resource scarcity, donation behavior, psychology of time and money, time and money donation, perceived donation efficacy, organizational trustworthiness, well-being, and donation intention. The related theories and hypotheses development are also provided in Chapter 2. Chapter 3 presents the methodology, data collection procedures, and measures used in three studies. Chapter 4 discusses data analyses and findings for all three studies. In Chapter 5, qualitative inquiry is given to reveal the

reasons for unexpected results. Chapter 6 presents a general discussion, key theoretical and practical implications, limitations, and further research directions.

2. THEORETICAL FRAMEWORK AND LITERATURE REVIEW

This chapter will provide a literature review of related constructs and theories that can be used to develop a conceptual model. This study examines resource scarcity's effect on consumers' donation mindset and well-being. Moreover, the role of perceived donation efficacy and organizational trustworthiness in the relationship between psychological well-being and donation intention will be investigated. In this vein, the first literature about resource scarcity will be discussed. Then, literature about donation behavior, the psychology of time and money, money and time donation mindsets, and related theories will be considered. Finally, donation behavior, well-being, perceived efficacy, and organizational trustworthiness will be addressed.

2.1 Resource Scarcity

Various disciplines have paid noticeable attention to studying resource scarcity from different perspectives (Roux et al., 2015). For example, psychology (Griskevicius et al., 2013; Mullainathan and Shafir, 2013), sociology (Booth, 1984), political science (Grossman and Mendoza, 2003), economics (Banerjee and Duflo, 2011), marketing (Mehta and Zhu, 2016; Suri et al., 2007), biology (Fülöp, 2004), education (Bernheim et al., 2001), health (Johnson et al., 2007). Despite comprehensive academic studies, consensus on the definition of resource scarcity does not exist. Mullainathan and Shafir (2013) defined resource scarcity as "having less than you feel you need." Mehta and Zhu (2016) described resource scarcity as "the level of physical resources that are required for an individual's normal growth and maintenance" and highlighted the perceived supply. Zhao and Tomm (2018) grounded their resource scarcity definition on meeting demands and adopted the following description: "the condition of having insufficient resources to cope with demands." Cannon et al. (2019) considered resource scarcity a reference point and proposed the following definition: "discrepancy between one's current level of resources and a more desirable reference point." The common point of these definitions is an inconsistency between the required and existing resource levels, whether perceived or absolute resource scarcity. Irrespective

of definitions, resource scarcity impacts individuals across all income levels (Bellezza et al., 2017).

The studies on resource scarcity up until now reveal four perspectives: scarcity as a mindset, scarcity as a threat, scarcity as a reference point, and scarcity as a journey (Goldsmith et al. 2020a). Mullainathan and Shafir (2013) are the pioneers of scarcity from a mindset perspective. According to them, resource scarcity affects cognitive processing, switches allocating ways of resources, and leads consumers to use resources more efficiently. Scarcity as a threat refers to changes in consumers' expectations and interactions with their surroundings stemming from a lack of resources and focusing on the long-term effects of scarcity (Goldsmith et al. 2020a). Mittal and Griskevicius (2016) used life-history theory to examine the impact of growing up with low socioeconomic status on coping with scarcity in adulthood. The findings showed that raising a high socioeconomic status leads consumers to invest in retirement to prevent themselves from recession; however, consumers raised in low socioeconomic spend their money in the present to cope with an economic slowdown. The third perspective, scarcity as a reference point, is based on behavioral decision theory and compares consumers' current resource level and desirable reference point. The self-regulatory model can respond to resource scarcity (Cannon et al., 2019; Goldsmith et al., 2020a). Scarcity as a journey is the last perspective, and the focal point is consumers' evaluating, choosing, and consuming skills of products and services under scarcity conditions. This perspective considers evaluating, selecting, and consuming as a journey and examines the effect of scarcity on these stages (Goldsmith et al. 2020a; Hamilton et al. 2019).

Previous studies proposed that individuals may encounter two kinds of resource scarcity: situational and chronic. Situational scarcity arises when the resources required to achieve specific goals at particular points in time are limited. In contrast, chronic scarcity refers to the prolonged insufficiency of resources, measured by income or socioeconomic status (Goldsmith et al., 2020a; Hosany and Hamilton, 2023; Hamilton et al., 2019). This study focuses on situational scarcity.

Numerous factors affect consumers' attitudes and behaviors (Schiffman and Wisenblit, 2015), and encountering different types of resource scarcity in day-to-day life is one of these factors. Many academic studies have investigated the impact of resource scarcity on consumer behaviors in line with the four perspectives mentioned

above. These studies focused on understanding consumer attitudes, behaviors, and mindsets when exposed to resource scarcity. Further, the consequences of exposing resource scarcity have been examined, and stress (Griskevicius et al., 2013), negative affect (Sharma and Alter, 2012; Paley et al., 2019), decreased life satisfaction (Diener and Fujita, 1995) and physical pain (Chou et al., 2016) are some of the explored consequences.

Scarcity theory proposes a model: "having less" impacts how individuals think and decide and causes a mindset that shapes behavior (Zhao and Tomm, 2018). For instance, scarcity guides consumers to use resources more efficiently (Fernbach et al., 2015; Mullainathan and Shafir, 2013); that is to say, scarcity affects consumption patterns. For example, Tully et al. (2015) found that financial scarcity leads consumers to prefer material goods for their long-run utility. John et al. (2018) adopted evolutionary theory and investigated explanations for scarcity preferences. They found that scarcity preference relates to the fear of missing out on an opportunity. In addition, they determined a rise in the desirability of hedonic goods when product scarcity occurs. Mehta and Zhu (2016) studied consumers' solutions for coping with resource scarcity and discovered that facing scarcity directs consumers to find creative and new ways of product usage. Also, product and price information processing are affected by resource scarcity (Suri et al., 2007). Shah et al. (2014) tested the influence of scarcity on cognition and found that unrelated concepts such as groceries, utilities, phones, and bills became more related under the pressure of scarcity—the reason for this change regarded as the budget that items require. Allocating a limited budget to unrelated needs makes consumers feel these items are more related. Another investigation on scarcity and cognition was conducted by Caballero et al. (2023). They showed the relationship between perceived economic scarcity, concrete construal level, and risk behavior. They proposed that concrete thinking leads consumers to focus on immediate situations. With this, consumers lose their future perspective and ability to make correct decisions.

In addition to product preferences, resource scarcity impacts sustainable choices. Financial scarcity prevents consumers from a tendency to prefer sustainable products and natural resources. High prices of sustainable products were determined as the reason for this behavior. On the other hand, natural resource scarcity increased sustainable product preference (Sachdeva and Zhao, 2021). It can be said that when

individual-level scarcity (financial scarcity) and perceiving products as expensive cause consumers to avoid choosing these products. However, macro-level scarcity (natural resource scarcity) leads consumers to choose sustainable products. The common understanding of resource scarcity proposes that famine rationalizes the decision-making process. However, Wang et al. (2021) focused on superstitious behaviors and showed that scarcity guides consumers to prefer lucky products.

Resource scarcity, which has remarkable effects on cognition and consumption patterns, is expected to impact other behaviors of individuals, such as prosocial behaviors. Resource scarcity increases the tendency to help others. Individuals with less financial abundance and access to resources behave more generously and are helpful (Kraus et al., 2012; Piff et al., 2010). Roux et al. (2015) state that scarcity leads consumers to advance their welfare. On the other hand, previous studies found that prosocial acts increase individuals' well-being (Aknin et al., 2013c; Brown et al., 2008; Dunn et al., 2008; Wu et al., 2005). So, how can consumers donate their scarce resources to contribute to their well-being? Donations of scarce resources and their effect on well-being will be discussed in the following section.

2.2 Donation Behavior

The behaviors that are perceived as beneficial to others and valued by society are conceptualized as prosocial behavior (Eisenberg, 1982; Penner et al., 2005). Eisenberg (1982) stated that a wide variety of behaviors are gathered under the umbrella of "prosocial behaviors." Some examples of these behaviors are helping others, sharing, sympathy, giving, volunteering, altruistic behavior, donating, and sensitivity (Eisenberg, 1982; De Concillis, 1993; Penner et al., 2005). In this study, donation behavior is examined. However, the necessary sections give various explanations under the umbrella of prosocial behavior. Prosocial behaviors offer individuals a chance to help others and are considered health and happiness sources (Jones, 2006; Mogilner and Norton, 2016). Besides the benefits to society, giving is related to benefits to the self (Harbaugh et al., 2007). These behaviors contribute to consumers in many ways—for example, enhancement of meaning in life, self-worth, and socializing (Klein, 2017).

In addition to consumption, donation is a behavioral decision (Correa et al. 2015). The primary condition of donating is being voluntary to give one's own resources to others

(DeVoe and Pfeffer, 2007). Nonprofit organizations (NPO) need individuals' supply for existence and to help impoverished people, preserve nature, etc. (Sargeant, 1999). As stated in the introduction, individuals face different forms of resource scarcity regardless of their socioeconomic status. Many NPOs need donations from individuals in such an environment. To attract donors' attention and get more donations, NPOs should have comprehensive and detailed knowledge of the nature of scarce resources and develop coherent strategies based on the attributes of the resources.

Consumers generally donate their time or money (Johnson and Park, 2021), and these resources are perceived as scarce (Fernbach et al.; Mogilner and Norton, 2016; Sharma and Alter, 2012). This thesis focuses on time and money donation.

2.2.1 Definitions and psychology of time and money

2.2.1.1 Definitions of time and money

The Concept of Time

Before explaining the process of time and money donations, it is necessary to understand the nature of these resources. Time has been the field of interest of people since ancient times and has evolved into an academic field of study with the industrial age. Time is associated with natural sciences, social sciences, literature, art, religion, economics, politics, and other disciplines, so it is indispensable to intellectual inquiry and practical application. Thus, time has become one of the concepts that occupy the human mind the most (Turetzky, 1998). Evaluating the concept of time from different perspectives from different disciplines, such as philosophy, sociology, psychology, and even physics, has prevented a clear and agreed-upon definition.

Newton's ideas about time were widely accepted as a physicist until Einstein. However, acceptance of Einstein's physics led to Newton's views to remain in the background, and the idea that time is not the same for everyone and can vary from person to person has begun to come to the fore. The theory of relativity argues that time has a structure that accelerates or slows down according to the individual. Einstein, who suggested that time can change as a result of the movements of individuals, put forward the concept of "space-time" and revealed that unlike Aristotle and Newton, motion and time are not antecedents of each other; on the contrary, motion and time come together to form a system (Einstein, 2018).

Sociological studies show that time is perceived through symbols (Borst, 1997). Changes such as birth and death have been a determinant of time perception. On the other hand, another method of perceiving time for societies has been the changes in nature. A calendar created according to the descending and rising periods of the Nile River is an example of the nature-indexed time approach (Karmaz, 2018). With the measurement of time in the Middle Ages, time began to symbolize social status and power (Fabian, 2014). With the development of trade, the need for "common time" has emerged so that everyone will accept and plan their activities accordingly (Harvey, 1997). In the 19th century, to act simultaneously with the acceleration of globalization and to ensure efficiency, various studies were carried out for the transition to the standard time application throughout the world, and with the global time reform, a time system was used all over the globe (Ogle, 2018). From a sociological point of view, it is seen that the measurability of time is at the forefront, and social life is built on this measurement.

With the industrial revolution, the economic value of time began to come to the fore and was used as a tool in economic theory (Mosselmans, 2005). Becker's (1965) article A Theory of the Allocation of Time was the first study in which time was considered a commodity. Employee time is regarded as an economic resource that can be purchased (Pfeffer and Devoe, 2012). It can be said that the emphasis on the efficient use of time in business life leads to the evaluation of time as an economic resource like money (Lakoff and Johnson, 2003). Benjamin Franklin's understanding of "time is money" is an approach that clearly expresses the economic value of time in the Anglo-Saxon world. Expressions such as wasting time, saving time, and using time profitably indicate how time is handled from an economic perspective (Lakoff and Johnson, 2003).

The Concept of Money

Earning and spending money are people's primary and shared aims worldwide (Diener and Diener, 2001). Like time, money, which is a concept that concerns all humanity, has been studied by different disciplines, such as anthropology (Crump, 1992), economics (Finn, 1992), psychology (Doyle, 1992), and sociology (Baker and Jimerson, 1992). According to economists, money is a mean for exchange and value saving (Laidler, 1969). Rupert (2017) noted that accepting money as a medium of exchange could make unlimited savings possible. Sociologists have focused on the

social aspect of money. The modern concept of money was viewed as a medium for measuring the universe by Marx, Weber, and Simmel, who studied the Industrial Revolution (Maurer, 2006). According to sociologists, money has various aspects beyond being a means of exchange, an instrument of payment, and a unit of account. They proposed two more social functions of money: it represents the purchasing power of consumers and symbolizes attitudes (Parsons and Smelser, 1956). In other words, money is the power to manage goods, services, and individuals (Baker, 1987). In his work *Philosophy of Money*, Simmel (1990) stated that money has a social and cultural role in social changes. Money, which differs according to the social structure, is associated with power relations as a means of social change (Coleman, 1974). In this vein, Belk and Wallendorf (1980) indicated that money has meanings related to individuals' selves, feelings, and situations. On the other hand, psychologists were interested in attention, information processing, memory, spending, and saving behaviors, especially attitudes toward money (Furnham, 2014).

2.2.1.2 Psychology of time and money

Time and money differ in consumers' mindsets (Liu and Aaker, 2008; Macdonnel and White, 2015) and some similarities (Mogilner and Norton, 2016). The differences between time and money concepts and their consequences have been investigated by various disciplines such as psychology, marketing, and organizational behavior. The similarities of these resources are primarily associated with their usage types. Mogilner and Norton (2016) listed the common traits of time and money as scarcity, which can be saved, budgeted, wasted, and spent for needs and wants.

The concepts of time and money are related to different networks in cognition and activate different mindsets (DeVoe and House, 2012). According to Liu and Aaker (2008), time stimulates a more emotional mindset rather than money, and the financial value mindset is activated by money. A time-activated mindset is prone to spend time with their family (Mogilner, 2010) and reach happiness through charitable giving (Liu and Aaker, 2008). A money-oriented mindset aims to maximize goals (Liu and Aaker, 2008), lead individuals to allocate more time to work (Mogilner, 2010), and decrease the level of participation in voluntary activities (Vohs et al., 2006). Mogilner (2010) found that time-oriented (vs. money-oriented) individuals are happier because they spend their time in happier activities. Moreover, spending money on experiences (vs.

material goods) reveals various outcomes. For example, individuals who spend their money on experiences acquire more happiness than those who spend on material possessions (Hershfield et al., 2016; Van Boven and Gilovich, 2003).

Calculating how much time is spent is relatively more complicated than calculating how much money is spent because disregarding the sunk cost of time causes ambiguity (Saini and Monga, 2008; Soman, 2001). In other words, estimating the opportunity cost of money is easier than estimating the opportunity cost of time (Okada and Hoch, 2004). Hence, individuals prefer to lose time rather than money in the distant future.

Attitudes toward products differ across whether time-activated or money-activated consumers. Consumers who think time-oriented (vs. money-oriented) develop more positive attitudes toward products (Mogilner and Aaker, 2009). The effects of time and money mindsets on ethical behavior also differ. Priming time (vs. money) causes more ethical behaviors; for example, time-activated individuals tend to cheat less than money-activated individuals (Gino and Mogilner, 2014).

Monga and Zor (2019) framed these psychological differences between time and money in four perspectives: heuristic versus systematic differences, emotional versus value maximization, holistic versus analytic differences, and abstract versus concrete construal. The differences between time and money are given in Table 2.1. These differences in time and money psychology influence consumers' resource spending patterns.

Table 2.1 : Time-money differences.

Source	Time vs. Money
	heuristic versus systematic
Saini and Monga (2008)	Time is related to heuristic decision-making, and money is related to systematic decision-making.
	emotional versus value maximization
Liu and Aaker (2008)	Time evokes an emotional mindset, and money evokes a value-maximization mindset.
	holistic versus analytic
Su and Gao (2014)	Time leads to holistic information processing, and money leads to analytic information processing.
	abstract versus concrete
Macdonnel and White (2015)	Time evokes an abstract mindset, and money evokes a concrete mindset.

To understand the psychological construct of time and money, construal level theory is used by many researchers (Macdonnel and White, 2015). Trope and Liberman (2003) proposed construal level theory, and according to this theory, individuals

perceive the events and objects around them concretely and abstractly. Concrete or low-level construals are detailed and contextualized representations of an object or event. Low-level construals include complex and incidental details of objects and events. Abstract or high-level construals are regarded as decontextualized representations and simple details that provide information about a concept. Construal level is the representation level of an object or event in an individual's consciousness, which depends on psychological distance (Liberman and Trope, 1998; Liberman et al., 2007a). As an event or object becomes more psychologically proximal to (distal from) the self, it becomes construed in more concrete (abstract) terms (Liberman et al., 2007b). According to Trope and Liberman (2010), the determinant of consumers' decisions is representations of an object or event rather than the physical existence of an object or event.

Previous studies showed that time is related to happiness and awe, which are abstract constructs (Aaker et al., 2011; Rudd et al., 2012). When consumers lose their time, they feel more pain than when they lose their money (Leclerc et al., 1995). Money is perceived as more physical and tangible than time. Counting time and touching it is almost impossible; however, money can be counted (Macdonnel and White, 2015). As a consequence, we propose that;

H_{1a}: Thinking about time (relative to money) activates a more abstract (vs. concrete) mindset among donors.

Donation of scarce time and money is discussed in the following section.

2.2.2 Time and money donation mindsets

The primary motivation of consumers to donate is to help others and make a difference in the recipients' lives (Cryder et al., 2013). Consumers can donate their time, money, goods, and services (Michaelidou et al., 2015). The findings revealed that donating money (vs. time) has its roots in rational (vs. emotional) thinking (Michel and Rieunier, 2012), and donating these resources is associated with economic utility and emotional well-being, respectively (Liu and Aaker, 2008). The opportunity cost of time donation is more than money donation (Brown et al., 2019); however, donors tend to give their time more than their money (Olivola and Shafir, 2013). The reason for consumers' will to give time more than money is related to propositions of Okada and

Hoch (2004), Saini and Monga (2008), and Soman (2001), who demonstrated that time is more ambiguous than money.

Hansen et al. (2013) proposed abstract and concrete mindsets in the context of donation behavior. Donating time is perceived more abstractly, whereas money is perceived more concretely (Macdonnel and White, 2015). Reed et al. (2007) supported these findings. According to them, individuals related giving time to caring, moral, and social responsibility. These concepts' nature is abstract. Moreover, time donations were perceived as more moral (Reed et al., 2007) and required more social capital (Bryant et al., 2003).

Another factor that affects donors' perception and behavior is framing. As a marketing communication tool, framing impacts voluntaries' and donate decisions (Peltier et al. 2002). The framed messages in advertising can trigger different mindsets in consumer cognition; thus, the type of donated resource can be shifted, and the intention to donate can be increased. For example, Zhang et al. (2019) demonstrated that when consumers are exposed to warm advertising content, they are prone to donate time, whereas competent appeals lead consumers to donate money. The findings of Gu and Chen (2021) revealed that framing and construal mindsets are related. When calling for a financial donation, specifying the amount of money and cause of usage (e.g., a five-dollar lunch fee) increases donors' willingness to donate in a concrete mindset. Further, if a NPO prefers to frame marketing communication messages abstractly, it should not highlight the charitable cause but specify the donation amount of money.

In the context of construal level theory, the perception of time and money is explained in the previous section. Time triggers a more abstract mindset, and an abstract mindset leads consumers to donate more time (vs. money) (Macdonnel and White, 2015). On the other hand, resource scarcity affects individuals' cognition and reshapes the way in which concepts are organized (Shah et al., 2014). Viswanathan et al. (2005) and Viswanathan et al. (2018) proposed that scarcity guides consumers to concrete thinking and decreases abstract thinking. However, resource scarcity may promote a more abstract mindset (Goldsmith et al., 2020b). Reminders of resource scarcity evoke generalized feelings of constraint. Exposing reminders of scarcity decreases functional fixedness and increases creative product usage (Mehta and Zhu, 2016). Marguc et al. (2012) support these findings. According to them, when consumers struggle with constraints during goal pursuit, an abstract mindset triggers creativity (Förster,

Friedman, and Liberman, 2004). In light of this discussion, we posit that perceiving resource scarcity activates a more abstract mindset of time and money in the context of donation and propose that;

H_{1b}: When resources are perceived as scarce, thinking about time activates a more abstract (more abstract than non-scarcity construal of time) mindset among donors.

H_{1c}: When resources are perceived as scarce, thinking about money activates a more abstract (less concrete than non-scarcity construal of money) mindset among donors.

2.2.3 Donation behavior and well-being

Prosocial behaviors, such as volunteering or spending money on others, are a way of achieving happiness, whether on the self or others (Borgonovi, 2008; Mogilner and Norton, 2016; Wilson and Musick, 1999). According to Weinstein and Ryan (2010), prosocial behaviors increase personal well-being; if the donor and recipient are face to face, the level of well-being increases (Aknin et al., 2013a). Another factor for increasing well-being through donation is the feeling of enhancing others' living conditions (Aknin et al., 2013b). This situation can be explained by the emotional reward of helping others (Aknin et al. 2013c).

It can be contended that there is a complementary relationship between donation and happiness. Isen and Levin (1972) found that positive experiences (such as receiving cookies) lead individuals to help others more. Moreover, Anik et al. (2009) demonstrated that happier people give more, and the giving behavior of these people increases happiness. The well-being level at the end of the donation behavior is related to the amount of donated money. Consumers who allocated more money to prosocial spending achieved more happiness than others (Dunn et al., 2008).

Time was more related to self-expression, socialization, and enjoyment than money (Liu and Aaker, 2008; Mogilner and Aaker, 2009). Whillans and Dunn (2019) showed that individuals who consider time more valuable than money spend more time on relationships. According to Lee-Yoon and Whillans (2019), valuing time more than money directs people to focus on preserving and enhancing others' welfare. Focusing on others' welfare activates voluntary behaviors, socializing and attending pro-environmental activities, and finally, well-being increases. Consistent with this explanation, Hershfield et al. (2016) found that people who choose time over money were happier. They were happier because they were motivated to spend their time more

satisfyingly (Mogilner, 2010). Spending time on experiences promotes more happiness than spending money on material goods (Van Boven and Gilovich, 2003), and volunteering can be considered a kind of experiment. Reed et al. (2016) reported that when individuals have a chance to donate time and money, those who prefer to donate time gain more psychological benefits. Additionally, as mentioned before, time (vs. money) is related to abstract concepts (vs. concrete concepts), and scarcity increases abstractness. In this vein, Caballero et al. (2024) found that abstract thinking and subjective well-being have a positive relationship. Finally, framing time as a limited resource enhances individuals' ability to derive greater happiness from their surroundings (Layous et al., 2018). As a consequence, we propose that;

H_{2a}: Donating scarce time provides a higher level of psychological well-being to donors than donating scarce money.

H_{2b}: Donating scarce time provides a higher level of donation intention to donors than donating scarce money.

Charitable giving provides individuals with numerous positive psychological outcomes. Donation to a nonprofit organization enhances donors' welfare as well as society. Thus, understanding the motives of donating to a charity is important for increasing the donation amount of resources and enhancing donors' well-being (Oppenheimer, 2015). Several researchers examined the antecedents of donation behavior. Their results revealed that feeling the pain of others (Penner et al., 2005), social pressure (Croson and Shang, 2011), religion, and faith (Abreu et al., 2015; Brooks, 2003) are some of the determinants of donating.

Konrath and Handy (2018) categorized the reasons for charitable donations and categorized them in two groups: public benefits (other-oriented motives) and private benefits (self-focused motives). The self-focused motives of charitable donations are social (e.g., avoidance of group censure), egoism (e.g., reputation, norms), fiscal incentives (e.g., taxes), guilt (e.g., reducing negative feelings), and self-esteem (e.g., warm glow feelings after giving). The other-oriented motives of charitable donations are altruism (e.g., improving others' well-being), trust in charitable organizations (e.g., increasing the effect of donations), and social (e.g., making friends). Similarly, White et al. (2020) proposed a framework for drivers of prosocial behavior. This framework was entitled SHIFT and includes five key drivers: social influence, habit formation,

the individual self, feelings and cognition, and tangibility (for a detailed review, see White et al., 2020). This study explores how private benefits derived from prosocial behaviors serve as moderators while donating scarce resources. Specifically, it discusses and investigates the impact of perceived donation efficacy (altruism or improving others' well-being) and organizational trustworthiness (increasing effect of donations) on the relationship between psychological well-being and donation intention.

Donors' perception of making a difference in the cause that they support may affect their willingness to donate. This effect is conceptualized as perceived donation efficacy (Bekkers and Wiepking, 2010). Willing to donate more relies on consumers' perceptions of the benefits of the cause. Theoretically, it can be said that greater levels of perceived donation efficacy guide individuals to donate more resources (Carrol and Kachersky, 2019). Radley and Kennedy (1992) demonstrated that the lack of feeling to make a difference in others' lives caused a lower intention to donate. Moreover, if individuals feel that their philanthropic contributions are ineffective in helping recipients or doubt that their actions will significantly impact the cause, they may be less inclined to engage in charitable giving (Jin & He, 2018).

Similarly, according to Cryder et al. (2013), the tendency of donors to donate increases when they think their donation will have remarkable benefits for recipients of donations. Furthermore, Parsons (2007) explored how informing donors about the effectiveness of their donations positively affects philanthropy. In addition to the above discussions, although academics consider subjective well-being an outcome, this concept can be addressed as a cause (Diener and Chan, 2011; Dominko and Verbic, 2022; Frank, 2000). As a consequence, perceived donation efficacy may be one of the determinants of donating scarce resources, and we propose that;

H_3: The effect of psychological well-being on donation intention is positively moderated by perceived donation efficacy.

H_{3a}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by perceived donation efficacy.

H_{3b}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by perceived donation efficacy.

Trust holds significant importance in voluntary action literature (Kearns, 2013), being regarded as a prerequisite for charitable giving (Gaskin, 1999). According to the trust-commitment-giving model (Sargeant and Lee, 2004), trust fosters a sense of commitment, which encourages giving. Charitable giving research identifies two main types of trust: social trust, which is the confidence in unknown individuals, and institutional trust, which is the confidence in public institutions. Both are essential for encouraging donations (Taniguchi and Marshall 2014). This study focuses explicitly on institutional trust. One of the regulators of the relationship between NPO and its stakeholders is trust (Bryce, 2007); in addition to this, it has a crucial role in building enduring and loyal relationships between shareholders and organizations (Aurier and N'Goala, 2010; Ki and Hon, 2007). Voluntary action literature and theories attribute considerable importance to trust (Kearns, 2013), and trust is regarded as an antecedent of charitable giving (Gaskin, 1999). Mayer, Davis, and Schoorman (1995) described trust as:

[…] the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party. (p. 712)

According to Wiencierz et al. (2015), this description shows that perceived trustworthiness is constituted by three factors: ability, benevolence, and integrity. Ability refers to perceived competence within a specific domain that donors consider essential. Benevolence is the positive attitude of NPOs toward donors and whether they act in accordance with donors. The credibility evaluation and the perception of the values and principles of NPO are considered integrity (Mayer, Davis, and Schooman, 1995).

Trust is related to acting (Kohring and Matthes, 2007), and donors' risk perceptions and expectations are shaped by trust. Donors expect that NPOs will use resources efficiently (Wiencierz et al., 2015). The conceptualization of trust by Mayer et al. (1995) proposes that NPOs can satisfy expectations through trustworthiness, another

determinant of willingness to engage in donation behavior. Individuals with higher psychological well-being may be more inclined to donate, as altruistic behaviors can be self-rewarding (Geng et al., 2022). However, this positive relationship between psychological well-being and donation intention is likely strengthened when the recipient organization is perceived as more trustworthy (Katz, 2018; Lee and Kim, 2023). Trust increases donation intention (Bilgin and Kethüda, 2022) and decreases the risk and uncertainty perceptions of donors and volunteers (Hou et al., 2017). Highly trustworthy organizations are more likely to motivate individuals with high psychological well-being to convert their positive feelings into actual donation behaviors.

To understand the role of organizational trustworthiness in the donation of scarce resources, we propose that;

H_4: The effect of psychological well-being on donation intention is positively moderated by organizational trustworthiness.

H_{4a}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational ability.

H_{4b}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational ability.

H_{4c}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational benevolence.

H_{4d}: The effect of the well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational benevolence.

H_{4e}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational integrity.

H_{4f}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational integrity.

H_5: The individuals who have perceived their time as scarce give more importance to perceived donation efficacy when compared to individuals who have perceived their money as scarce and who are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to perceived donation efficacy when compared to individuals who are not exposed to scarcity.

H_6: The individuals who have perceived their time as scarce give more importance to organizational trustworthiness when compared to individuals who have perceived their money as scarce and who are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational trustworthiness when compared to individuals who are not exposed to scarcity.

H_{6a}: The individuals who have perceived their time as scarce give more importance to organizational ability when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational ability when compared to individuals who are not exposed to scarcity.

H_{6b}: The individuals who have perceived their time as scarce give more importance to organizational benevolence when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational benevolence when compared to individuals who are not exposed to scarcity.

H_{6c}: The individuals who have perceived their time as scarce give more importance to organizational intengrity when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational integrity when compared to individuals who are not exposed to scarcity.

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Methodological Approach

This thesis adopted a quantitative research approach. This approach aims to gather data from many representatives, quantify data set, and use statistical techniques for analysis (Malhotra et al., 2013). To answer research questions, quantitative research design runs specific procedures for collecting, analyzing, and reporting data (Creswell and Clark, 2017).

Quantitative research designs are classified into two categories: experimental and non-experimental. Experimental research is used when researchers aim to reveal the expected effect by manipulating participants. The purpose of non-experimental research is to describe variables without manipulation (Creswell and Clark, 2017). The ideal research design to investigate causal relationships is to apply experimental design (Aronson et al., 1990; Doğan, 2019). In this thesis, to answer the following research questions and examine causal relationships between variables, three experiments are designed;

RQ1: How does exposure to resource scarcity affect time and money construal?

RQ2: Which scarce resource donation brings more psychological well-being to donors?

RQ3: How does psychological well-being acquired by donating scarce resources affect the donation behavior of donors?

RQ4: In the context of donating scarce resources, what are the roles of perceived donation efficacy and organizational trustworthiness on the donation intention of donors?

The objectives of the experiments are listed below:

- Study 1: Time and Money Construal of Donors Under Resource Scarcity

This study investigates how donors construe time and money when they feel resource scarcity and when they do not. This study has two sub-experiments: Study1a and Study1b.

Study 1a: This experiment aims to reveal the construal of time and money when donors do not feel resource scarcity.

Study 1b: This experiment aims to reveal the construal of time and money when donors feel resource scarcity.

- Study 2: Donating Scarce Resources (Time vs. Money) and Psychological Well-Being

This study aims to investigate how donating scarce resources (time vs. money) affects donors' psychological well-being. In addition, it is desired to determine which scarce resource donation will provide more psychological well-being to the donors.

- Study 3: Moderating Effect of Perceived Donation Efficacy and Organizational Trustworthiness

This study aims to investigate the moderator effect of perceived donation efficacy and organizational trustworthiness on the impact of psychological well-being on donation intention. In this sense, the research model is given in Figure 3.1 below.

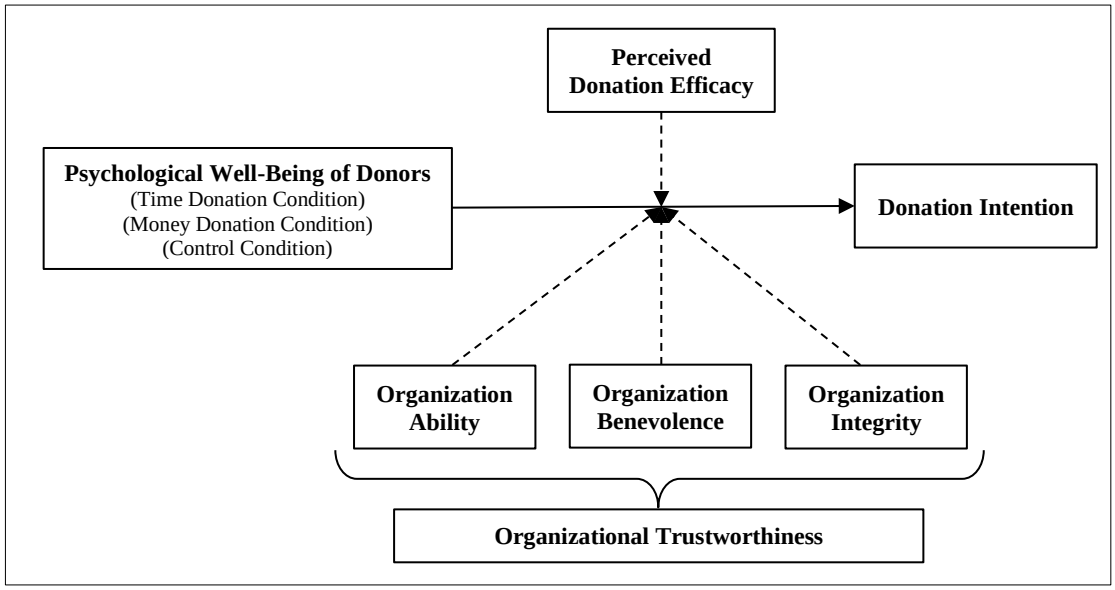


Figure 3.1 : The research model.

In each study, data is gathered through a survey method. The survey method is an appropriate technique for business and management studies because it is an economical way to reach a large number of respondents (Hair et al., 2019; Malhotra et al., 2013; Sekaran and Bougie, 2016).

A general overview of the studies is displayed in Figure 3.2. Data required to test the hypotheses were collected using purposive sampling and quota sampling methods through an online survey prepared on the SurveyMonkey platform and distributed to participants online. Purposive sampling is used in studies examining donation behavior (Breeze, 2006; Einolf et al., 2018; Fatima et al., 2022). Collecting online data has some advantages for researchers, such as reaching a large number of well-powered samples, gathering faster and cheaper data, higher data quality, and high response rates (Chang and Liu, 2014; Hair et al., 2014; Venkatesh et al., 2013).

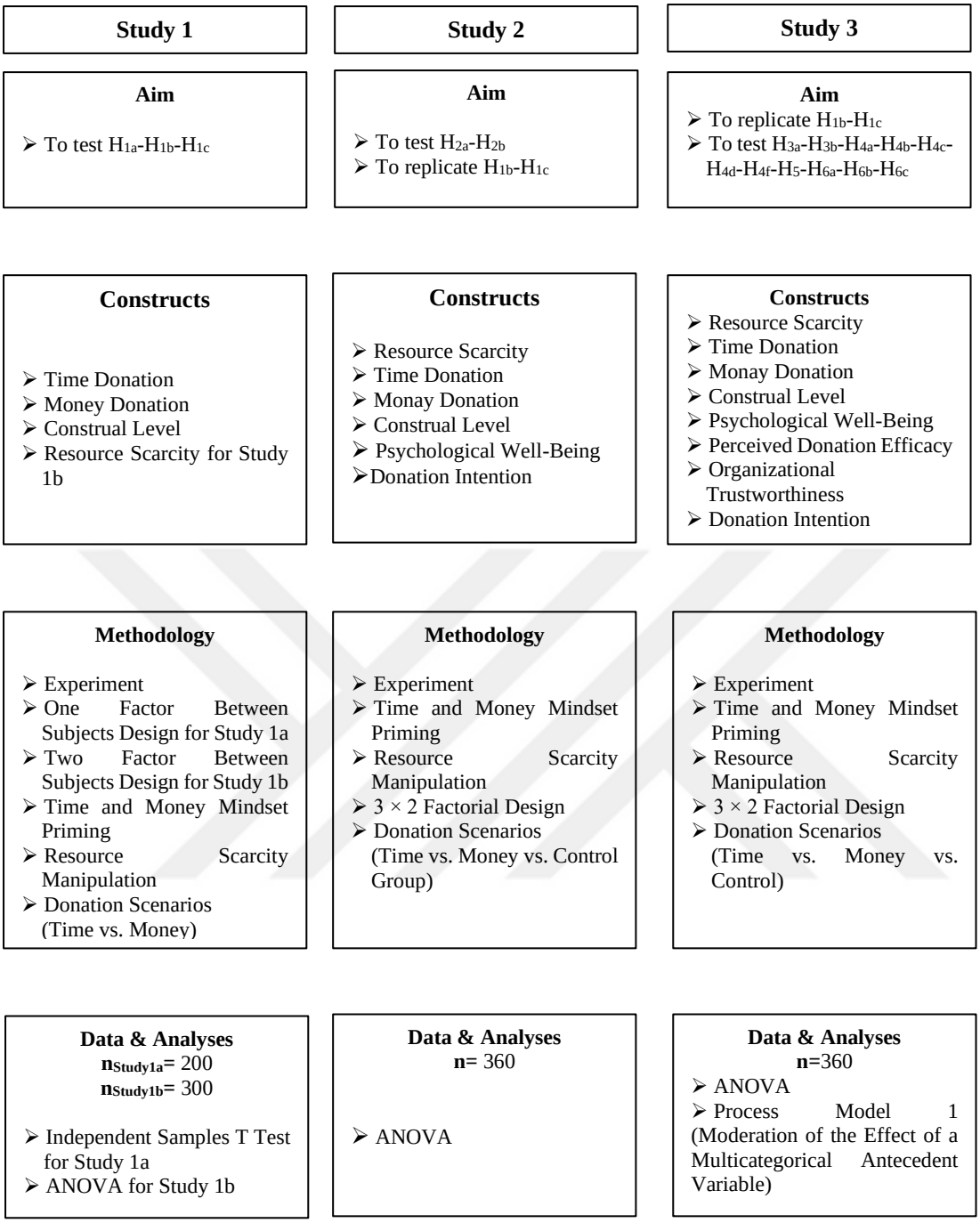


Figure 3.2 : General overview of the studies.

3.2 Questionnaires Design and Measurement Scales

Before the experimental designs, a qualitative study was conducted to determine how much money individuals donated to charities in a month and the time they spent participating in voluntary activities. The data was collected online between 17-19 October 2022, and convenience sampling was used. Participants were given descriptive information about four different charities and asked how much money and time they donate to these organizations in a month. While determining these charitable organizations, the Individual Donation and Charitable Behavior in Türkiye 2021 report published by TÜSEV (Third Sector Foundation of Türkiye) was based. According to this report, KIZILAY (protecting and improving public wealth), LÖSEV (protecting children's health), TEMA (environmental protection), and TEGV (education) are the most known charitable organizations for different donation contexts, respectively. Thus, descriptive information about these organizations was given to participants; however, the names of the organizations were not mentioned in any way to avoid prejudice. The texts used while providing information about the organizations in the data collection process from the participants are shown in Table 3.1.

Table 3.1 : The descriptive information about charitable organizations.

Donation Context	Money Donation	Time Donation
Environmental Protection	Please indicate below, in Turkish Lira, the monthly average amount of donations you can make to a nonprofit organization that aims to protect nature and plant trees in areas where it is needed through donors.	Please indicate below, in hours, the average time you can allocate in a month for volunteering activities to a nonprofit organization that aims to protect nature and plant afforestation in needed areas through volunteers.
Protecting and Improving Public Wealth	Please indicate below, in Turkish Lira, the average monthly donation you can make to a nonprofit organization that aims to protect human health and life by providing shelter, nutrition, and health aid to poor and needy people through donors.	Please indicate below in hours the average time you can allocate in a month for volunteering activities to a nonprofit organization that aims to protect human health and life by providing shelter, nutrition, and health aid to poor and needy people through volunteers.
Education	Please indicate below, in Turkish Lira, the average monthly donation you can make to a nonprofit organization that aims to support the education of pioneering youth who will contribute to humanity by providing scholarship support to successful and financially disadvantaged students through donors.	Please indicate below, in hours, the average time you can spare for volunteering activities in a month for a nonprofit organization that aims to support the education of pioneering youth who will contribute to humanity by providing scholarship support to successful and financially disadvantaged students through volunteers.
Protecting Children's Health	Please indicate below, in Turkish Lira, the average monthly donation you can make to a nonprofit organization that aims to ensure the continuity of the treatment of children who cannot be treated for economic reasons and whose treatment is at risk of disruption.	Please indicate below, in hours, the average time you can allocate in a month for volunteering activities to a nonprofit organization that aims to ensure the continuity of the treatment of children who cannot be treated due to economic reasons and whose existing treatments are at risk of disruption through volunteers.

One hundred four individuals participated in the research. The average amount of money and time donations were given in Table 3.2.

Table 3.2 : The average amount of money and time donation.

Donation Context	Average Money Donation Per Month	Average Time Donation Per Month
Environmental Protection	150 TL	10 Hours
Protecting and Improving Public Wealth	250 TL	9 Hours
Education	350 TL	8 Hours
Protecting Children's Health	350 TL	9 Hours

The findings revealed that donors could donate 150 TL and spare 10 hours for an organization that aims to protect the environment, 250 TL and 9 hours for an organization that aims to protect and improve public wealth, 350 TL and 9 hours for an organization that aims to help students and 350 TL and 9 hours for an organization that aims to protect childs' health. According to Aytaç and Çarkoğlu (2022), the organization for protecting and improving public wealth is the most known charity in Türkiye. Therefore, experimental studies in this research were based on protecting and improving the context of public wealth. The hypothetical money donations and volunteering durations quantities for this organization were determined as 250 TL and 9 hours in the experiments. However, the qualitative research was conducted between 17-19 October 2022, and before the main studies, Türkiye faced high inflation (Thomas, 2022). Aytaç and Çarkoğlu (2022) stated that inflation impacts individual donation amounts. To eliminate the effect of inflation, the inflation rate between October 2022 and March 2023 was calculated as 19.69% (TCMB, 2023), and the donation amount to the organization for protecting and improving public wealth increased by 20%. The final money donation amount was calculated as 300 TL and was used as a hypothetical donation amount in experimental designs.

For Study 1a, to prime time versus money mindsets, clock images showing a specific time of day or images of Turkish Lira bills were shown to respondents, and they were asked to focus on these images for two minutes and to choose the correct options that indicate the values given in clocks and bills images. Then, each participant has given background information about a hypothetical charitable organization. The background information text was arranged differently by wording for time and money conditions. Introductory information and a brief of 2021 activities of the organization were given

in the passage. Participants were requested to donate time (vs. money) at the end of the passage (see Table 3.3).

Table 3.3 : Background information about a hypothetical charitable organization.

Condition	Scenario
Time	Can Sığınağı is a charitable organization that aims to protect human health and life and provide shelter, food, clothing, and healthcare assistance to poor and needy people through volunteers. The goals of this organization can be listed as follows: combating poverty and hunger, increasing community resilience to disasters through community-based work, working for a healthy and aging society, working for a more livable environment, and supporting education. This organization has based its activities of helping people on seven fundamental principles. These principles are humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. In 2021, the organization, which operates with over 12,000 employees, participated in tasks that require more than 13,000 volunteers by dedicating their time to over 180,000 volunteers. With these supports, the organization operates in 51 more countries abroad, as well as in Türkiye. In 2021, this charitable organization, which reached over 38 million people domestically and over 8 million people abroad, helped approximately 24 million people in poverty and hunger, provided education to over 5 million people, and healthcare assistance to approximately 5 million people. In addition, the organization has planted over 2.7 million trees. This charitable organization, which operates worldwide, aims to reach more people in need in Türkiye and worldwide to improve their lives. Can Sığınağı, needs volunteers who will participate in volunteering activities by dedicating their time to make a difference and provide value to people, and awaits your support.
Money	Can Sığınağı is a charitable organization that aims to protect human health and life and provide shelter, food, clothing, and healthcare to poor and needy people through donors. The objectives of this civil society organization can be listed as follows: to fight poverty and hunger, to increase the community's resilience to disasters through community-based work, to work for a healthy living and aging society, to work for a more livable environment, and to support education. This organization has based its activities of helping people on seven fundamental principles. These principles are humanity, impartiality, neutrality, independence, voluntary service, unity, and universality. In 2021, the organization, which operates with over 12,000 employees, collected donations of around 1 billion 200 million Turkish liras with the contributions of nearly 1.5 million donors. With this support, the organization operates in 51 countries abroad as well as in Türkiye. In 2021, this civil society organization, which reached 38 million people domestically and 8 million people abroad, helped approximately 24 million people in poverty and hunger, provided education to over 5 million people, and healthcare to nearly 5 million people. Additionally, the organization planted more than 2.7 million trees. This charitable organization, which operates worldwide, aims to reach more people in need in Türkiye and around the world to improve their lives. Can Sığınağı needs donors who will help make a difference and provide value to people by donating money and awaits your support.
Control	Can Sığınağı is a nonprofit organization that aims to protect human health and life through donors and to provide shelter, nutrition, clothing and health assistance to poor and needy people. The objectives of this nonprofit organization can be listed as follows: fighting poverty and hunger, increasing the resilience of society against disasters through community-based work, working for a healthy and aging society, working for a more livable environment and supporting education. This organization bases its activities to help people on seven fundamental principles. These principles are humanity, non-discrimination, impartiality, independence, voluntary service, unity and universality. This global nonprofit organization aims to reach more people in need in Türkiye and around the world to improve their lives. Can Sığınağı is looking for donors to help make a difference and provide value to people by donating money.

After reading the background information, participants were asked to report their opinions about the charitable organization, the scope of the organization, and the message given in the text on a scale from 1 to 7. These items were used to measure construal level of the participants (see Table 3.4). The scale's higher (lower) value indicates a more abstract (concrete) level in response to the request for money versus time. The passage and construal level measurement items were adapted from Macdonnel and White (2015).

Table 3.4 : Construal level measurement items.

Item Code	When you read the text about the charitable organization above, please rate the statements below on a scale of 1-7, considering your thoughts. For example, if you think that the information provided about the Can Sığınağı is detailed information, choose a score between 1-4, and if you think it is general information, choose a score between 4-7.							
CL1	specifics of the organization	1	2	3	4	5	6	7	generalities of the organization
CL2	specifics of the issue	1	2	3	4	5	6	7	generalities of the issue
CL3	specifics of the message	1	2	3	4	5	6	7	generalities of the message

For Study 1b, the same procedure was applied as Study 1a except for an additional manipulation for resource scarcity. After time and money mindset priming, the participants were asked to think about situations in their lives where their time (vs. financial resources) is limited and to write down details of their feelings about these situations to manipulate resource scarcity. The episodic recall task for scarcity manipulation was adapted from Roux et al. (2015). Subsequently, participants answered four manipulation check question items on a scale from 1 to 7 (see Table 3.5).

Table 3.5 : Manipulation check items for resource scarcity.

Item Code	Please rate the following statements between 1 and 7 to reflect the most accurate for you. *(Strongly Disagree to Strongly Agree)*
RS1	I feel that my resources are scarce.
RS2	I feel that I don't have enough resources.
RS3	I need to protect the resources I have.
RS4	I need to acquire more resources.

For Study 2, the same procedure was applied as Study 1b except for an additional measurement of psychological well-being. The participants completed eight items psychological well-being scale (Diener et al., 2009) from 1 to 7 (see Table 3.6).

Table 3.6 : Items for psychological well-being.

Item Code	Please rate the following statements between 1 and 7 to reflect the most accurate for you. *(Strongly Disagree to Strongly Agree)*
PWB1	I lead a purposeful and meaningful life.
PWB2	My social relationships are supportive and rewarding.
PWB3	I am engaged and interested in my daily activities.
PWB4	I actively contribute to the happiness and well-being of others.
PWB5	I am competent and capable in the activities that are important to me.
PWB6	I am a good person and live a good life.
PWB7	I am optimistic about my future.
PWB8	People respect me.

For Study 3, the same procedure was applied as in Study 2. Afterward, participants completed three items of perceived donation efficacy (Carroll and Kachersky, 2019), 12 items of organizational trustworthiness (Wiencierz et al., 2015), and four items of donation intention (Beldad et al., 2014) scales from 1 to 7 (see Table 3.7).

Table 3.7 : Items for perceived donation efficacy, organizational trustworthiness, and donation intention.

Considering how you feel after voluntarily supporting the activities of Can Sığınağı by dedicating 9 hours of your limited time (vs. money) each month (vs. 300 TL/each month) to the charitable organization, the score between 1 and 7 to reflect the following statements correctly. *(Strongly Disagree to Strongly Agree)*		
Item Code	Perceived Donation Efficacy	
PDE1	My donation to this charitable organization would not produce the desired results.*	
PDE2	If I were to contribute 9 hours each month (vs. 300 TL) to this charity, I would be making a greater impact than if I contributed 9 hours (vs. 300 TL) to other charitable organizations I have seen.	
PDE3	If I made a donation to this charitable organization, I would personally make a difference to the supported cause.	
Organizational Trustworthiness		
	Item Code	
Ability	OTA1	I expect the charitable organization to have the competence to help people.
	OTA2	I expect the charitable organization to be successful in helping people.
	OTA3	I expect the charitable organization to know what needs to be done to help people.
	OTA4	I expect the charitable organization to have specialist knowledge to help people.
Benevolence	OTB1	I expect the charitable organization to also look out for my well-being as a donor when it comes to helping people.
	OTB2	I expect the charitable organization to make me feel good by donating to help people.
	OTB3	I expect the charitable organization to consider my wishes as a donor when it comes to helping people.
	OTB4	I expect the charitable organization to act in the interest of its donors when it comes to helping people.
Integrity	OTI1	I expect the charitable organization to keep its word with regard to helping people.
	OTI2	I expect the charitable organization to be credible with regard to helping people.
	OTI3	I expect the charitable organization to base its actions on reasonable principles with regard to helping people.
	OTI4	I expect the charitable organization to act responsibly when it comes to helping people.
Item Code	Donation Intention	
DI1	I am planning to donate to this charitable organization again in the near future.	
DI2	There is a big chance that I will donate to this charitable organization again.	
DI3	I am absolutely intending to donate to this charitable organization again.	
DI4	The chance that I will donate to this charitable organization is big.	

**Reverse coded.*

To detect careless respondents, instructed response item approach was adopted (Gummer et al., 2021; Kam and Chan, 2018; Meade and Craig, 2012). Instructed response items were "Please mark 1 to show that you have read this statement and are, therefore, a careful respondent", "Please mark 4 to show that you have read this statement and are therefore a careful respondent.", "Please mark 2 to show that you have read this statement and are, therefore, a careful respondent.", "Please mark 7 to show that you have read this statement and are, therefore, a careful respondent."

3.3 Pilot Study

A pilot study was carried out to test the reliability of the scales. Ninety-six participants answered the online questionnaire, and convenience sampling was used for data collection. The data was collected between the 27th and 30th of March, 2023. After excluding fifteen careless respondents who were categorized according to their responses to the attention check items, the final sample size for the pilot test was 81 adults (n_{female} = 46, M_{age} = 30.05, SD_{age} = 0.741, Min_{age} = 18, Max_{age} = 60, $M_{montlypersonalincome}$ = 17,500 TL). SPSS 25.0 was used to analyze the data. The results of reliability analyses for the scales are reported in Table 3.8.

Table 3.8 : Reliability results of the pilot study.

Scale	Number of Items	Cronbach's alpha (α)
Construal Level	3	0.866
Psychological Well-Being	8	0.860
Perceived Donation Efficacy	3	0.550
Organizational Trustworthiness	12	0.860
Ability	4	0.939
Benevolence	4	0.718
Integrity	4	0.961
Donation Intention	4	0.950

Field (2018) reported that more item number increases value of Cronbach's alpha, and values such as 0.50 may be acceptable in an early stage of research (Nunnally, 1978). According to Hair et al. (2010), a value of 0.70 is acceptable. Thus, the results revealed that the scales were found reliable and valid.

3.4 Population, Sampling, and Data Collection

TR1 (Istanbul) NUTS Level 1, which is one of The Nomenclature of Territorial Units for Statistics (NUTS) defined under the coordination of the State Planning

Organization (SPO) and Turkish Statistical Institute (TurkStat), based for determining the population of this study. According to TurkStat, 15,907,951 people settled in TR1 (Istanbul) NUTS Level 1 in 2022 (TurkStat, 2023a). The proportion of individuals according to age groups is given in Table 3.9.

Table 3.9 : Age and gender population in Istanbul in 2022.

Age Group	Female	Male	Total
0-4	476,502	501,209	977,711
5-9	568,566	600,478	1,169,044
10-14	542,516	574,551	1,117,067
15-19	536,448	572,767	1,109,215
20-24	609,505	632,231	1,241,736
25-29	666,593	682,380	1,348,973
30-34	665,534	675,239	1,340,773
35-39	677,233	679,642	1,356,875
40-44	704,318	703,805	1,408,123
45-49	599,543	602,470	1,202,013
50-54	490,137	502,103	992,240
55-59	407,939	406,295	814,234
60-64	315,769	303,312	619,081
65-69	252,162	220,044	472,206
70-74	179,825	141,991	321,816
75-79	117,931	82,709	200,640
80-84	76,483	45,254	121,737
85-89	41,402	21,230	62,632
90 and more	23,725	8,110	31,835
Total	7,952,131	7,955,820	15,907,951

Based on the age group classification of TurkStat, individuals under 20 years old were excluded from the population (4,373,037 individuals). On the other hand, the literature suggests that older people tend not to participate in online surveys (Couper et al., 2007). Moreover, physical problems such as visual impairment, less usage of information technology devices, and cognitive limitations prevent the participation of older adults in online surveys (Remillard et al., 2014). According to TurkStat, 65 years and over are the aging population in Türkiye. 36.6% of these people used the internet in the last three months of 2022 (TurkStat, 2023b). Individuals between 65 years old and more (1,210,866) in İstanbul were excluded from the population to decrease the risk of collecting missing data. Thus, individuals between 20-64 years old who have a regular income and are willing to donate their financial resources or participate in voluntary activities of charitable organizations and live in İstanbul, Türkiye, constituted the population of this study.

Table 3.10 shows the final population size and distribution according to age and gender. The final population size (Female = 49.75%, Male = 50.25%) was 10,324,048 individuals.

Table 3.10 : Final population characteristics.

Age Group	Female	Total Ratio in Final Female Population (%)	Male	Total Ratio in Final Male Population (%)	Total
20-24	609,505		632,231		1,241,736
25-29	666,593		682,380		1,348,973
30-34	665,534		675,239		1,340,773
35-39	677,233		679,642		1,356,875
40-44	704,318	49.75%	703,805	50.25%	1,408,123
45-49	599,543		602,470		1,202,013
50-54	490,137		502,103		992,240
55-59	407,939		406,295		814,234
60-64	315,769		303,312		619,081
Total	5,136,571		5,187,477		10,324,048

According to Lynn and Lynn (2003), at least 30 subjects are required for an experimental design; however, Pechman (2019) stated that at least 50 subjects are adequate per cell for an online experimental design. To conduct comparative analyses efficiently at the group level in terms of the different experimental groups within the scope of the study, it was aimed to collect data from at least 100 people for each experimental group. The 100 participants were proportionally distributed between men and women according to age groups, 50 for women and 50 for men, which is in line with the data obtained from TurkStat (see Table 3.12). In this respect, Table 3.11 shows the participant distributions, according to age and gender, to represent best the final population described above. The quota sampling method was used for this process.

Table 3.11 : The per-cell sample structure was formed by proportionally distributing the age groups of female and male participants.

Age Group	Female Population	Ratio in Final Female Population (%)	Sample Size of Each Age Group*	Male Population	Ratio in Final Male Population (%)	Sample Size of Each Age Group*
20-24	609,505	11.86	6	632,231	12.18	6
25-29	666,593	12.97	6	682,380	13.15	6
30-34	665,534	12.95	6	675,239	13.01	6
35-39	677,233	13.18	7	679,642	13.10	7
40-44	704,318	13.71	7	703,805	13.56	7

Table 3.11 (continued): The per-cell sample structure was formed by proportionally distributing the age groups of female and male participants.

45-49	599,543	11.67	6	602,470	11.61	6
50-54	490,137	9.54	5	502,103	9.67	5
55-59	407,939	7.94	4	406,295	7.83	4
60-64	315,769	6.14	3	303,312	5.84	3
Total	5,136,571	100	50	5,187,477	100	50

***Note:** Sample Size of Each Age Group = (Age Group Population x Ratio in Final Population) / 2*

4. HYPOTHESES TESTING AND RESULTS OF THE STUDIES

4.1 Study 1: Time and Money Construal of Donors

This study aims to investigate how donors construe time and money when they feel resource scarcity and when they do not. This study has two sub-experiments: Study1a and Study1b.

4.1.1 Study 1a: Time and money construal of donors

This experiment aims to reveal the construal of time and money. For Study 1a, to prime time versus money mindsets, clock images showing a specific time of day or images of Turkish Lira bills were shown to respondents, and they were asked to focus on these images for two minutes and to choose the correct options that indicate the values given in clocks and bills images. Then, each participant has given background information about a hypothetical charitable organization. The background information text was arranged differently by wording for time and money conditions. Introductory information and a brief of 2021 activities of the organization were given in the passage. Participants were requested to donate time (vs. money) at the end of the passage (see Table 3.3). After reading the background information, participants were asked to report their opinions about the charitable organization, the scope of the organization, and the message given in the text on a scale from 1 to 7. These items were used to measure construal level of the participants (see Table 3.4). This scales's higher (lower) value indicates a more abstract (concrete) level in response to the request for money versus time. The passage and construal level measurement items were adapted from Macdonnel and White (2015). Income level and free time served as control variables in the experiment to avoid confounding effects. The following activities are considered free time activities: hobbies and games, social life and entertainment, sports and outdoor activities, as well as voluntary work and meetings (TurkStat, 2015).

As per the sampling method explained in the previous section (see Table 3.13), 200 people participated in the study (n_{Female} = 100, n_{Male} = 100). The demographic characteristics of the participants are given in Table 4.1 and Table 4.2.

Table 4.1 : Participants' age and gender distribution for Study 1a.

		Age Group	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
Donation Group	Time	Female	6	6	6	7	7	6	5	4	3	50
		Male	6	6	6	7	7	6	5	4	3	50
	Money	Female	6	6	6	7	7	6	5	4	3	50
		Male	6	6	6	7	7	6	5	4	3	50
		Total	24	24	24	28	28	24	20	16	12	200

Table 4.2 summarizes the personal income and education level of the participants. 23.5% of the 200 respondents' monthly personal income varied between 8507 TL and 15000 TL, and 44.5% had bachelor's degrees.

Table 4.2 : Personal income and education level of the participants.

Personal Income	n	%	Education (Last Graduated)	n	%
8506 TL and less	36	18	Primary School	5	2.5
8507 TL - 15000 TL	47	23.5	Secondary School	11	5.5
15001 TL - 20000 TL	50	25	High School	50	25
20001 TL - 25000 TL	20	10	Collage	29	14.5
25001 TL - 30000 TL	21	10	Bachelor	89	44.5
30001 TL - 35000 TL	10	5	Master	9	4.5
35001 TL - 40000 TL	7	3.5	PhD	7	3.5
40001 TL and more	9	4.5	Total	200	100
Total	200	100			

Based on the aims of the study, the scales were adapted from existing literature; therefore, the research scales were subjected to both exploratory factor analysis and confirmatory factor analysis.

4.1.1.1 Reliability assessment and exploratory factor analysis

To test the reliability of construal level scale, Cronbach's alpha coefficient was calculated. According to Hair et al. (2010), a value of 0.70 is acceptable, and Cronbach's alpha coefficient for the construal level was 0.927, which suggests strong reliability.

There are two approaches within the scope of factor analysis. The first one is exploratory factor analysis, which aims to reveal and discover the factor structure underlying the expressions representing the variables of a newly created scale or a scale translated from one language to another; the other one is confirmatory factor analysis, which is used to check the suitability of a previously developed scale, which has been used in previous studies, to the original factor structure when used in the current research, and if it is suitable, to what extent it is convenient (Kline, 2023; Suhr, 2006).

An exploratory factor analysis tested the single-dimensional state of construal level scale for three items (KMO = 0.741). According to Bartlett's sphericity test, the correlations were suitable for factor analysis (χ^2 = 481.298; df = 3; p< .001). All items were loaded in one factor (Table 4.3).

Table 4.3 : Exploratory factor analysis results: factor loadings and cronbach's alpha for construal level

Item Code	Item	Factor Loadings	Total Variance Explained (%)	α
CL1	specifics of the organization vs generalities of the organization	0.955		
CL2	specifics of the issue vs generalities of the issue	0.928	87.273	0.927
CL3	specifics of the message vs generalities of the message	0.919		
KMO	0.741	χ^2 481.298 df 3 p 0.000		

4.1.1.2 Results of study 1a

An independent samples t-test was run to reveal the difference between donation type conditions (time vs. money). The statistically significant difference between time and money was shown (t(191.55) = -5.39, p < .01, M_{time} = 5.49, M_{money} = 4.24). When asking for money donations, less abstract (more concrete) cognition (Mmoney = 4.24, SD = 1.78) was reported than when asking for time donations (M_{time} = 5.49, SD = 1.48).

The independent samples t-test results suggested a significant difference between cognitions revealed after requesting to donate time vs. money. Time (vs. money) framed donation requests led donors to think more abstractly (vs. concretely). Thus, it was found that thinking about time activated more abstract (and less concrete) construal than thinking about money. Study 1a provided support for **H_{1a}**.

4.1.2 Study 1b: Donors' construal of scarce resources (time vs. money)

This experiment aims to reveal how individuals construe time and money under resource scarcity conditions. For Study 1b, to prime time versus money mindsets, clock images showing a specific time of day or images of Turkish Lira bills were shown to respondents, and they were asked to focus on these images for two minutes and to choose the correct options that indicate the values given in clocks and bills images. After time and money mindset priming, the participants were requested to think about the situations in their lives where their time (vs. financial resources) is

limited and write down details of their feelings about these situations to manipulate resource scarcity. The episodic recall task for scarcity manipulation was adapted from Roux et al., (2015). Subsequently, participants answered four manipulation check question items on a scale from 1 to 7 (see Table 3.6). No scarcity manipulation was performed for the control group, but participants answered four manipulation check questions. Then, each participant has given background information about a hypothetical charitable organization. The background information text was arranged differently by wording for time, money, and control conditions. Introductory information and a brief of 2021 activities of the organization were given in the passage. Participants were requested to donate time (vs. money) at the end of the passage (see Table 3.3). After reading the background information, participants were asked to report their opinions about the charitable organization, the scope of the organization, and the message given in the text on a scale from 1 to 7. These items were used to measure construal level of the participants (see Table 3.4). This scales's higher (lower) value indicates a more abstract (concrete) level in response to the request for money versus time. The passage and construal level measurement items were adapted from Macdonnel and White (2015). Income level and free time served as control variables in the experiment to avoid confounding effects. The following activities are considered free time activities: hobbies and games, social life and entertainment, sports and outdoor activities, as well as voluntary work and meetings (TurkStat, 2015).

As per the sampling method explained in the previous section (see Table 3.13), 300 people participated in the study (n_{Female} = 150, n_{Male} = 150). The demographic characteristics of the participants are given in Table 4.4 and Table 4.5.

Table 4.4 : Participants' age and gender distribution for Study 1b.

		Age Group	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
Donation Group	Time	Female	6	6	6	7	7	6	5	4	3	50
		Male	6	6	6	7	7	6	5	4	3	50
	Money	Female	6	6	6	7	7	6	5	4	3	50
		Male	6	6	6	7	7	6	5	4	3	50
	Control	Female	6	6	6	7	7	6	5	4	3	50
		Male	6	6	6	7	7	6	5	4	3	50
		Total	36	36	36	42	42	36	30	24	18	300

Table 4.5 summarizes the personal income and education level of the participants. 28,3% of the 300 respondents' monthly personal income varied between 15001 TL and 20000 TL, and 53% had bachelor's degrees.

Table 4.5 : Personal income and education level of the participants for Stduy 1b.

Personal Income	n	%	Education (Last Graduated)	n	%
8506 TL and less	43	14.3	Primary School	7	2.3
8507 TL - 15000 TL	73	24.3	Secondary School	7	2.3
15001 TL - 20000 TL	85	28.3	High School	68	22.7
20001 TL - 25000 TL	30	10	Collage	17	5.7
25001 TL - 30000 TL	36	12	Bachelor	159	53
30001 TL - 35000 TL	12	4	Master	25	8.3
35001 TL - 40000 TL	5	1.7	PhD	17	5.7
40001 TL and more	16	5.3	Total	300	100
Total	300	100			

4.1.2.1 Reliability assessment and exploratory factor analysis

To test reliability of construal level and resource scarcity manipulation check scales, Cronbach's alpha coefficients were calculated. According to Hair et al. (2010), a value of 0.70 is acceptable and Cronbach's alpha coefficient for construal level was 0.865 and resource scarcity manipulation check was 0.890, which suggested strong reliability.

An exploratory factor analysis tested the single-dimensional state of construal level scale for three items (KMO = 0.734). According to Bartlett's sphericity test, the correlations were suitable for factor analysis (χ^2 = 437.292; df = 3; p< .001). All items were loaded in one factor (Table 4.6).

Table 4.6 : Exploratory factor analysis results: factor loadings and cronbach's alpha for construal level

Item Code	Item	Factor Loadings	Total Variance Explained (%)	α
CL1	specifics of the organization vs generalities of the organization	0.813		
CL2	specifics of the issue vs generalities of the issue	0.875	68.812	0.865
CL3	specifics of the message vs generalities of the message	0.799		

KMO	0.734	χ^2	437.292	df	3	p	0.000

4.1.2.2 Results of study 1b

To create an index of experienced scarcity, responses to resource scarcity manipulation items were averaged. Participants in the scarcity condition provided higher ratings on the experienced scarcity index (M_{time} = 4.43, SD = 0.98 and M_{money} = 4.76, SD = 1.08) compared to those in the control condition ($M_{control}$ = 2.48; SD = 0.52; f(2,297) = 198.283, p<.000). In other words, resource scarcity manipulation was effective. It can be said that scarcity mindset was primed in participants assigned to scarcity conditions.

An ANOVA was run to reveal the difference between construals of scarcity conditions (time scarcity vs. money scarcity vs. control group). The statistically significant difference between time, money, and control groups was shown ($f(2, 297) = 225.859$, $p < .000$, $M_{time} = 4.81$, $SD = 0.71$; $M_{money} = 3.16$, $SD = 0.99$; $M_{control} = 2.27$, $SD = 0.84$, see Figure 4.1). When exposed to resource scarcity, asking for time and money donations triggered more abstract cognition than asking for donations without resource scarcity manipulation.

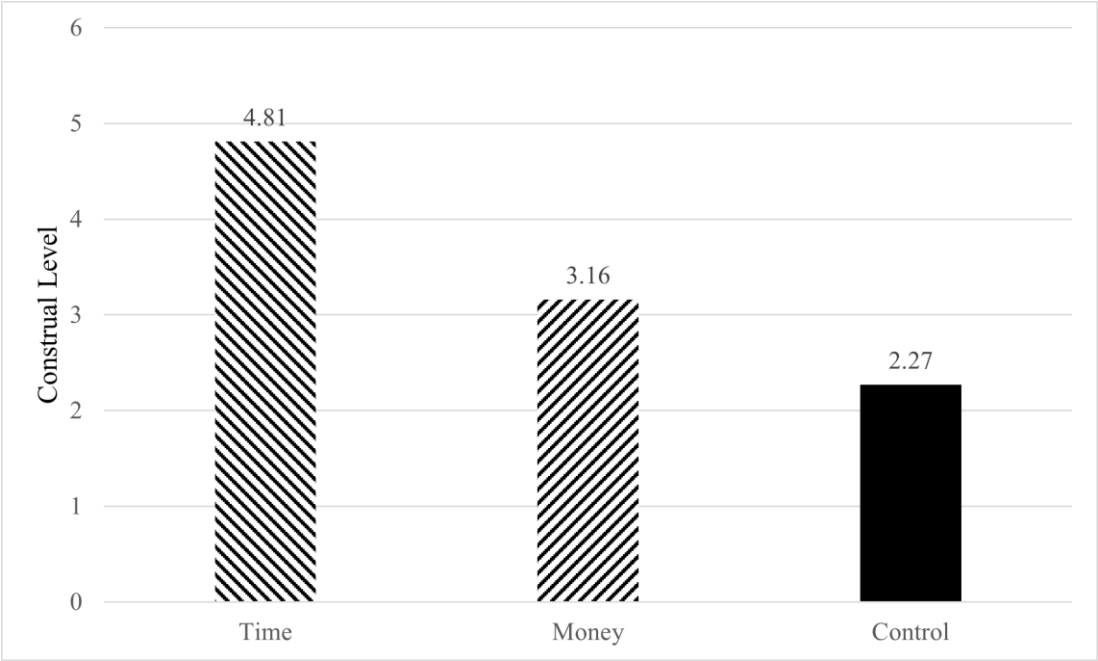


Figure 4.1 : Construal Levels of Donors in Study 1b

The ANOVA results suggested a significant difference between cognitions revealed after requesting to donate scarce time vs. money. Specifically, requesting donations of scarce time led donors to think more abstractly compared to scarce money and control group. Further, scarce money (vs. control group) framed donation requests, making donors think more abstractly. Thus, Study 1b provided support for **H_{1b}** and **H_{1c}**.

4.2 Study 2: Donating scarce resources and psychological well-being

This study aims to determine which scarce resource donation will give donors more psychological well-being. For Study 2, the same procedure was applied as for Study 1b except for the additional measurement of psychological well-being (Diener et al., 2009) and donation intention (Beldad et al., 2014). Income level and free time served as control variables in the experiment to avoid confounding effects. The following

activities are considered free time activities: hobbies and games, social life and entertainment, sports and outdoor activities, as well as voluntary work and meetings (TurkStat, 2015).

As per the sampling method explained in the previous section (see Table 3.13), 360 people participated in the study (n_{Female} = 180, n_{Male} = 180). The demographic characteristics of the participants were given in Table 4.7 and Table 4.8.

Table 4.7 : Participants' age and gender distribution for Study 2.

		Age Group	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
Donation Group	Time	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
	Money	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
	Control	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
		Total	42	48	48	48	48	42	36	30	18	360

Table 4.8 summarizes the personal income and education level of the participants. 25.7% of the 360 respondents' monthly personal income varied between 15001 TL and 20000 TL, and 51.94% had bachelor's degrees.

Table 4.8 : Personal income and education level of the participants for Study 2.

Personal Income	n	%	Education (Last Graduated)	n	%
8506 TL and less	46	12.7	Primary School	12	3.3
8507 TL - 15000 TL	82	22.7	Secondary School	11	3.05
15001 TL - 20000 TL	93	25.7	High School	74	20.5
20001 TL - 25000 TL	37	10.3	Collage	19	5.27
25001 TL - 30000 TL	43	11.7	Bachelor	187	51.94
30001 TL - 35000 TL	24	7	Master	37	10.27
35001 TL - 40000 TL	12	3.5	PhD	20	5.55
40001 TL and more	23	6.4	Total	360	100
Total	360	100			

4.2.1.1 Reliability assessment and exploratory factor analysis

To test reliability of construal level scale, Cronbach's alpha coefficient was calculated. According to Hair et al. (2010), a value of 0.70 is acceptable, and Cronbach's alpha coefficient for scales used in Study 2 was presented in Table 4.9.

Table 4.9 : Cronbach's alpha values of the scales used in Study 2.

Scale	Number of Items	Cronbach's alpha (α)
Resource Scarcity	4	0.705
Construal Level	3	0.597
Psychological Well-Being	8	0.872
Donation Intention	4	0.813

Exploratory factor analysis tested the single-dimensional state of scales. According to the results, each scale was loaded into one factor (Table 4.10).

Table 4.10 : Exploratory factor analysis results for Study 2.

Scale	Item Code	Item	Factor Loadings	Total Variance Explained (%)
Construal Level	CL1	specifics of the organization vs generalities of the organization	0.635	36.696
	CL2	specifics of the issue vs generalities of the issue	0.706	
	CL3	specifics of the message vs generalities of the message	0.445	
	KMO	0.621 χ^2 84.791 df 3 p 0.000		
Psychologival Well-Being	PWB1	I lead a purposeful and meaningful life.	0.592	36.604
	PWB2	My social relationships are supportive and rewarding.	0.622	
	PWB3	I am engaged and interested in my daily activities.	0.573	
	PWB4	I actively contribute to the happiness and well-being of others.	0.635	
	PWB5	I am competent and capable in the activities that are important to me.	0.679	
	PWB6	I am a good person and live a good life.	0.632	
	PWB7	I am optimistic about my future.	0.664	
	PWB8	People respect me.	0.674	
	KMO	0.876 χ^2 491.131 df 28 p 0.000		
Donation Intention	DI1	I am planning to donate to this charitable organization again in the near future.	0.731	48.259
	DI2	There is a big chance that I will donate to this charitable organization again.	0.681	
	DI3	I am absolutely intending to donate to this charitable organization again.	0.679	
	DI4	The chance that I will donate to this charitable organization is big.	0.731	
	KMO	0.792 χ^2 256.705 df 6 p 0.000		

4.2.1.2 Common method bias

The following research step addresses the issue of common method bias, a phenomenon that can affect the relationships between constructs, resulting in a systematic covariation that exceeds the genuine connections among the scale items (Podsakoff et al., 2012). To mitigate this potential bias, Harman's one-factor test was run. This test involved conducting factor analysis with a fixed factor of 1. The findings indicate that only 43% of the total variance is explained by this single factor, as shown in Table 4.11. Consequently, no single factor dominates the majority of the variance in the variables, as per Harman's criterion (Harman, 1976). The results affirm that the study has no significant threat of common method bias.

Table 4.11 : Harman's one factor test for Study 2.

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.111	47.410	47.410	6.566	43.772	43.772
2	0.970	6.468	53.878			
3	0.805	5.366	59.244			
4	0.738	4.921	64.165			
5	0.664	4.427	68.592			
6	0.615	4.097	72.689			
7	0.567	3.778	76.467			
8	0.553	3.684	80.151			
9	0.521	3.471	83.622			
10	0.486	3.242	86.864			
11	0.483	3.218	90.082			
12	0.420	2.801	92.882			
13	0.414	2.761	95.643			
14	0.380	2.533	98.176			
15	0.274	1.824	100.000			

4.2.1.3 Results of study 2

To create an index of experienced scarcity, responses to resource scarcity manipulation items were averaged. Participants in the scarcity condition provided higher ratings on the experienced scarcity index (M_{time} = 4.47, SD = 0.49 and M_{money} = 4.49, SD = 0.53) compared to those in the control condition ($M_{control}$ = 2.73; SD = 0.49; f(2,357) = 470.741, p< .001). In other words, resource scarcity manipulation was effective. It can be said that scarcity mindset was primed in participants assigned to scarcity conditions.

An ANOVA was run to reveal the difference between scarcity conditions (time scarcity vs. money scarcity vs. control group). The statistically significant difference between time, money, and control groups was shown (f(2, 357) = 180,179, p < .001, M_{time} = 4.64, SD = 0.71; M_{money} = 3.48, SD = 0.62; $M_{control}$ = 3.14, SD = 0.58, see Figure 4.2). When exposed to resource scarcity, asking for time and money donations triggered more abstract cognition than asking for donations without resource scarcity manipulation. The results of ANOVA test suggested significant differences between cognitions that were manipulated by scarcity and nonmanipulated cognition. Resource scarcity led donors to think more abstractly.

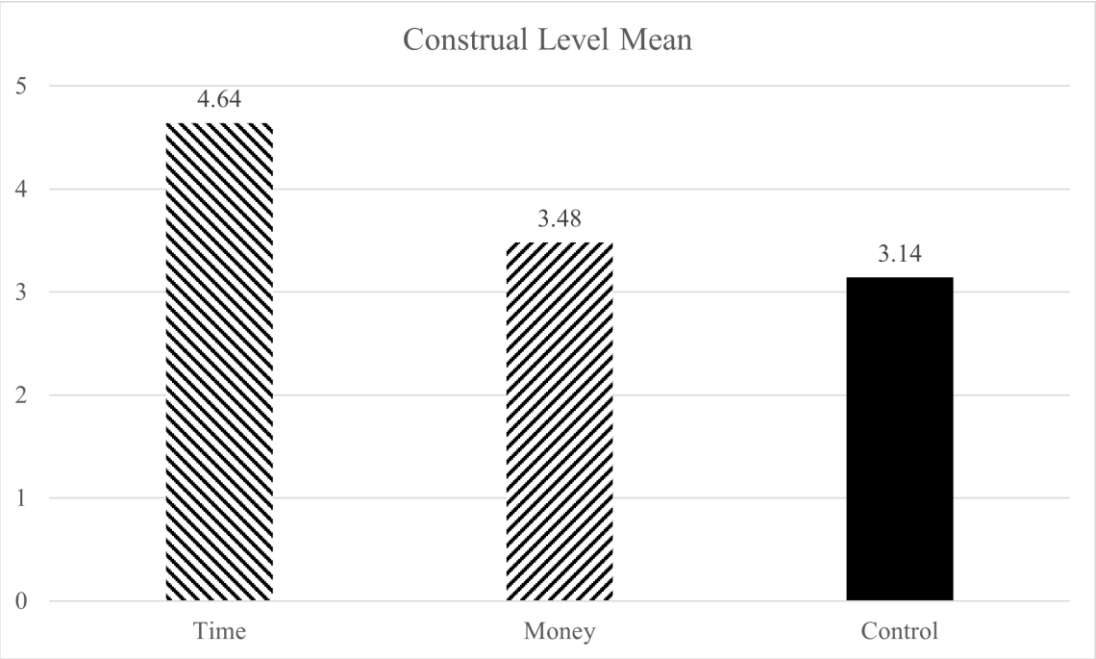


Figure 4.2 : Construal Levels of Donors in Study 2

One factor between subjects design approach adopted for this study. 360 people participated in the study (n_{Female} = 180, n_{Male} = 180). An ANOVA was run to reveal the difference between the psychological well-being and intention to donate of participants who donated different scarce resources (time scarcity vs. money scarcity vs. control group). The statistically significant difference between psychological well-being time and money conditions was revealed ($f(2, 357) = 1008{,}531$, $p < 0.01$, $M_{well\text{-}being_time} = 4.82$, SD = 0.45; $M_{well\text{-}being_money} = 3.23$, SD = .36; $M_{well\text{-}being_control} = 2.46$, SD = 0.42, see Figure 4.4). Additionally, asking for donating time led participants to attend donation activity more than asking for money donation ($f(2, 357) = 636{,}097$, $p < 0.01$, $M_{donation_time} = 5.06$, SD = 0.68; $M_{donation_money} = 3.15$, SD = 0.51; $M_{donation_control} = 2.51$, SD = 0.51, see Figure 4.3).

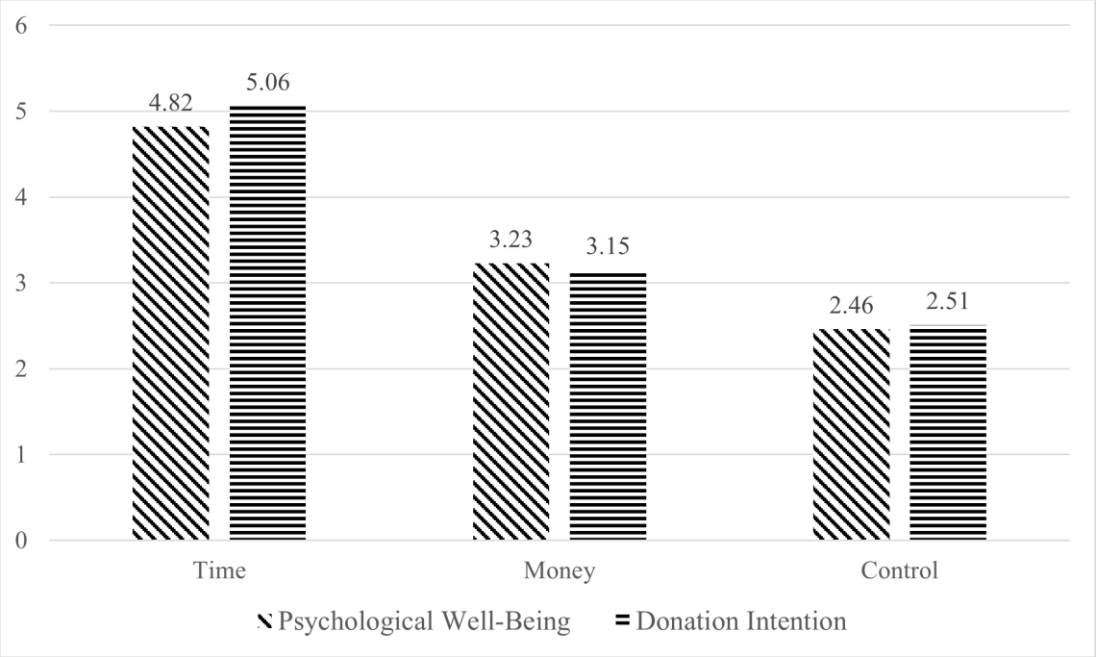


Figure 4.3 : Psychological Well-Being and Donation Intention Levels of Donors in Study 2

The ANOVA results suggested a significant difference between psychological well-being and donation intention levels of donors. Specifically, those who donate their limited time have higher level of psychological well-being and donation intention than others. Thus, Study 2 provided support for $\mathbf{H_{2a}}$ and $\mathbf{H_{2b}}$.

4.3 Study 3: Moderating effect of perceived donation efficacy and organizational trustworthiness

This study aims to investigate the moderator effect of perceived donation efficacy and organizational trustworthiness on the impact of psychological well-being on donation intention. For Study 3, the same procedure was applied as for Study 2 except for the additional measurement of moderator variables: perceived donation efficacy (Carroll and Kachersky, 2019) and organizational trustworthiness (Wiencierz et al., 2015). Income level and free time served as control variables in the experiment to avoid confounding effects. The following activities are considered free time activities: hobbies and games, social life and entertainment, sports and outdoor activities, as well as voluntary work and meetings (TurkStat, 2015).

As per the sampling method explained in the previous section (see Table 3.13), 360 people participated in the study (n_{Female} = 180, n_{Male} = 180). The demographic characteristics of the participants were given in Table 4.12 and Table 4.13.

Table 4.12 : Participants' age and gender distribution for Study 3.

		Age Group	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	Total
Donation Group	Time	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
	Money	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
	Control	Female	7	8	8	8	8	7	6	5	3	60
		Male	7	8	8	8	8	7	6	5	3	60
		Total	42	48	48	48	48	42	36	30	18	360

Table 4.13 summarizes the personal income and education level of the participants. 26.7% of the 360 respondents' monthly personal income varied between 15001 TL and 20000 TL, and 53.6% had bachelor's degrees.

Table 4.13 : Personal income and education level of the participants for Study 3.

Personal Income	n	%	Education (Last Graduated)	n	%
8506 TL and less	52	14.4	Primary School	9	2.5
8507 TL - 15000 TL	78	21.7	Secondary School	12	3.3
15001 TL - 20000 TL	96	26.7	High School	59	16.4
20001 TL - 25000 TL	38	10.6	Collage	27	7.5
25001 TL - 30000 TL	50	13.9	Bachelor	193	53.6
30001 TL - 35000 TL	19	5.3	Master	44	12.2
35001 TL - 40000 TL	14	3.9	PhD	16	4.4
40001 TL and more	13	3.6	Total	360	100
Total	360	100			

4.3.1.1 Reliability assessment and exploratory factor analysis

To test reliability of construal level scale, Cronbach's alpha coefficient was calculated. According to Hair et al. (2010), a value of 0.70 is acceptable, and Cronbach's alpha coefficients for scales used in Study 3 were presented in Table 4.14.

Table 4.14 : Cronbach's alpha values of the scales used in Study 3.

Scale	Number of Items	Cronbach's alpha (α)
Resource Scarcity	4	0.977
Construal Level	3	0.962
Psychological Well-Being	8	0.967
Perceived Donation Efficacy	3	0.895
Organizational Trustworthiness	12	0.920
Ability	4	0.930
Benevolence	4	0.972
Integrity	4	0.924
Donation Intention	4	0.975

Exploratory factor analysis tested the single-dimensional state of scales. According to the results, each scale was loaded into one factor (Table 4.15).

Table 4.15 : Exploratory factor analysis results for Study 3.

Scale	Item Code	Item	Factor Loadings	Total Variance Explained (%)
Construal Level	CL1	specifics of the organization vs generalities of the organization	0.950	89.628
	CL2	specifics of the issue vs generalities of the issue	0.981	
	CL3	specifics of the message vs generalities of the message	0.908	
	KMO	0.758 χ^2 1300.851 df 3 p 0.000		
Psychologival Well-Being	PWB1	I lead a purposeful and meaningful life.	0.864	78.964
	PWB2	My social relationships are supportive and rewarding.	0.896	
	PWB3	I am engaged and interested in my daily activities.	0.911	
	PWB4	I actively contribute to the happiness and well-being of others.	0.927	
	PWB5	I am competent and capable in the activities that are important to me.	0.917	
	PWB6	I am a good person and live a good life.	0.902	
	PWB7	I am optimistic about my future.	0.847	
	PWB8	People respect me.	0.841	
	KMO	0.948 χ^2 3432.149 df 28 p 0.000		
Perceived Donation Efficacy	PDE1	My donation to this charitable organization would not produce the desired results.*	0.729	78.186
	PDE2	If I were to contribute 9 hours each month (vs. 300 TL) to this charity, I would be making a greater impact than if I contributed 9 hours (vs. 300 TL) to other charitable organizations I have seen.	0.953	
	PDE3	If I made a donation to this charitable organization, I would personally make a difference to the supported cause.	0.952	
	KMO	0.700 869.731 df 3 p 0.000		
Organizational Trustworthiness	OTA1	I expect the charitable organization to have the competence to help people.	0.772	77.260
	OTA2	I expect the charitable organization to be successful in helping people.	0.871	
	OTA3	I expect the charitable organization to know what needs to be done to help people.	0.958	
	OTA4	I expect the charitable organization to have specialist knowledge to help people.	0.905	
	KMO	0.821 χ^2 1260.748 df 6 p 0.000		
	OTB1	I expect the charitable organization to also look out for my well-being as a donor when it comes to helping people.	0.904	89.536
	OTB2	I expect the charitable organization to make me feel good by donating to help people.	0.949	
	OTB3	I expect the charitable organization to consider my wishes as a donor when it comes to helping people.	0.975	
	OTB4	I expect the charitable organization to act in the interest of its donors when it comes to helping people.	0.955	
	KMO	0.817 χ^2 2147.363 df 6 p 0.000		

Table 4.15 (continued) : Exploratory factor analysis results for Study 3.

	OTI1	I expect the charitable organization to keep its word with regard to helping people.			0.749			
	OTI2	I expect the charitable organization to be credible with regard to helping people.			0.923			
	OTI3	I expect the charitable organization to base its actions on reasonable principles with regard to helping people.			0.918	76.395		
	OTI4	I expect the charitable organization to act responsibly when it comes to helping people.			0.894			
	KMO	0.822	χ^2	1230.570	df	6	p	0.000
Donation Intention	DI1	I am planning to donate to this charitable organization again in the near future.			0.894			
	DI2	There is a big chance that I will donate to this charitable organization again.			0.915	89.434		
	DI3	I am absolutely intending to donate to this charitable organization again.			0.984			
	DI4	The chance that I will donate to this charitable organization is big.			0.986			
	KMO	0.781	χ^2	2413.090	df	6	p	0.000

** reverse coded*

4.3.1.2 Common method bias

The following research step addresses the issue of common method bias, a phenomenon that can affect the relationships between constructs, resulting in a systematic covariation that exceeds the genuine connections among the scale items (Podsakoff et al., 2012). To mitigate this potential bias, Harman's one-factor test was run. This test involved conducting factor analysis with a fixed factor of 1. The findings indicate that only 34% of the total variance is explained by this single factor, as shown in Table 4.16. Consequently, no single factor dominates the majority of the variance in the variables, as per Harman's criterion (Harman, 1976). The results affirm that the study has no significant threat of common method bias.

Table 4.16 : Harman's one factor test for study 3.

Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Factor	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.036	35.399	35.399	11.563	34.009	34.009
2	6.575	19.339	54.739			
3	3.329	9.792	64.531			
4	2.581	7.592	72.123			
5	1.637	4.815	76.938			
6	1.530	4.499	81.436			
7	1.126	3.312	84.749			
8	0964	2.836	87.585			
9	0.431	1.268	88.853			

Table 4.16 (continued) : Harman's one factor test for study 3.

10	0.393	1.155	90.008
11	0.359	1.056	91.064
12	0.337	0.993	92.057
13	0.256	0.752	92.808
14	0.252	0.741	93.549
15	0.228	0.670	94.220
16	0.224	0.659	94.879
17	0.175	0.515	95.394
18	0.172	0.505	95.899
19	0.165	0.485	96.384
20	0.152	0.448	96.833
21	0.138	0.405	97.238
22	0.130	0.382	97.620
23	0.125	0.368	97.988
24	0.110	0.324	98.313
25	0.101	0.297	98.610
26	0.093	0.275	98.885
27	0.082	0.243	99.127
28	0.065	0.191	99.318
29	0.061	0.180	99.498
30	0.052	0.152	99.650
31	0.048	0.142	99.792
32	0.039	0.114	99.906
33	0.021	0.061	99.967
34	0.011	0.033	100.000

4.3.1.3 Results of study 3

To create an index of experienced scarcity, responses to resource scarcity manipulation items were averaged. Participants in the scarcity condition provided higher ratings on the experienced scarcity index (M_{time} = 4.75, SD = 1.13 and M_{money} = 4.48, SD = 1.34) compared to those in the control condition ($M_{control}$ = 2.543; SD = 1.35; f(2,357) = 106.462, p< .001). In other words, resource scarcity manipulation was effective. It can be said that scarcity mindset was primed in participants assigned to scarcity conditions.

An ANOVA was run to reveal the difference between construal levels of scarcity conditions (time scarcity vs. money scarcity vs. control group). The statistically significant difference between time, money, and control groups was shown (f(2, 357) = 152.141, p < .001, M_{time} = 4.91, SD = 1.21; M_{money} = 3.47, SD = 1; $M_{control}$ = 2.29, SD = 1.26, see Figure 4.4). When exposed to resource scarcity, asking for time and money donations triggered more abstract cognition than asking for donations without resource scarcity manipulation. The results of ANOVA test suggested significant differences between cognitions that were manipulated by scarcity and nonmanipulated cognition. Resource scarcity led donors to think more abstractly.

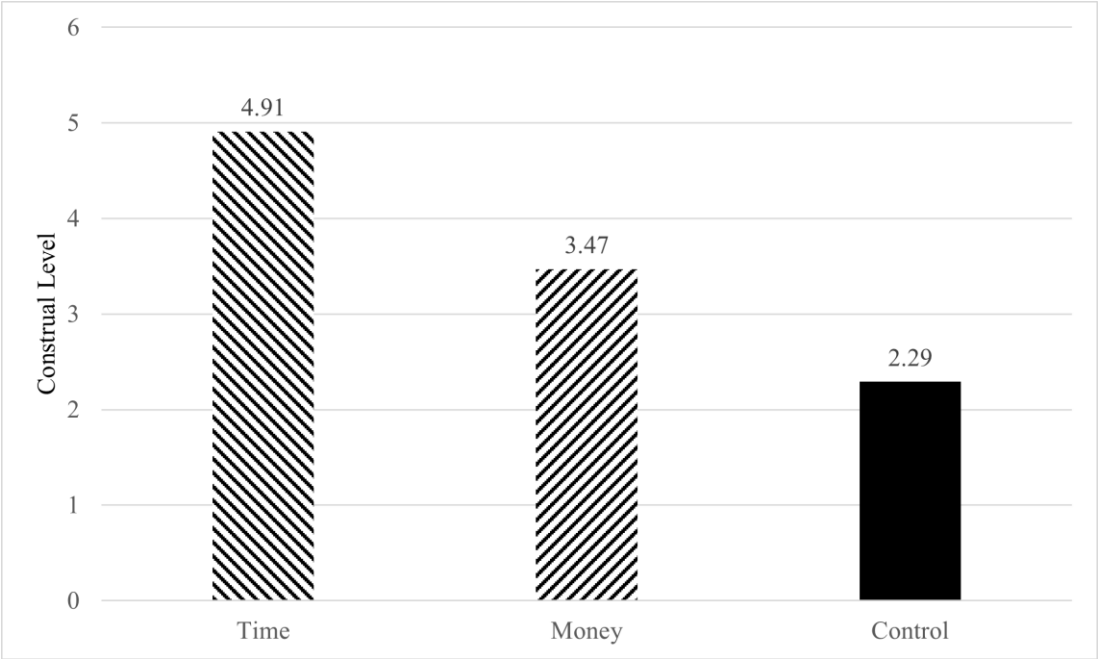


Figure 4.4 : Construal Levels of Donors in Study 3

To test whether perceived donation efficacy and organizational trustworthiness moderated the impact of psychological well-being on donation intention, PROCESS Model 1 (moderation analysis) was used (Hayes, 2022). Because the independent variable was multicategorical (donating scarce time, donating scarce money, and control group), "indicator coding" was used as the coding system. With indicator coding, PROCESS uses the group with the numerically smallest code in the construct specified as an independent variable (X) as the reference group (Hayes, 2022). The study had three conditions, so there were g-1 paths, from independent variables (psychological well-being of donation groups) to dependent variable (donation intention). The "control group" condition was codded with 0, which was specified as the reference group. "Time" and "money" were codded with 1 and 2, respectively. Then, PROCESS Model 1 with 5.000 bootstrap samples and 95% confidence intervals was run by specifying the independent variable as a multicategorical independent variable and choosing the indicator coding system. PROCESS yielded two indicator codes (X1 and X2), representing the three experimental conditions (Bozkurt, 2023; Golgeci et al., 2022).

The PROCESS Model 1 results showed that the impact of psychological well-being on donation intention was partially moderated by perceived donation efficacy but ran counter to the researcher's expectations. More specifically, perceived donation efficacy negatively moderates the impact of psychological well-being of individuals

who donated their scarce time on donation intention (b = -.7121, se = 0.1718, p = 0.00). Furthermore, perceived donation efficacy does not moderate the impact of psychological well-being of individuals who donated their scarce money on donation intention (b = -.3378, se = 0.1801, p = 0.0616). Study 3 did not provide support for **H_{3a}** and **H_{3b}.**

The pick-a-point approach (spotlight analysis) further revealed that individuals who donate their scarce time with low and medium perceived donation efficacy have a higher donation intention (compared to the control group) ($\theta_{D1\rightarrow D0}$ | (W = 3.66) = 2.2107, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 4.66) = 2.2107, p = 0.00). The same results revealed that donating scarce time negatively impacted donation behavior for individuals with high ($\theta_{D1\rightarrow D0}$ | (W = 6.33) = 1.0238, p = 0.003) perceived donation efficacy. Furthermore, individuals who donate their scarce money with low and medium perceived donation efficacy have a higher donation intention (compared to the control group) ($\theta_{D2\rightarrow D0}$ | (W = 3.66) = 0.9311, p = 0.00), ($\theta_{D2\rightarrow D0}$ | (W = 4.66) = 0.5934, p = 0.00). However, the effect of psychological well-being on donation intention does not differ in a low level of perceived donation efficacy ($\theta_{D2\rightarrow D0}$ | (W = 6.33) = 0.0305, p = 0.94) (see Figure 4.5).

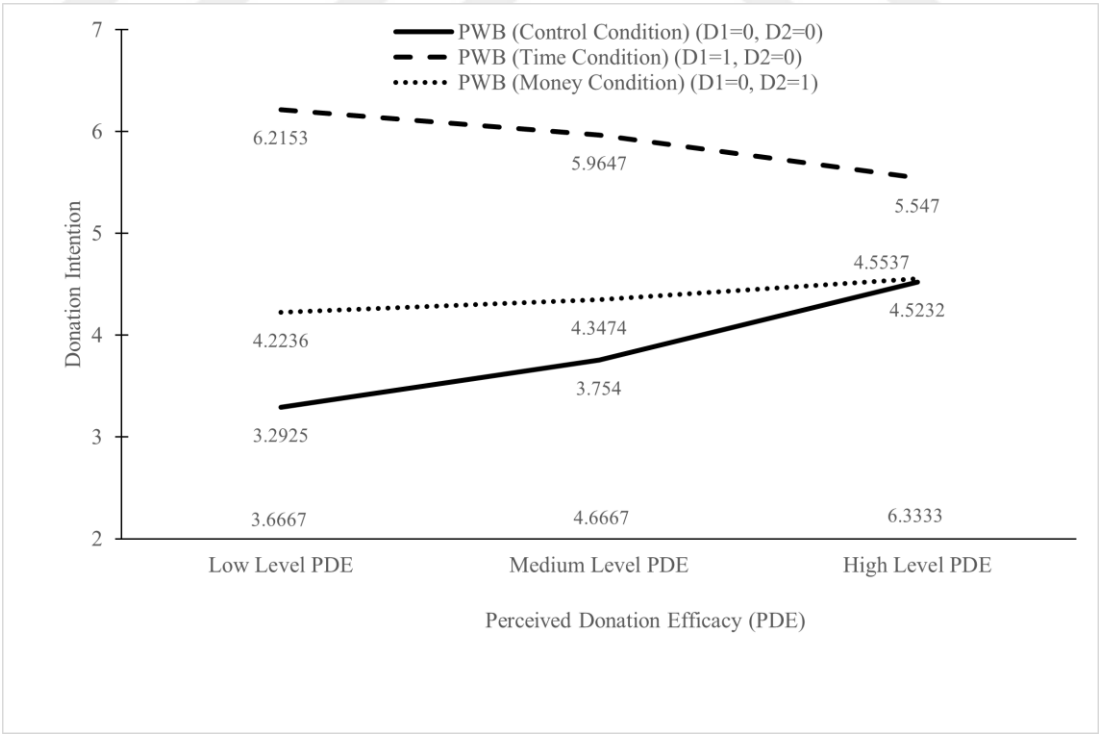


Figure 4.5 : Spotlight analysis results of moderator effect of perceived donation efficacy

The PROCESS Model 1 results showed that organizational ability did not moderate the impact of psychological well-being on donation intention ($b_{time\ donation}$ = 0.1160 , $se_{time\ donation}$ = 0.2358, $p_{time\ donation}$ = 0.62 | $b_{money\ donation}$ = 0.1253 , $se_{money\ donation}$ = 0.2190, $p_{money\ donation}$ = 0.56). Study 3 did not provide support for **H_{4a}** and **H_{4b}.**

The pick-a-point approach (spotlight analysis) further revealed that individuals who donate their scarce time with low, medium, and high organizational ability have a higher donation intention (compared to the control group) ($\theta_{D1\rightarrow D0}$ | (W = 5.5) = 2.1328, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 6) = 2.1908, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 7) = 2.3069, p = 0.00). Furthermore, individuals who donate their scarce money with low, medium, and higher organizational ability have a higher donation intention (compared to the control group) ($\theta_{D2\rightarrow D0}$ | (W = 5.5) = 0.8340, p= 0.00), ($\theta_{D2\rightarrow D0}$ | (W.= 6) = 0.8966, p = 0.00), ($\theta_{D2\rightarrow D0}$ | (W = 7) = 1.0219, p = 0.00) (see Figure 4.6).

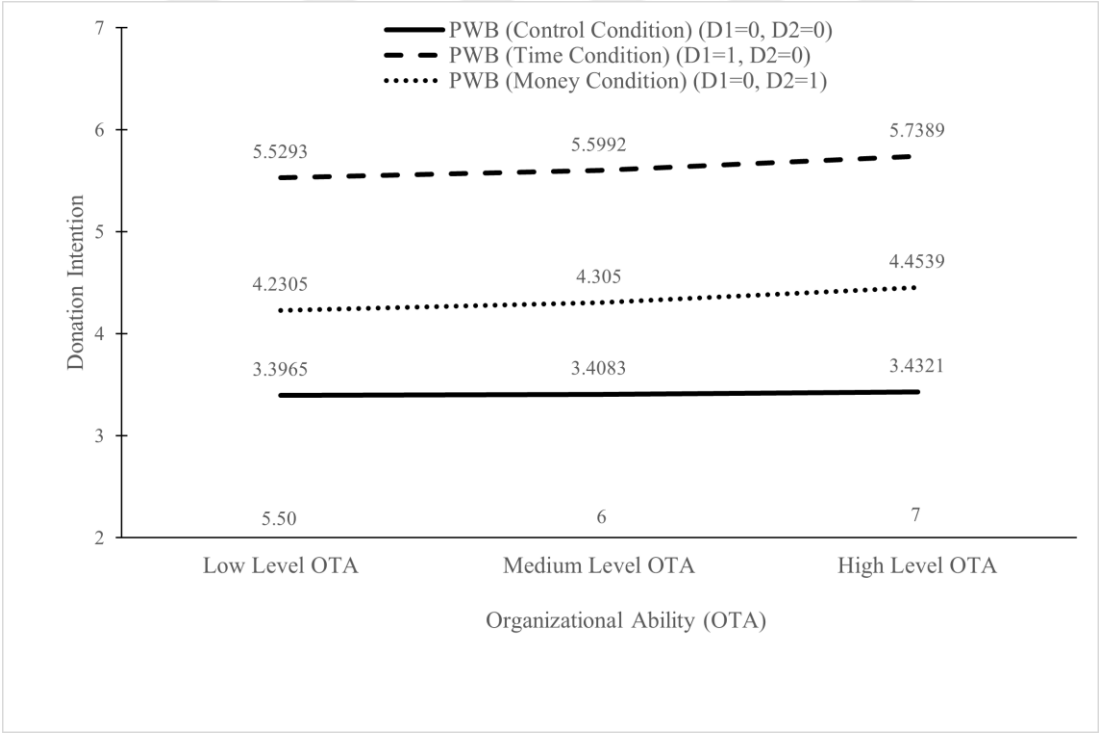


Figure 4.6 : Spotlight analysis results of moderator effect of organizational ability

The PROCESS Model 1 results showed that organizational benevolence did not moderate the impact of psychological well-being on donation intention ($b_{time\ donation}$ = -.2700, $se_{time\ donation}$ = 0.1761, $p_{time\ donation}$ = 0.12 | $b_{money\ donation}$ = -.2627 , $se_{money\ donation}$ = 0.1719, $p_{money\ donation}$ = 0.12). Study 3 did not provide support for **H_{4c}** and **H_{4d}.**

The pick-a-point approach (spotlight analysis) further revealed that individuals who donate their scarce time with low, medium, and high organizational ability have a

higher donation intention (compared to the control group) ($\theta_{D1\rightarrow D0}$ | (W = 5) = 2.5464, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 6)= 2.2764, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 7) = 2.0064, p = 0.00). Furthermore, individuals who donate their scarce money with low, medium, and higher organizational benevolence have a higher donation intention (compared to the control group) ($\theta_{D2\rightarrow D0}$ | (W = 5) = 1.2415, p = 0.00), ($\theta_{D2\rightarrow D0}$ | (W = 6) = 0.9788, p = 0.00), ($\theta_{D2\rightarrow D0}$ | (W = 7) = 0.7161, p = 0.00) (see Figure 4.7).

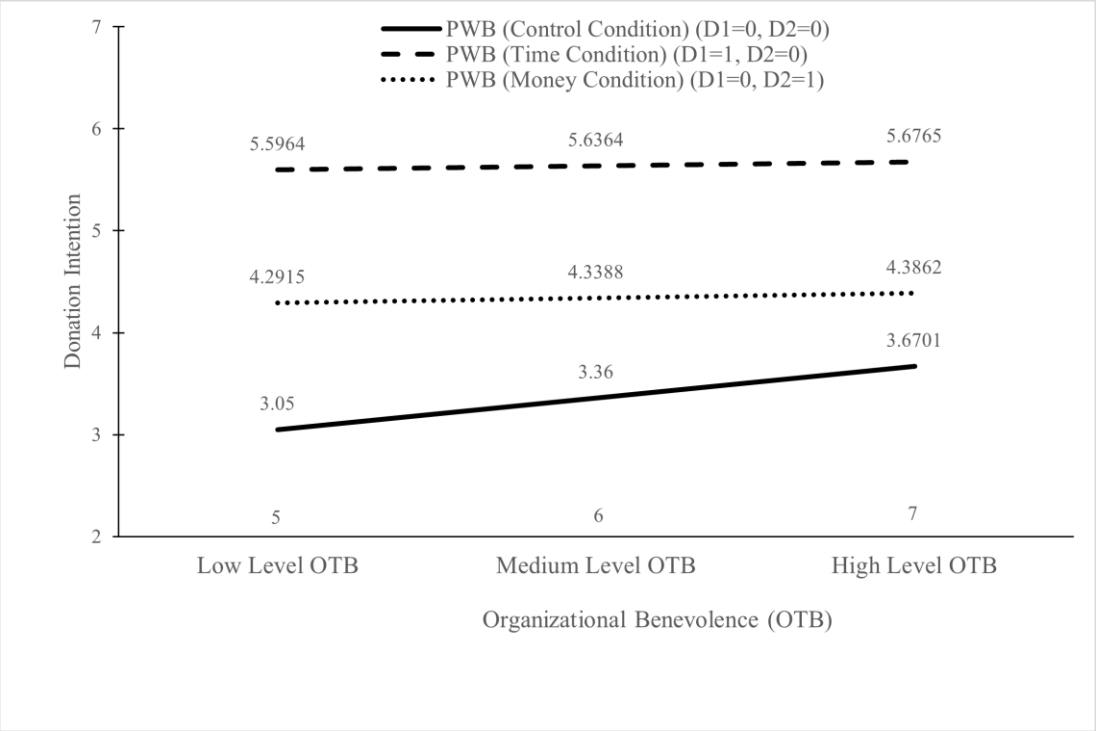


Figure 4.7 : Spotlight analysis results of moderator effect of organizational benevolence

The PROCESS Model 1 results showed that organizational integrity did not moderate the impact of psychological well-being on donation intention. ($b_{time\ donation}$ = 0.0715 , $se_{time\ donation}$ = 0.2665, $p_{time\ donation}$ = 0.78 | $b_{money\ donation}$ = -.1063 , $se_{money\ donation}$ = 0.2602, $p_{money\ donation}$ = 0.68). Study 3 did not provide support for **H_{4e}** and **H_{4f}.**

The pick-a-point approach (spotlight analysis) further revealed that individuals who donate their scarce time with low, medium, and high organizational ability have a higher donation intention (compared to the control group) ($\theta_{D1\rightarrow D0}$ | (W = 6) = 2.1381, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 7) = 2.2096, p = 0.00), ($\theta_{D1\rightarrow D0}$ | (W = 7) = 2.2096, p = 0.00). Furthermore, individuals who donate their scarce money with low, medium, and higher organizational benevolence have a higher donation intention (compared to the control

group) ($\theta_{D2\rightarrow D0}$ | (W = 6) = 0.9555, p = 0 00), ($\theta_{D2\rightarrow D0}$ | (W = 7) = 0.8492, p = 0.00), ($\theta_{D2\rightarrow D0}$ | (W = 7) = 0.8492, p = 0.00) (see Figure 4.8).

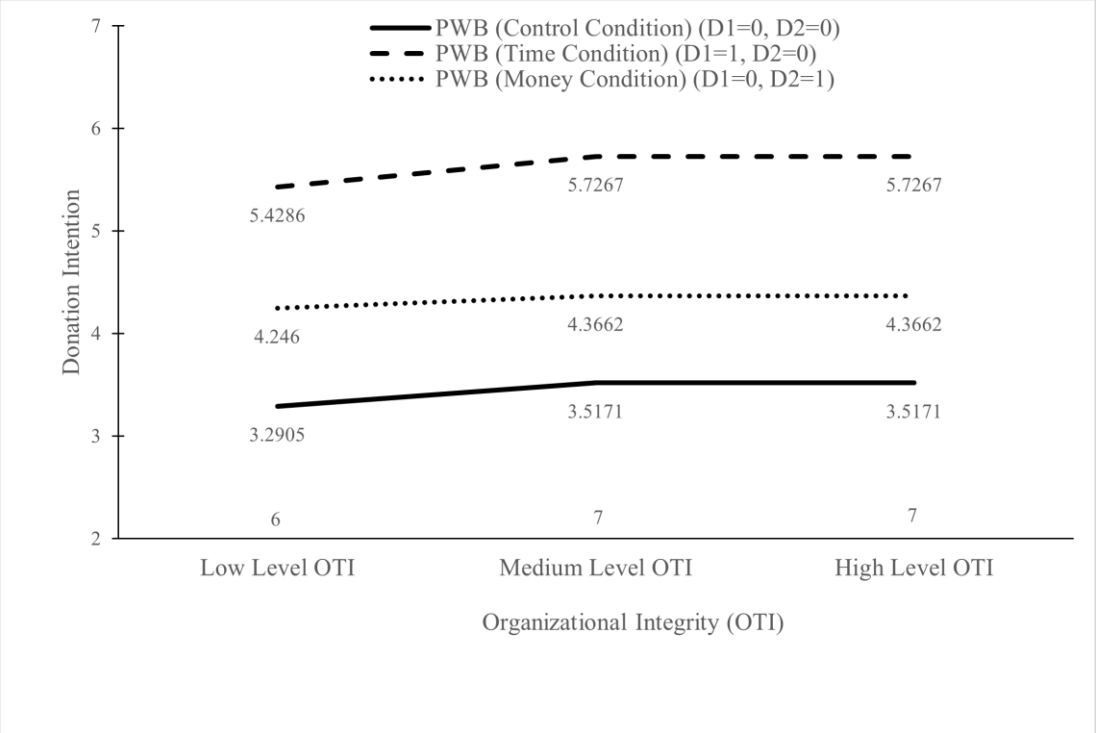


Figure 4.8 : Spotlight analysis results of moderator effect of organizational integrity

An ANOVA was run to reveal participants' (time condition vs. money condition vs. control condition) perceived importance level for perceived donation efficacy, organizational ability, organizational benevolence, and organizational integrity.

Perceived Donation Efficacy: The statistically significant difference between time, money, and control groups was shown (f(2, 357) = 204.772, p < .001, M_{time} = 6, SD = 0.90; M_{money} = 4.51, SD = 0.8; $M_{control}$ = 3.92, SD = 0.74, see Figure 4.9). Participants in the time scarcity condition attribute the highest importance to perceived donation efficacy, followed by those in the money scarcity and non-scarcity conditions, respectively. Study 3 provided support for **H**$_5$.

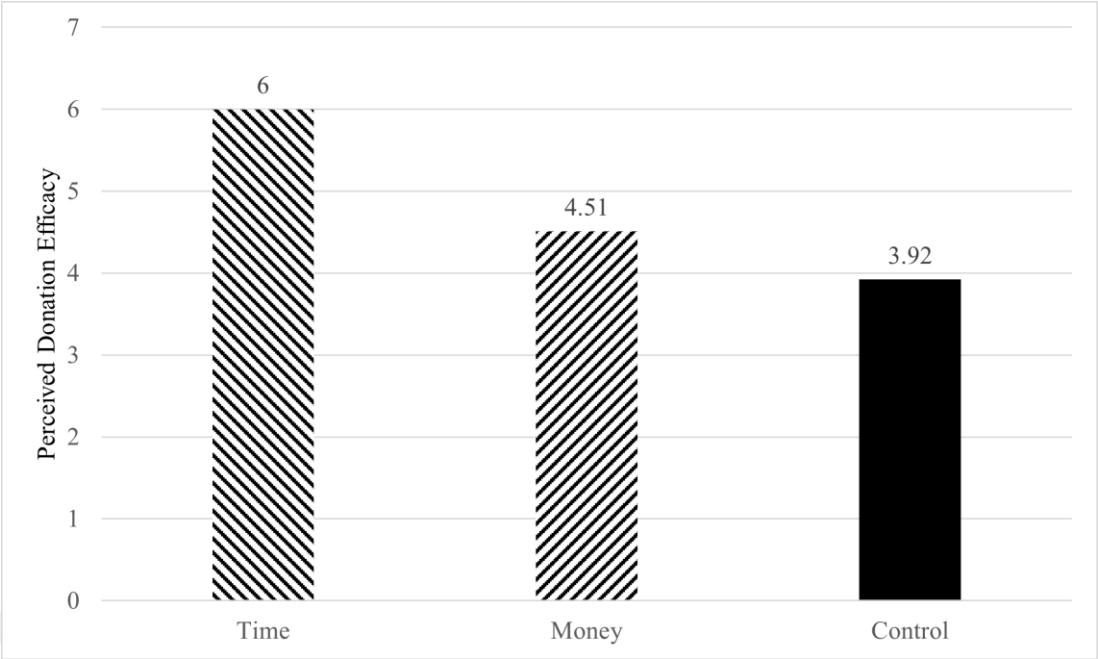


Figure 4.9 : Perceived donation efficacy levels of donors in study 3

Organizational Ability: There is no statistically significant difference between time, money, and control groups ($f(2, 357) = 1.235$, $p < .292$, $M_{time} = 6.21$, $SD = 0.58$ $M_{money} = 6.16$, $SD = 0.67$; $M_{control} = 6.08$, $SD = 0.63$, see Figure 4.10). There is no difference between the importance level of organizational ability for participants in time scarcity, money scarcity, and non-scarcity conditions. Study 3 did not provide support for **H_{6a}**.

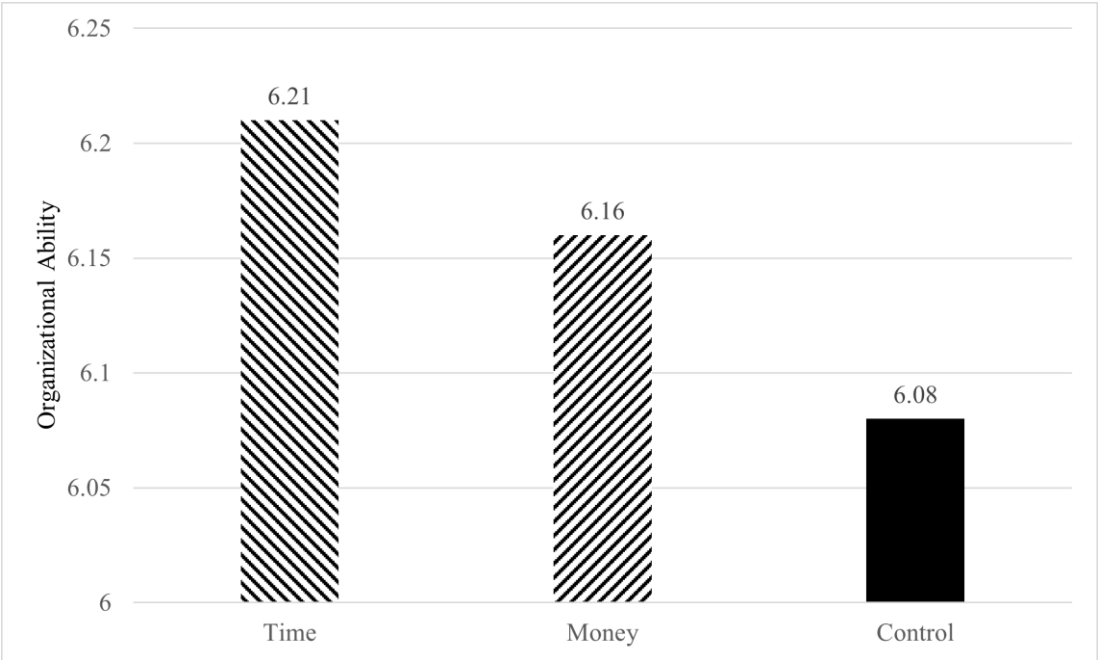


Figure 4.10 : Organizational ability levels of donors in study 3

Organizational Benevolence: The statistically significant difference between time, money, and control groups was shown ($f(2, 357) = 6.061$, $p < .003$, $M_{time} = 5.81$, $SD = 0.96$; $M_{money} = 5.79$, $SD = 1.03$; $M_{control} = 6.16$, $SD = 0.70$, see Figure 4.11). Participants in the non-scarcity condition attribute the highest importance to organizational benevolence, followed by those in the time and money scarcity conditions. However, results showed no statistically significant difference between time and money scarcity conditions. Study 3 did not provide support for **H_{6b}**.

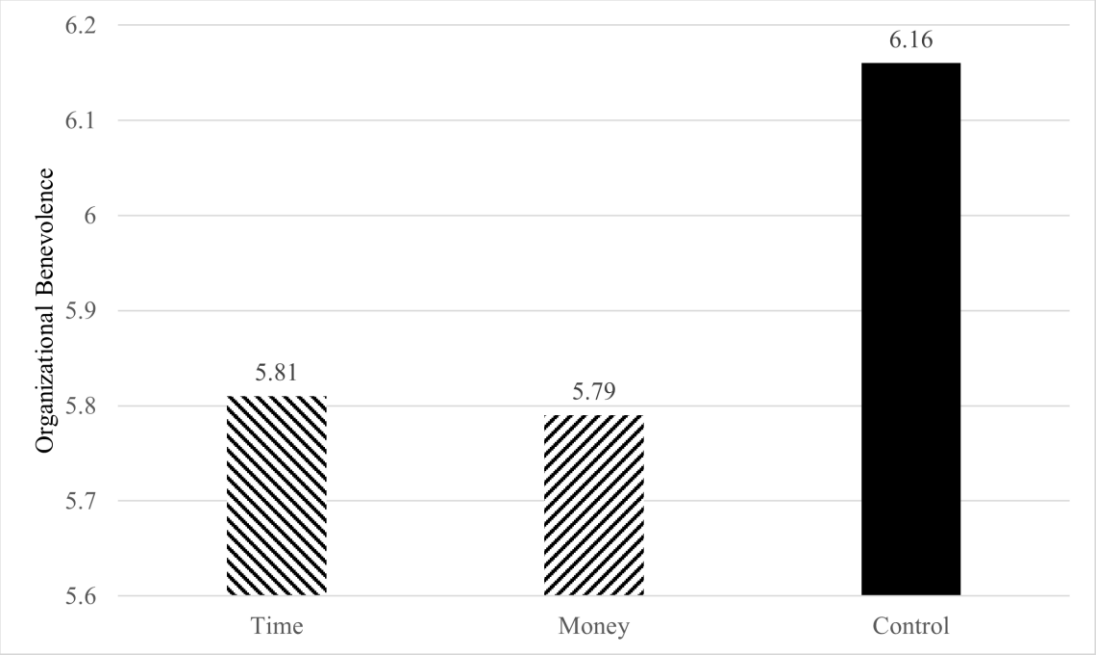


Figure 4.11 : Organizational benevolence levels of donors in study 3

Organizational Integrity: The statistically significant difference between time, money, and control groups was shown ($f(2, 357) = 3.317$, $p < .037$, $M_{time} = 6.67$, $SD = 0.50$; $M_{money} = 6.69$, $SD = 0.53$; $M_{control} = 6.52$, $SD = 0.56$, see Figure 4.12). Participants in the money scarcity condition attribute the highest importance to organizational integrity, followed by those in the time scarcity and non-scarcity conditions. However, results showed only a statistically significant difference between money scarcity and non-scarcity conditions. Study 3 provided partial support for **H_{6c}**.

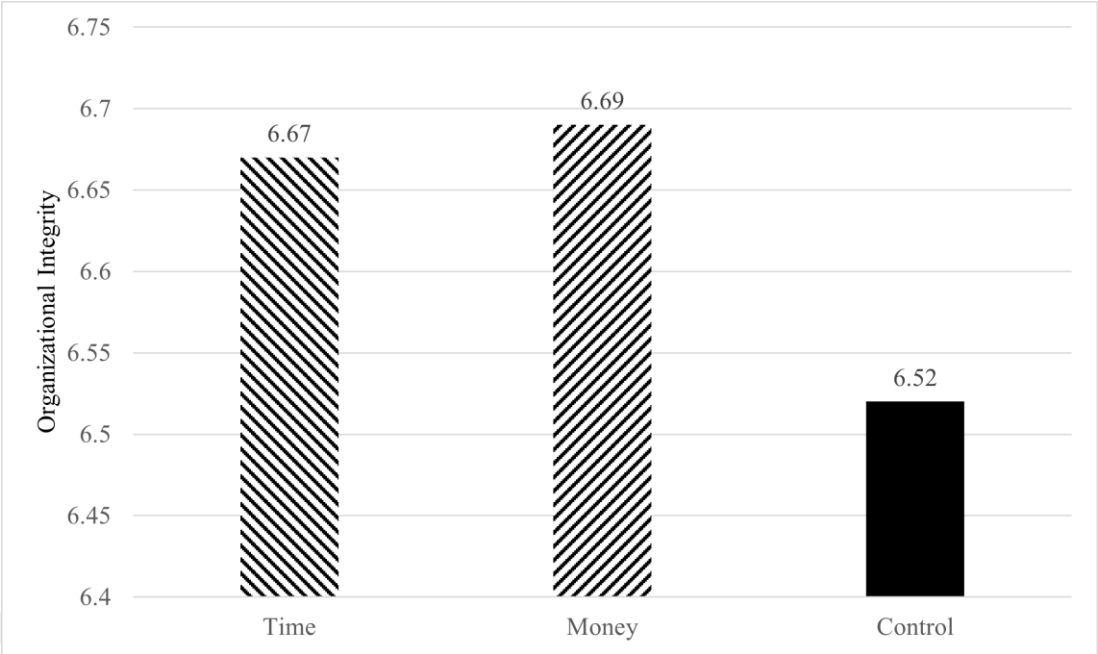


Figure 4.12 : Organizational integrity levels of donors in study 3

This chapter provides a rigorous account of the research methodology and empirical findings, detailing the study's overall design, data collection processes, and analytical approaches. Presented below are an overview of a summary of the hypotheses along with their respective studies (Table 4.17).

Table 4.17 : Summary of hypotheses.

Hypotheses	Study	Result
H_{1a}: Thinking about time (relative to money) activates a more abstract (vs. concrete) mindset among donors.	Study 1a	Supported
H_{1b}: When resources are perceived as scarce, thinking about time activates a more abstract (more abstract than non-scarcity construal of time) mindset among donors.	Study 1b	Supported
H_{1c}: When resources are perceived as scarce, thinking about money activates a more abstract (less concrete than non-scarcity construal of money) mindset among donors.	Study 1b	Supported
H_{2a}: Donating scarce time provides a higher level of psychological well-being to donors than donating scarce money.	Study 2	Supported
H_{2b}: Donating scarce time provides a higher level of donation intention to donors than donating scarce money.	Study 2	Supported
H_3: The effect of psychological well-being on donation intention is positively moderated by perceived donation efficacy.	Study 3	Not Supported
H_{3a}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by perceived donation efficacy.	Study 3	Not Supported
H_{3b}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by perceived donation efficacy.	Study 3	Not Supported
H_4: The effect of psychological well-being on donation intention is positively moderated by organizational trustworthiness.	Study 3	Not Supported

Table 4.17 (continued) : Summary of hypotheses.

H_{4a}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational ability.	Study 3	Not Supported
H_{4b}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational ability.	Study 3	Not Supported
H_{4c}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational benevolence.	Study 3	Not Supported
H_{4d}: The effect of the well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational benevolence.	Study 3	Not Supported
H_{4e}: The effect of the psychological well-being of individuals who perceive to have scarce time (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational integrity.	Study 3	Not Supported
H_{4f}: The effect of the psychological well-being of individuals who perceive to have scarce money (vs. the psychological well-being of individuals without scarcity manipulation) on donation intention is positively moderated by organizational integrity.	Study 3	Not Supported
H_5: The individuals who have perceived their time as scarce give more importance to perceived donation efficacy when compared to individuals who have perceived their money as scarce and who are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to perceived donation efficacy when compared to individuals who are not exposed to scarcity.	Study 3	Supported
H_{6a}: The individuals who have perceived their time as scarce give more importance to organizational ability when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational ability when compared to individuals who are not exposed to scarcity.	Study 3	Not Supported
H_{6b}: The individuals who have perceived their time as scarce give more importance to organizational benevolence when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational benevolence when compared to individuals who are not exposed to scarcity.	Study 3	Not Supported
H_{6c}: The individuals who have perceived their time as scarce give more importance to organizational intengrity when compared to individuals who have perceived their money as scarce and are not exposed to scarcity. The individuals who have perceived their money as scarce give more importance to organizational integrity when compared to individuals who are not exposed to scarcity.	Study 3	Partially Supported

5. QUALITATIVE PHASE

Qualitative research was conducted to understand why the effect of perceived donation efficacy and organizational trustworthiness on donation intention ran counter to the researcher's expectations. In-depth interview was selected to determine the role of perceived donation efficacy and organizational trustworthiness while individuals participate in charitable activities. Semi-structured in-depth interviews were used to investigate the role of perceived donation efficacy and organizational trustworthiness. The semi-structured interview form is attached (see Appendix T).

This thesis adopted the thematic analysis. Thematic analysis involves identifying, analyzing, and reporting patterns, known as themes, within data. It aims to organically organize and vividly describe datasets (Braun and Clarke, 2006). The following phases (see Table 5.1) were completed to explore the role of organizational trustworthiness in donation and volunteering behaviors of individuals.

Table 5.1 : Phases of thematic analysis

Phase		Description of the process
1	Familiarizing yourself with your data	Transcribing data (if necessary), reading and re-reading the data, and noting down initial ideas.
2	Generating initial codes	Coding interesting features of the data systematically across the entire data set, collating data relevant to each code.
3	Searching for themes	Collating codes into potential themes, gathering all data relevant to each potential theme.
4	Reviewing themes	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic "map" of the analysis.
5	Defining and naming themes	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells, generating clear definitions and names for each theme.
6	Producing the report	The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Source: Braun and Clarke (2006)

Interviews were conducted face-to-face, lasting approximately forty minutes, and were recorded with permission for transcription. Data collection took place in the researcher's office. The interview protocol of this study was composed of seven questions and a total of 30 respondents, 15 time donors and 15 money donors,

participated in the study. The descriptive information about the in-depth interview respondents is given in Table 5.2.

Table 5.2 : Respondent charectiristics.

Donation Group	Participant Code	Gender	Age	Education (Last Graduated)
Money	M1	Male	25	Bachelor
	M2	Female	36	Bachelor
	M3	Male	20	High School
	M4	Female	19	High School
	M5	Female	44	Bachelor
	M6	Male	40	Bachelor
	M7	Female	32	Bachelor
	M8	Male	27	Bachelor
	M9	Male	28	Master
	M10	Female	51	High School
	M11	Female	41	PhD
	M12	Male	39	Bachelor
	M13	Female	34	Bachelor
	M14	Female	22	High School
	M15	Male	26	Master
Time	T1	Female	26	Bachelor
	T2	Female	34	Bachelor
	T3	Female	21	High School
	T4	Male	21	High School
	T5	Female	43	Master
	T6	Male	42	Bachelor
	T7	Female	31	Bachelor
	T8	Female	25	Bachelor
	T9	Male	27	Bachelor
	T10	Female	53	High School
	T11	Male	40	High School
	T12	Female	39	Bachelor
	T13	Male	36	Bachelor
	T14	Male	24	Bachelor
	T15	Female	35	Bachelor

As in Braun and Clarke's (2006) thematic analysis phases, the interview records were first transcribed, and each participant's responses were analyzed in detail (Phase 1). Secondly, the initial codes were created (Phase 2). Labels were created in accordance with the thematic analysis guidelines given in Table 5.1. Similar labels were brought together, and code names were determined. The codes and prominent topics are presented in Table 5.3 (Phase 3-4-5).

Table 5.3 : Data extract, with codes applied.

	Time			Money	
	Data Extract	Coded for		Data Extract	Coded for
1	Focusing on orphans and elderly	Factors Important for Donating to a Nonprofit Organization	1	Giving importance to transparency and accountability	Factors Important for Donating to a Nonprofit Organization
2	Focusing on needy women and young girls		2	Using donated resources in the promised areas	
3	Focusing on religion		3	Trustworthiness	
4	Focusing on refugees		4	Matching the values of the donor with the values of the needy	
5	Focusing on geographical and climatic challenges		5	Being a state-sponsored institution	
6	Focusing on victims of natural disasters		6	Focusing on religion	
7	Focusing on different gender identities		7	Being an Atatürkist institution	
8	Focusing on the Turkish nation		8	Focusing on geographical and climatic challenges	
9	Focusing on societal well-being		9	Focusing on children	
10	Focusing on children				
11	Focusing on the fight against addiction				
12	Alignment between donor's values and organization's objectives				
13	Giving importance to transparency and accountability				

Table 5.3 (continued) : Data extract, with codes applied.

1	Donating without trust makes individuals unhappy.	The Importance of Trust for Donating to a Nonprofit Organization	1	Donating without trust makes individuals unhappy.	The Importance of Trust for Donating to a Nonprofit Organization
2	Individuals do not donate to an organization that is not trusted.		2	Transparency ensures trust.	
3	Trust makes it easier for individuals to donate.		3	Trust is a prerequisite for donation.	
4	Transparency ensures trust.				
5	Trust is a prerequisite for donation.				
1	Giving importance to transparency and accountability	Prerequisites for a Nonprofit Organization to be Trustworthy	1	Giving importance to transparency and accountability	Prerequisites for a Nonprofit Organization to be Trustworthy
2	Correct identification of those in need		2	Correct identification of those in need	
3	Fulfillment of promises		3	Reliability of employees	
4	Identifying needs correctly		4	Having a deep-rooted institutional history	
5	Reliability of employees		5	Focusing on religion	
6	Focusing on religion		6	Prioritizing organizational goals	
7	Prioritizing organizational goals		7	Fulfillment of promises	
8	Care should be taken to protect the data privacy of those in need				
9	Volunteers' labor should not be exploited.				
1	Giving importance to transparency and accountability	The Most Important Trust Factor	1	Giving importance to transparency and accountability	The Most Important Trust Factor
2	Confidentiality of information of those in need		2	Reliability of employees	
3	Fulfillment of promises		3	Being a state-sponsored institution	
4	Giving importance to expertise		4	Focusing on religion	
			5	Fulfillment of promises	

After completing the coding process, the participants' statements centered around three main themes. These themes are "*Values for Participating in Charitable Actions," "Emotional Results of Encountering Untrustable Nonprofit Organizations,"* and *"Expectations from Nonprofit Organizations"*. The thematic maps for time and money donors showing the related themes and the relationships between them are presented in Figure 5.1 and Figure 5.2. Table 5.4 summarizes the key issues identified during the analysis process under three main themes.

Table 5.4 : The details of the themes

Theme 1: Values for Participating in Charitable Actions	
Time	Money
The respondents indicated that if a nonprofit organization gives importance to following values, they will participate in voluntary activities; ➢Vulnerable populations (children, elderly, refugees, LGBTI+, victims of natural disasters etc.) ➢Societal Welfare ➢Religion (Islam) ➢Ideology (Turkish Nationalism) ➢Fighting Addiction ➢Common Aims with Nonprofit Organizations ➢Transparency and Accountability	Respondents indicated that if a nonprofit organization gives importance to following values, they will donate money; ➢Vulnerable populations (children, victims of natural disasters etc.) ➢Societal Welfare ➢Religion (Islam) ➢Ideology (Ataturkism) ➢Fighting Addiction ➢Common Aims with Nonprofit Organizations ➢Trust ➢Transparency and Accountability
Theme 2: Emotional Results of Encountering Untrustable Nonprofit Organizations	
Time	Money
The respondents indicated that they feel unhappy when they encounter a nonprofit organization engaging in trust-damaging events. Trust is an essential condition for supporting a nonprofit organization.	
Theme 3: Expectations from Nonprofit Organizations	
Time	Money
The respondents indicated the following statements as necessary conditions for a nonprofit organization to be trustworthy; ➢Spending effort on delivering promises ➢Hiring trustworthy individuals ➢Paying attention to expertise ➢Taking and implementing the necessary precautions for data privacy ➢Reaching the correct individuals who are in need ➢Paying attention to transparency and accountability ➢Considering religious issues	The respondents indicated the following statements as necessary conditions for a nonprofit organization to be trustworthy; ➢Spending effort on delivering promises ➢Hiring trustworthy individuals ➢Getting government support ➢Reaching the correct individuals who are in need ➢Paying attention to transparency and accountability ➢Considering religious issues

The findings showed that the same themes emerged for both time and money donation groups, though the elements of these themes differed somewhat.

➢ Similarities and Differences of Theme 1 for Time and Money Donors (Values for Participating in Charitable Actions)

Similarities

Both time and money donors prioritize helping vulnerable populations and improving societal welfare. Religion (Islam) is a shared value for participation in time and money contributions. Both groups value fighting addiction and the importance of having common aims with the nonprofit organization. Transparency and accountability are critical values for both groups when supporting a nonprofit organization.

Differences

Time donors attach importance to supporting Turkish Nationalism ideology, whereas money donors expect a nonprofit organization to adopt Ataturkism ideology. The value of trust is mentioned explicitly by money donors but not by time donors, indicating that monetary donors need a higher level of trust to commit their resources.

➢ Similarities and Differences of Theme 2 for Time and Money Donors (Emotional Results of Encountering Untrustable Nonprofit Organizations)

Both time and money donors experience unhappiness when encountering untrustworthy nonprofit organizations. Trust is fundamental for both groups to support any nonprofit activities.

➢ Similarities and Differences of Theme 3 for Time and Money Donors (Expectations from Nonprofit Organizations)

Similarities

Both groups expect nonprofits to exert effort in delivering promises, hiring trustworthy individuals, reaching the correct individuals in need, paying attention to transparency and accountability, and considering religious issues. These are seen as necessary conditions for trustworthiness.

Differences

Money donors expect nonprofits to obtain government support, which is not required for time donors. Time donors value nonprofits that pay attention to expertise and take necessary precautions for data privacy, which money donors do not mention.

The primary similarities between time and money donors lie in their shared values around societal welfare, support for vulnerable populations, religious considerations, and the need for transparency and accountability. Both groups react negatively to untrustworthy organizations and have similar foundational expectations for nonprofit trustworthiness. However, there are distinct differences in specific ideological alignments, with time donors leaning towards Turkish Nationalism and money donors towards Ataturkism. Trust appears to be a more explicit concern for money donors, and there are unique expectations, such as government support for money donors, data privacy, and expertise considerations for time donors. These differences suggest that while both groups share a common core of values, their specific concerns and motivations diverge in certain areas.

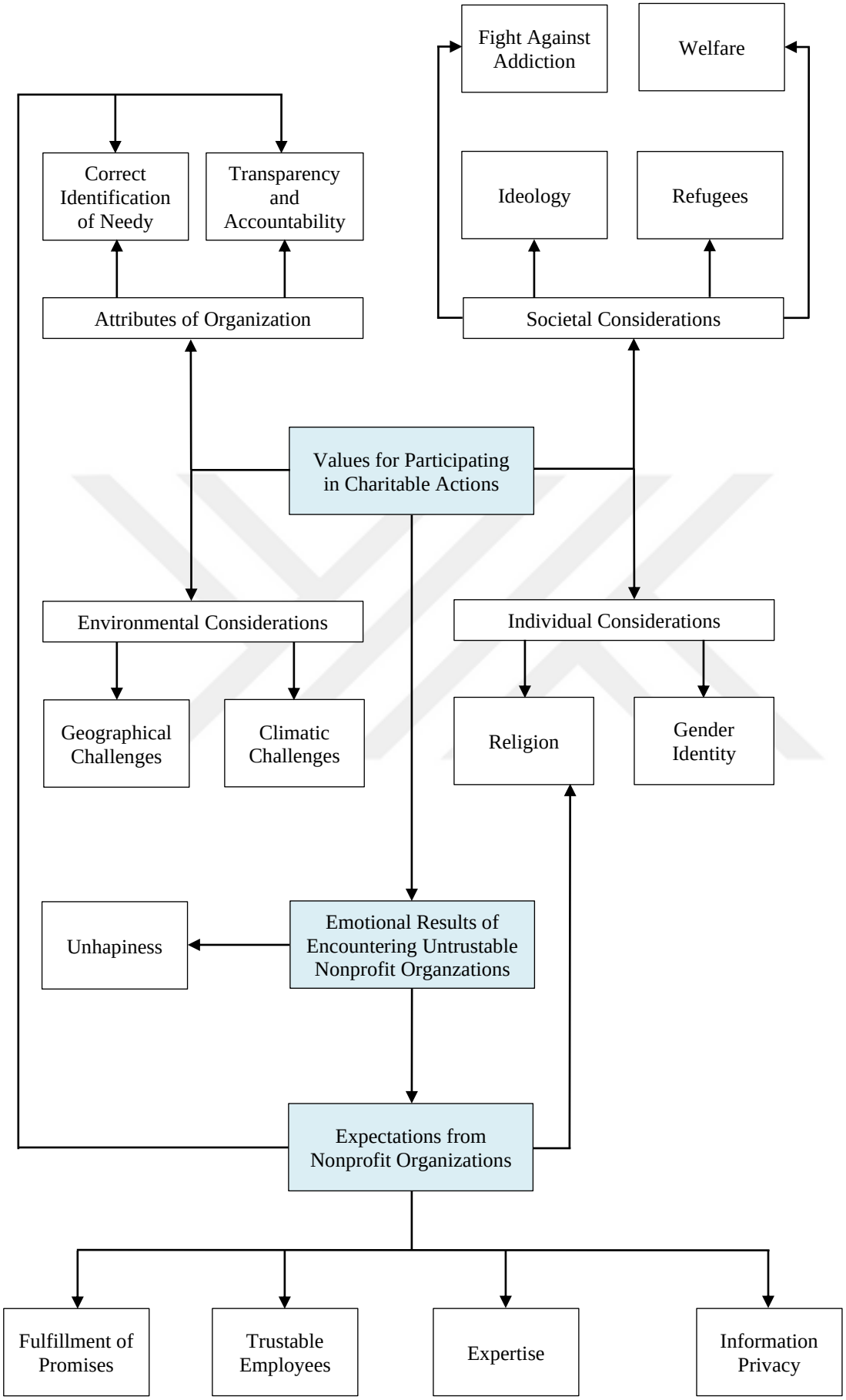


Figure 5.1 : Thematic Map for Time Donors

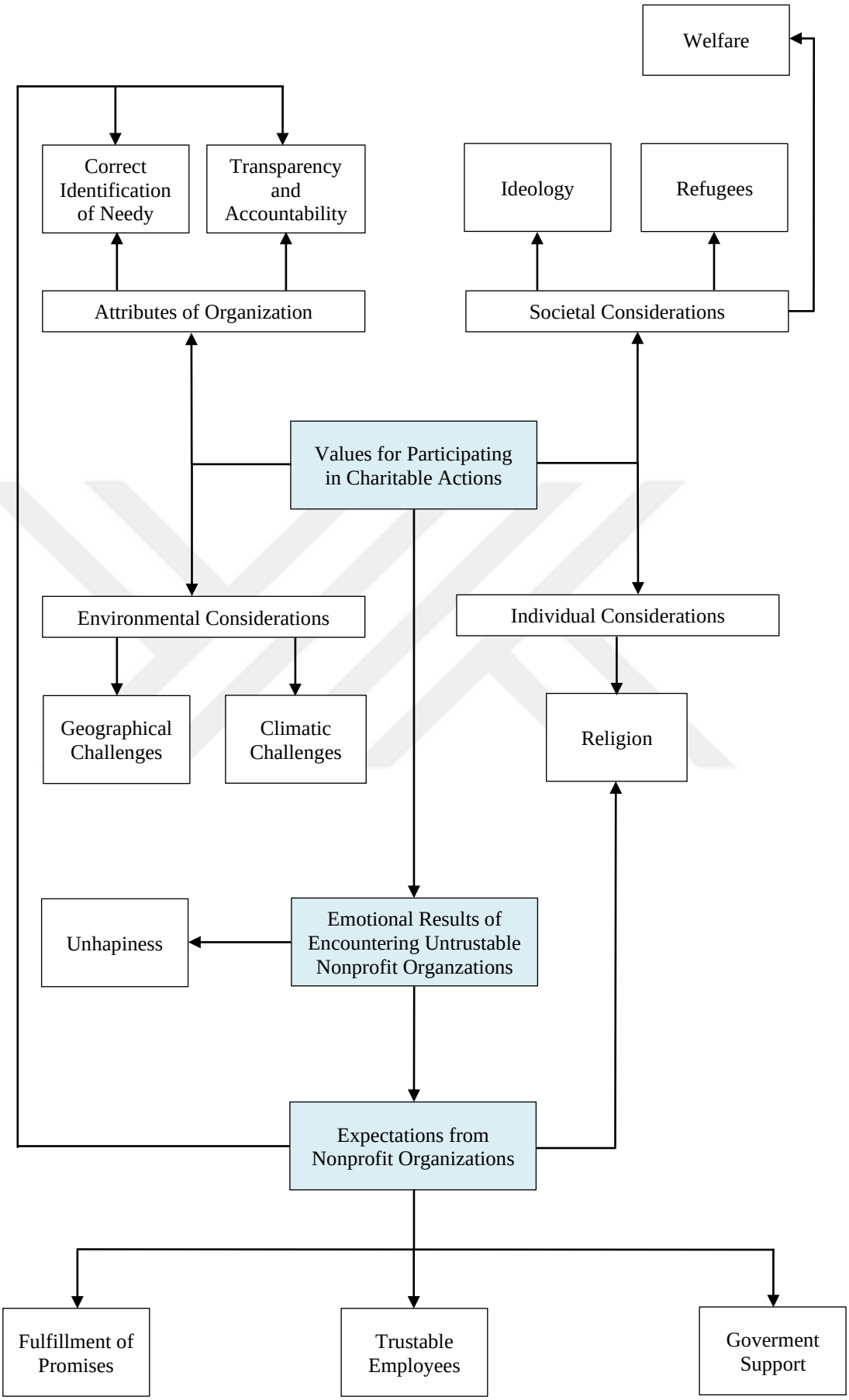


Figure 5.2 : Thematic Map for Money Donors

The results of the in-depth interviews conducted thus far have identified the key factors that individuals consider significant when donating to an organization and have underscored the critical importance of trust in the donation of both time and money. The following two questions also take place in interview form.

In the past year, have you witnessed or heard from various sources about any incident that caused you to feel distrust towards charitable organizations? If your answer is "yes," could you please provide a detailed explanation of the incident or what you have heard?

In the past year, have you made a donation to (or participated in volunteer activities for) a charitable organization despite lacking trust in it? If your answer is "yes," could you please provide a detailed explanation of your reasons for making the donation (or participating in the volunteer activities)?

To understand why the effect of organizational trustworthiness on donation intention ran counter to the researcher's expectations, responses to these questions were analyzed.

It is observed that most of the respondents, both time and money donors, witnessed or heard an incident that caused them to feel distrust towards nonprofit organizations in the past year. The most repeated example was the crisis that the most recognized nonprofit organization in Türkiye was involved in after the earthquakes in Kahramanmaras on February 6, 2023. The respondents addressed several factors contributing to the erosion of trust in nonprofit organizations.

"An earthquake took place in our country. After this earthquake, different news about the donations made for the earthquake victims started to appear. The most upsetting news for me was the news about an institution with a very long history, which is the first thing that comes to mind when we think of disaster. There were no explanations that put the public at ease."

"There were serious problems in delivering the aid to the earthquake victims, especially in the first week. We saw on the screens that the aid trucks that could not enter the cities and waited in queues for days were stuck due to a lack of organization. These aid trucks said they had to return, but they emptied their aid packages on the side of the road and left, for example, which was very painful. The drivers of the aid

trucks said they could not wait any longer because of the chaos and failure in crisis management."

These include incidents that led to the termination of relationships with organizations due to distrust, events after the earthquake period that fostered mistrust, and breaches of confidentiality regarding beneficiaries' privacy. Management failures during operational processes have also been a significant source of distrust. Collectively, these issues highlight critical areas where transparency and accountability are lacking, thereby undermining public confidence in charitable efforts.

Despite experiencing distrust, respondents' reactions to donating to nonprofit organizations varied. Some chose to discontinue donations entirely. However, many continued to donate, driven by the urgent needs in the earthquake-affected regions.

"It could not be right to end the limited amount of things I could do because of the incompetence there. We categorized and boxed the scattered aid from the public, wrote what it was, and placed it in the aid trucks."

"We heard some corruption news. The news shook the country, and it shook us, too. We were all devastated by the earthquake that destroyed many cities in the east of our country. Despite the corruption and irregularities reflected in the news, I donated to this nonprofit organization. Because the misery of those in need was reflected on the screens."

Even with damaged trust, donations persisted, especially following various improvement efforts by the organizations. These responses indicate that while trust is a critical factor, donations' perceived necessity and impact can motivate continued support, highlighting a complex relationship between trust and charitable giving.

The following two questions were asked of the participants regarding time donation to understand the partial and negative effect of perceived donation efficacy on donation intention.

Reflecting on the volunteer activities you have participated in, do you believe your contributions have positively impacted the individuals you assisted? Could you please provide a detailed explanation of your feelings throughout this process?

Considering the information you provided above, did you continue to participate in volunteer activities? If your answer is no, please elaborate on the reasons in detail.

It is observed that individuals believe that their contributions positively affect needy people's lives.

"I believe that I have been able to make a meaningful impact on the lives of the people I have assisted. Following the February 6th earthquakes, I was involved in distributing food and clothing to earthquake victims in Hatay, Türkiye. As I witnessed the victims' helplessness, my sorrow deepened."

"I regularly dedicated time to children battling cancer. Due to my area of expertise, I primarily focused on children undergoing treatment in the hospital. Witnessing these young children fight against such a severe illness was both heartbreaking and inspiring, as their resilience encouraged me. Throughout this time, I observed that the children were genuinely happy, and I can confidently say that I succeeded in bringing smiles to their faces."

Respondents' reactions to participating in voluntary activities varied despite positively perceived donation efficacy. However, many of them stated that they decreased their participation in voluntary activities because they witnessed challenging situations and felt empathy for needy people.

"The duration of my assignment in Hatay was predetermined. Although I had the opportunity to stay and continue helping people after that period ended, I could not. Witnessing the people's helplessness instilled a deep fear in me. Living in Istanbul, a significant earthquake-prone area, the realization that I, too, could become an earthquake victim in the future intensified my fear, preventing me from continuing my volunteer activities."

"Until last year, I participated in volunteer activities for children with cancer. After having my child, I had to take a break from these activities for a while. Although I continued to provide financial support to the children during this period, I was eager to reunite with them as soon as possible. Once my baby grew a bit older, I returned to my professional life and resumed caring for children with cancer. However, I could only dedicate a short time to them, as I found myself increasingly preoccupied with the thought that my child might one day face a battle with cancer. Despite it being a tough decision for me, I had to stop dedicating my time to these children to avoid further negative impacts on my mental health. I now continue my support through financial donations."

6. DISCUSSION

This study addresses the previously identified research gaps by exploring the relationship between resource scarcity mindset and donation behavior. Donating limited resources is assumed to lead to psychological well-being and intention to give. In particular, the psychological outcomes of giving time vs. giving money were compared. The research considered organizational trustworthiness and perceived donation efficacy as moderator variables to uncover the underlying mechanism of donation intention. Four experimental studies were designed to reveal proposed comparisons and effects. Additionally, qualitative research was conducted to understand the importance and role of perceived donation efficacy and organizational trustworthiness for participating in charitable activities.

6.1 Theoretical Implications

Based on four studies, the findings indicate that donors perceive resources more abstractly when exposed to scarcity reminders. In particular, individuals construe scarce time more abstractly than scarce money, and the abstraction level of money increases with scarcity. Giving time (vs. giving money) - provides greater psychological well-being and leads individuals to allocate more resources to those in need. Organizational trustworthiness does not moderate the relationship between psychological well-being and donation intention. On the other hand, perceived donation efficacy negatively moderates the relationship between psychological well-being and donation intention. Specifically, the effect of psychological well-being on donation intention decreases as perceived donation efficacy increases.

Before testing how donors construe money and time under scarcity conditions, donors' money and time construal without any scarcity manipulation were tested. Understanding their mindsets regarding money and time in their daily lives was important. The findings revealed that money was construed more concretely than time, whereas time was construed more abstractly than money. These findings are consistent with the existing literature. The difference between the mindsets of money and time

can be attributed to the tangible nature of money, making its construal more concrete than time (Macdonnel and White, 2015).

Goldsmith et al. (2020b) hypothesized that scarcity promotes a more abstract construal level. In line with this hypothesis, the findings demonstrate that reminders of scarcity lead donors to construe money less concretely (more abstractly) and construe time more abstractly than money. Scarcity has been observed to alter individuals' mindsets (Shah et al., 2014) and evoke generalized feelings of constraint (Mehta and Zhu, 2016). Previous studies have investigated how constraints lead individuals to seek innovative solutions and enhance their creativity (Burroughs and Mick, 2004; Sellier and Dahl, 2011; Stokes, 2001). Creativity is closely associated with abstract thinking (Finke, 1995). Given that scarcity induces generalized feelings of constraint and that creativity tends to flourish under such conditions, it can be concluded that individuals exposed to scarcity develop a more abstract mindset. Furthermore, because time is associated with abstract concepts such as happiness and awe (Aaker et al., 2011; Rudd et al., 2012), and it is physically more abstract than money (Macdonnel and White, 2015; Saini and Monga, 2008; Soman, 2001), individuals tend to construe time as more abstract than money when confronted with reminders of scarcity.

Although previous studies suggest that helping others increases well-being (Aknin et al., 2013c; Geng et al., 2022; Hui et al., 2020), a charitable orientation is positively associated with wellness (Woodyard and Grable, 2014), and charitable giving contributes to happiness (Dunn et al., 2008; Zheng et al., 2021), limited research has focused on exploring the distinct outcomes of donating money and volunteering time (Zhang et al., 2021). Considering their distinct attributes, both money and time hold significant importance as resources for humankind (Mogilner, 2010; Okada and Hoch, 2004). Building upon this perspective, this study takes a step forward and reveals that donating scarce time yields greater positive psychological well-being than donating scarce money. Individuals who donate their scarce time show higher levels of donation intention than those who donate money. These findings may be attributed to the abstract construal of time and the emotional outcomes of being time-oriented. The abstract nature of time and its related constructs (Aaker et al., 2011; Rudd et al., 2012) enhance the psychological well-being of individuals who donate their scarce time. Van Boven and Gilovich (2003) suggest that individuals feel more positive when allocating resources to experiences rather than possessions. If we consider voluntary activities as

experiences, dedicating scarce time to help those in need yields more emotional rewards than spending scarce money. Additionally, time-oriented individuals are more prone to improve the well-being of others (Lee-Yoon and Whillans, 2019) and give more importance to their relationships with others (Whillans and Dunn, 2019). Therefore, donating scarce time, as opposed to donating scarce money, results in higher well-being and donation intention.

The results showed a negative partial moderation effect of perceived donation efficacy on the relationship between psychological well-being and donation intention, contradicting the researcher's initial expectations of a positive effect. Specifically, the effect of psychological well-being on the willingness to donate scarce time decreases as the level of perceived donation efficacy increases. Contrary to the findings, the existing literature suggests that a stronger belief among donors that their donations will positively impact the lives of those in need correlates with higher donation intentions (Bekkers and Wiepking, 2011; Carrol and Kachersky, 2019; Cryder et al., 2013). Moreover, a recent research has demonstrated that perceived donation efficacy is associated with increased donation intention (Ye and Mattila, 2023). However, volunteering time is physically different from donating money. When donating money, donors transfer an amount of money to nonprofit organizations through various payment methods (cash, credit card, mobile payment, etc.). They typically have limited knowledge about the needy and do not directly witness their challenging situations. Conversely, volunteers directly engage with those in need in volunteering activities and spend time together. While this interaction allows volunteers to empathize with recipients, witnessing distressing situations may trigger various emotions that could potentially negatively affect future donation intentions. For instance, Septianto et al. (2022) proposed that low levels of perceived control stem from consumers' inability to manage the unsettling feelings associated with threat-based awe (a distinct feeling that appears after a natural disaster). This lowers their self-confidence and increases their doubts about how their actions will help them achieve their goals, discouraging them from engaging in prosocial behaviors. Considering that the data were collected following the occurrence of two earthquakes of 7.8 Mw and 7.5 Mw in Kahramanmaraş, Türkiye, it can be concluded that the observed partial and negative moderator effect of perceived donation efficacy mirrors a phenomenon similar to threat-based awe. The findings of the qualitative phase align with the threat-based awe

framework proposed by Septianto et al. (2022). The results suggest that individuals tend to be less inclined to participate in voluntary activities due to their exposure to challenging situations, eliciting empathy toward those in need. On the other hand, Kawawaki (2023) found that participation in volunteer activities decreases as one moves away from the disaster area. The main population of this study consists of individuals living in Istanbul, which is approximately 1000 km away from the earthquake zone. The distance may also be the reason for the partial and negative moderator effect of perceived donation efficacy.

It was hypothesized that the three subdimensions of organizational trustworthiness (ability, benevolence, and integrity) would positively moderate the relationship between psychological well-being and donation intention; however, this assumption was contradicted by the findings. In the literature on voluntary action, trust is recognized as one of the determinants influencing donation behavior and donors' expectations (Farwell et al., 2019; Gaskin, 1999; Peci et al., 2020; Wiencierz et al., 2015) and is positively associated with future donations (Aurier and N'Goala, 2010). Concerns about trustworthiness and efficient usage of resources are expected to increase when individuals allocate their limited resources to others. Despite these expectations, the results reveal that organizational trustworthiness does not moderate the relationship between psychological well-being and donation intention. Research shows that donors' trust fluctuates between complete trust and distrust during a notable crisis involving a nonprofit organization, a phenomenon conceptualized as trust damage (Hou et al., 2017). In such situations, donors do not entirely lose their trust in the organization, but their trust diminishes. Furthermore, the situation of a few nonprofit organizations whose trust is questioned can negatively affect the entire sector (Carolei, 2018; Hou et al., 2020; Rimington, 2018). Considering the concept of trust damage, the crisis that the most important nonprofit organizations in Türkiye were involved in after the earthquakes in Kahramanmaraş on February 6, 2023 (Atay Alam, 2023) might have caused trust damage among donors and might not have caused a significant moderator effect of organizational trustworthiness. It is important to note that despite potential trust damage among donors, they continue to donate and participate in voluntary activities.

The unexpected result of this study is that despite the insignificant effect of organizational trustworthiness, donors continue to donate and participate in voluntary

activities. Qualitative research was conducted to understand the underlying mechanism of this relationship. The results of the research provided that three distinct themes emerge regarding trustworthiness. These themes were entitled *"Values for Participating in Charitable Actions, Emotional Results of Encountering Untrustable Nonprofit Organizations,* and *Expectations from Nonprofit Organizations."* The first theme is related to factors for supporting a nonprofit organization, and four subdimensions *(Attributes of organization, Societal Considerations, Environmental Considerations, and Individual Considerations)* of this theme were revealed. The organization's attributes include correct identification of the needy, transparency, and accountability. The societal considerations include the fight against addiction, welfare, ideology, and refugees. The environmental considerations consist of geographical and climatic challenges. Finally, the individual considerations include religion and gender identity. These factors are essential for Turkish individuals to participate in charitable actions.

The results revealed that facing nontrustworthy nonprofit organizations leads individuals to feel unhappy. However, the remarkable findings of the research are that even with the nontrustworthy image of nonprofit organizations, individuals continue to donate their money or allocate their time to voluntary activities. Despite trust damage (Hou et al., 2017; Hou et al., 2020), empathy or perceived necessity leads individuals to allocate their resources to charitable activities.

6.2 Practical Implications

The results have several practical implications. Our findings suggest that NPOs should carefully consider donors' limited resources. NPOs should take into account the availability of resources among their existing and potential donors when devising targeting and advertising strategies. By segmenting donors based on their income level (Wiepking & Bekkers, 2012) and available free time (Kim, 2014), organizations can effectively maximize donated resources and tailor advertisements to each segment's specific needs. NPOs should offer volunteer opportunities with flexible schedules, such as remote or micro-volunteering tasks, to accommodate individuals with limited free time. Additionally, NPOs can implement time-specific targeting strategies, focusing on periods when people are likely to have more free time, such as holidays, weekends, or summer breaks. Campaigns can be tailored for specific groups, such as

retirees, students, or other demographics with unique availability, to maximize engagement and participation.

Secondly, advertising campaigns should be tailored to the specific resources requested (money vs. time) (Chen, 2024; Kim, 2014). Our research indicates that scarce time and money are associated with different construal levels. Therefore, advertising messages should be based on the construal levels of these resources. For instance, abstract concepts (empathy, happiness, etc.) may be more effective in advertisements soliciting donations of time, reflecting the abstract nature of time. Moreover, highlighting intangible benefits of volunteering, such as personal growth, community connection, and emotional satisfaction, along with using abstract appeals like "Be a hero in someone's story" or "Help create lasting change." can increase participation in voluntary activities. The concrete concepts (total amount of donations and goods needed, etc.) may resonate better in advertisements soliciting donations of money, reflecting the concrete nature of money. By aligning advertising strategies with the construal levels of resources, organizations can optimize the effectiveness of their campaigns and enhance donor engagement. Furthermore, since the perception of money as scarce increases construal level, NPOs should strategically integrate abstract concepts alongside concrete ones when appealing for financial donations. To address the dual dimensions of time and money as resources, NPOs could develop separate yet integrated platforms for time-based and monetary contributions. A dedicated volunteer platform could focus on abstract rewards (e.g., social impact storytelling), while a donation platform could highlight concrete metrics (e.g., dollars raised or lives impacted). Additionally, recognizing the temporal nature of resource scarcity, NPOs should implement seasonal campaigns tailored to donors' financial and time availability. For instance, promoting smaller, recurring donations or offering flexible volunteering schedules might prove effective during economic downturns or inflationary periods. Therefore, marketing professionals should remain attentive to periodic conditions and periodically review their advertising content to ensure its effectiveness.

Thirdly, building long-term relationships and increasing donations require trust in NPOs (Gaskin, 1999; Kearns, 2013). Organizations should be transparent and accountable to build a trusting relationship with individuals. Despite the findings of this study suggesting that individuals are willing to engage in prosocial activities

regardless of organizational trustworthiness, it remains crucial for organizations to demonstrate trustworthiness to the public. Conducting periodic audits and publicizing the results along with activities aimed at improving societies and individuals' welfare can help bolster trust in organizations, thereby encouraging more significant donations. Implementing robust feedback mechanisms, such as real-time dashboards showing the impact of donations, can enhance donor satisfaction. These systems should allow donors to track the outcomes of their contributions, fostering a sense of accomplishment and transparency.

Finally, to increase the perceived donation efficacy of existing donors and attract new ones, NPOs should actively communicate the benefits of contributions and provide visual content and reports illustrating how donations are used. To foster long-term engagement, NPOs could offer educational content highlighting prosocial behavior's psychological and societal benefits. Workshops, webinars, or content series on the science of giving can reinforce donor motivation by creating a deeper understanding of their contributions' impact. Additionally, organizations should exercise caution when using negative materials such as images to prevent and mitigate negative emotions, such as threat-based awe, which may lead individuals to doubt the efficacy of their actions.

By customizing strategies to the distinct nature of time and money contributions, NPOs can enhance donor engagement, optimize resource utilization, and address donors' unique capacities and constraints.

6.3 Limitations and Future Research Directions

Our study has limitations that provide opportunities for future research. We focused on scarce money and time as resources for donation; however, goods also serve as valuable resources for NPOs. Future research could explore the construal of different types of goods and investigate how individuals' mindsets react to scarcity and donation of these resources. Furthermore, we exclusively considered cash as money in our study, overlooking other payment methods, such as credit cards or mobile payments that individuals may use for donations. These payment methods have distinct attributes, which may influence individuals' construal levels and prosocial behaviors. Additionally, the study examines time and money as independent resources but does not explore their interplay. Real-world donation decisions often involve trade-offs or

combinations of these resources (e.g., donating both money and volunteer hours). Future studies could explore resource trade-offs or combinations.

The study exclusively focuses on NPOs, and the findings may not fully apply to other contexts where prosocial behavior occurs. Further research could extend to other areas of prosocial behavior and scarcity.

While this study concentrated on situational scarcity, future investigations could examine the effect of chronic scarcity on prosocial behavior. For example, exploring the sustainability of prosocial behaviors over time, particularly how individuals maintain (or fail to maintain) consistent giving habits under prolonged scarcity conditions, would provide valuable insights.

Scarcity norms and perceptions may differ across social classes. Future research could investigate the prosocial behaviors of specific social classes exposed to scarcity or compare the prosocial tendencies of different social classes under conditions of scarcity. Additionally, perceptions of money and time may differ across cultures. Similar investigations should be conducted with individuals from diverse cultural backgrounds to generalize the outcomes of the study. Future research could investigate how intersections of social class and cultural norms influence prosocial behavior under scarcity. For instance, how do scarcity perceptions differ between collectivist and individualist societies?

While exploring the link between scarcity and prosocial behavior through donation intetion provides valuable insights, there may be discrepancies between individuals' intentions and actual behavior. Conducting field experiments and directly measuring donation behavior, rather than relying solely on donation intention, can provide deeper insights into the nonprofit sector.

Finally, the findings from this study regarding perceived donation efficacy and organizational trustwothiness diverge from the existing literature and the researcher's assumptions. Future research could investigate these concepts to uncover the underlying reasons behind these unexpected outcomes.

By addressing these limitations and exploring these future directions, research can deepen the understanding of how resource scarcity impacts prosocial behavior, offering broader theoretical and practical insights.

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APPENDICES

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APPENDIX A: Time Priming Materials and Scenario for Time Donation Group

Time Priming Materials and Scenario for Time Donation Group (Turkish version)

Time Priming Materials

Bilindiği üzere en temel zaman birimi saniye, dakika ve saattir. Ayrıca, zamanın en temel ölçüm aletlerinden biri saattir. Aşağıda günün çeşitli vakitlerini gösteren saat görsellerine yer verilmiştir. Lütfen aşağıdaki saat görsellerini bir süre inceleyiniz ve ardından incelediğiniz görselde saatin kaç olduğunu aşağıda size sunulan seçenekler arasından belirtiniz.

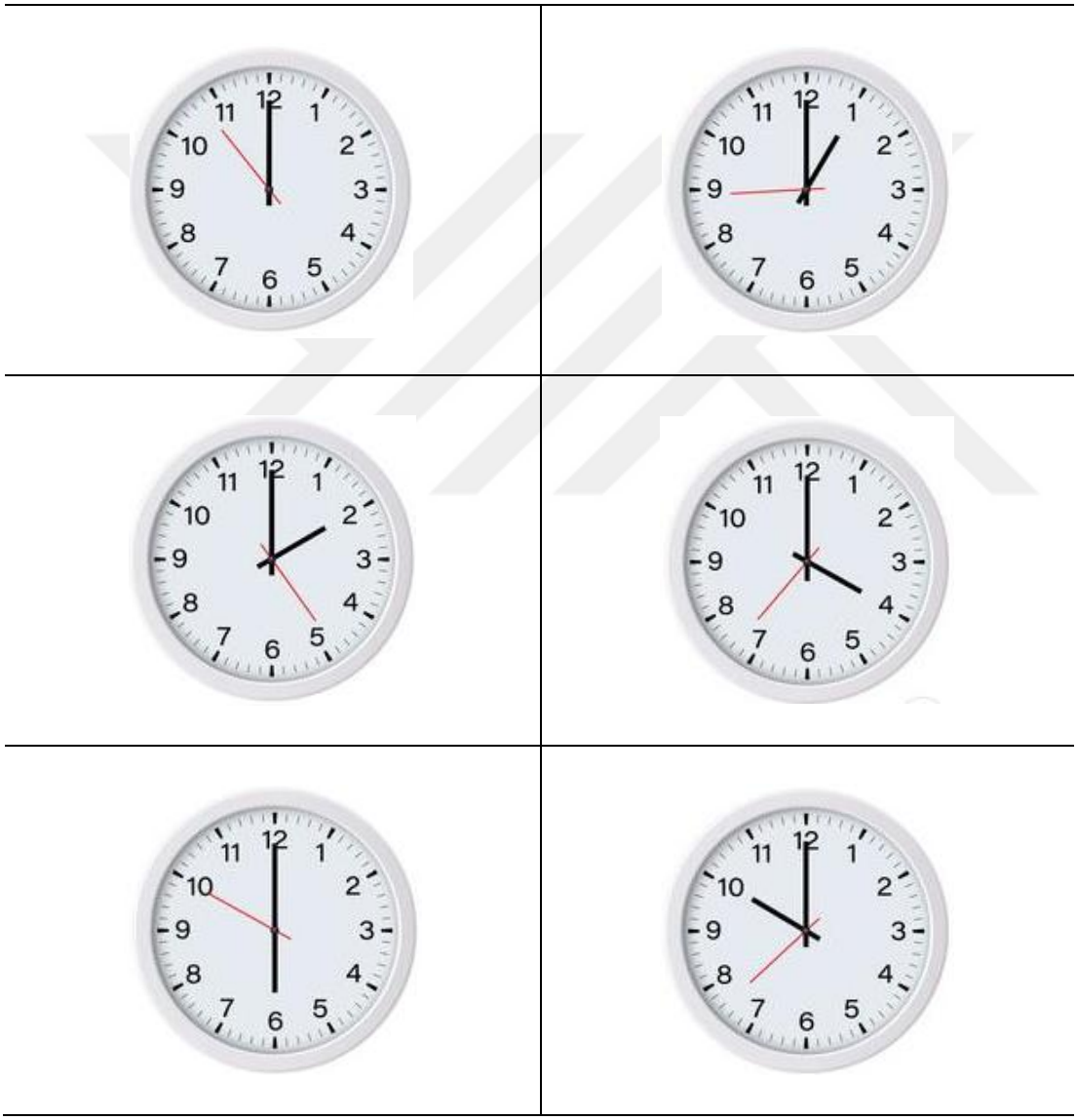


Figure A.1: Time priming materials for Turkish version

Scenario for Time Donation Group

Can Sığınağı, gönüllüler aracılığıyla insan sağlığını ve hayatını korumayı, yoksul ve muhtaç insanlara barınma, beslenme, giyim ve sağlık yardımı ulaştırmayı amaçlayan bir sivil toplum kuruluşudur. Bu sivil toplum kuruluşunun amaçları şu şekilde sıralanabilir; yoksulluk ve açlıkla mücadele etmek, toplum temelli çalışmalar ile toplumun afetlere karşı direncini artırmak, sağlıklı yaşayan ve yaşlanan toplum için çalışmak, daha yaşanabilir bir çevre için çalışmak ve eğitime destek olmak. Bu kuruluş, insanlara yardım etme faaliyetlerini yedi temel ilke üzerine temellendirmiştir. Bu ilkeler; insanlık, ayrım gözetmemek, tarafsızlık, bağımsızlık, gönüllü hizmet, birlik ve evrenselliktir.

2021 yılında bünyesinde 12 binin üzerinde personeli ile faaliyet gösteren kuruluş için 180 binin üzerinde gönüllü zamanlarını ayırarak 13 binden fazla gönüllülük gerektiren göreve katılmıştır. Kuruluş, bu destekler ile Türkiye'nin yanı sıra yurtdışında 51 ülkede daha faaliyet göstermektedir. 2021 yılında yurtiçinde 38 milyon ve yurt dışında ise 8 milyon insana ulaşmayı başaran bu sivil toplum kuruluşu yaklaşık 24 milyon insana yoksulluk ve açlık konusunda yardım etmişken, 5 milyonun üzerinde insana eğitim ve yaklaşık 5 milyon insana sağlık konusunda yardımlarını ulaştırmıştır. Kuruluş, ayrıca 2,7 milyon adetin üzerinde fidan dikimi gerçekleştirmiştir.

Dünya çapında faaliyet gösteren bu sivil toplum kuruluşu Türkiye'de ve dünyada daha fazla ihtiyaç sahibine ulaşarak hayatlarını iyileştirmeyi amaçlamaktadır. Can Sığınağı Derneği, zamanlarını ayırarak gönüllülük faaliyetlerinde yer alacak fark yaratmaya ve insanlara değer sunmaya yardımcı olacak gönüllülere ihtiyaç duymakta ve desteklerinizi beklemektedir.

Time Priming Materials and Scenario for Time Donation Group (English version)

The most basic units of time are seconds, minutes, and hours. Also, the clock is one of the most basic measuring instruments of time. Below are images of clocks showing various times of the day. Please examine the clock images below for a while and then indicate the time in the image you examined using the options below.

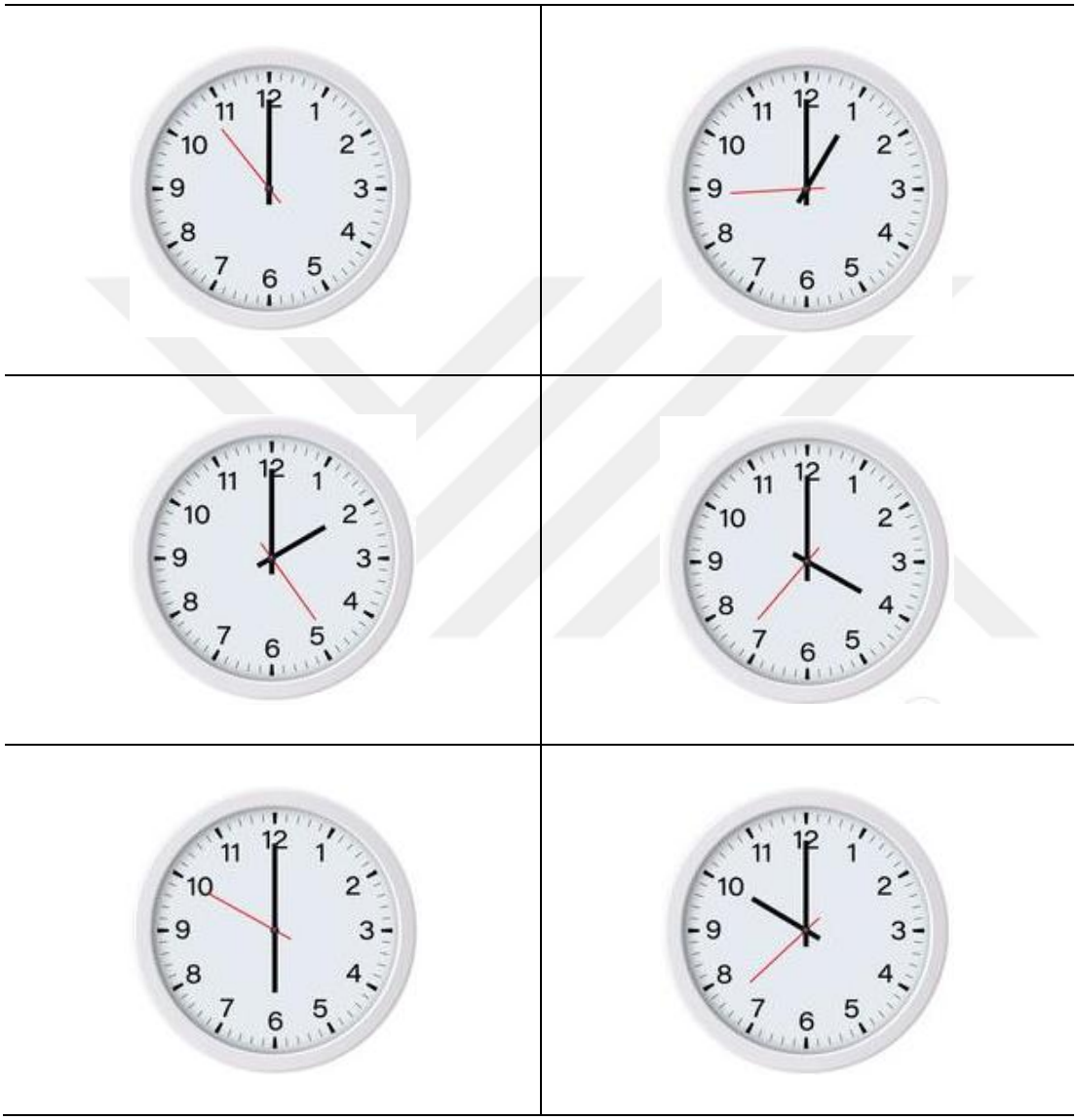


Figure A.2 : Time priming materials for English version

Scenario for Time Donation Group

Can Sığınağı is a nonprofit organization that aims to protect human health and life through volunteers and to provide shelter, nutrition, clothing, and health assistance to poor and needy people. The aims of this nonprofit organization can be listed as follows; to fight poverty and hunger, to increase the resilience of society against disasters through community-based work, to work for a healthy and aging society, to work for a more livable environment and to support education. This organization bases its activities to help people on seven fundamental principles. These principles are humanity, non-discrimination, impartiality, independence, voluntary service, unity and universality.

In 2021, more than 180,000 volunteers gave their time and participated in more than 13,000 volunteer tasks for the organization, which operates with more than 12,000 staff. With this support, the organization operates in 51 countries abroad in addition to Türkiye. In 2021, this nonprofitorganization, which managed to reach 38 million people at home and 8 million people abroad, helped approximately 24 million people with poverty and hunger, while providing education to over 5 million people and health assistance to approximately 5 million people. The organization has also planted over 2.7 million saplings.

This global nonprofitorganization aims to reach more people in need in Türkiye and around the world to improve their lives. Can Sığınağı is in need of volunteers who will give their time to volunteer and help make a difference and provide value to people, and we look forward to your support.

APPENDIX B: Money Priming Materials Scenario for Money Donation Group

Money Priming Materials and Scenario for Money Donation Group (Turkish version)

Money Priming Materials

Bilindiği üzere maddi kaynaklar parasal boyutta değerlendirilebilir. Aşağıda Türk Lirası'nın farklı parasal değerlerini gösteren bazı kağıt para görsellerine yer verilmiştir. Lütfen aşağıdaki kâğıt para görsellerini bir süre inceleyiniz ve ardından incelediğiniz kağıt para üzerinde yazan değeri size sunulan seçenekler arasından belirtiniz.



Figure B.1: Money priming materials for Turkish version

Scenario for Money Donation Group

Can Sığınağı, bağışçılar aracılığıyla insan sağlığını ve hayatını korumayı, yoksul ve muhtaç insanlara barınma, beslenme, giyim ve sağlık yardımı ulaştırmayı amaçlayan bir sivil toplum kuruluşudur. Bu sivil toplum kuruluşunun amaçları şu şekilde sıralanabilir; yoksulluk ve açlıkla mücadele etmek, toplum temelli çalışmalar ile toplumun afetlere karşı direncini artırmak, sağlıklı yaşayan ve yaşlanan toplum için çalışmak, daha yaşanabilir bir çevre için çalışmak ve eğitime destek olmak. Bu kuruluş, insanlara yardım etme faaliyetlerini yedi temel ilke üzerine temellendirmiştir. Bu ilkeler; insanlık, ayrım gözetmemek, tarafsızlık, bağımsızlık, gönüllü hizmet, birlik ve evrenselliktir.

2021 yılında bünyesinde 12 binin üzerinde personeli ile faaliyet gösteren kuruluş, 1,5 milyona yakın bağışçısının katkısı ile 1 milyar 200 bin TL tutarında bağış toplamıştır. Kuruluş, bu destekler ile Türkiye'nin yanı sıra yurtdışında 51 ülkede daha faaliyet göstermektedir. 2021 yılında yurtiçinde 38 milyon ve yurt dışında ise 8 milyon insana ulaşmayı başaran bu sivil toplum kuruluşu yaklaşık 24 milyon insana yoksulluk ve açlık konusunda yardım etmişken, 5 milyonun üzerinde insana eğitim ve yaklaşık 5 milyon insana sağlık konusunda yardımlarını ulaştırmıştır. Kuruluş, ayrıca 2,7 milyon adetin üzerinde fidan dikimi gerçekleştirmiştir.

Dünya çapında faaliyet gösteren bu sivil toplum kuruluşu Türkiye'de ve dünyada daha fazla ihtiyaç sahibine ulaşarak hayatlarını iyileştirmeyi amaçlamaktadır. Can Sığınağı Derneği, para bağışlayarak fark yaratmaya ve insanlara değer sunmaya yardımcı olacak bağışçılara ihtiyaç duymakta ve desteklerinizi beklemektedir.

Money Priming Materials and Scenario for Money Donation Group (English version)

Money Priming Materials

As it is known, material resources can be evaluated in monetary terms. Below are some images of paper money showing different monetary values of the Turkish Lira. Please examine the paper money images below for a while and then indicate the value written on the paper money you have examined among the options offered.

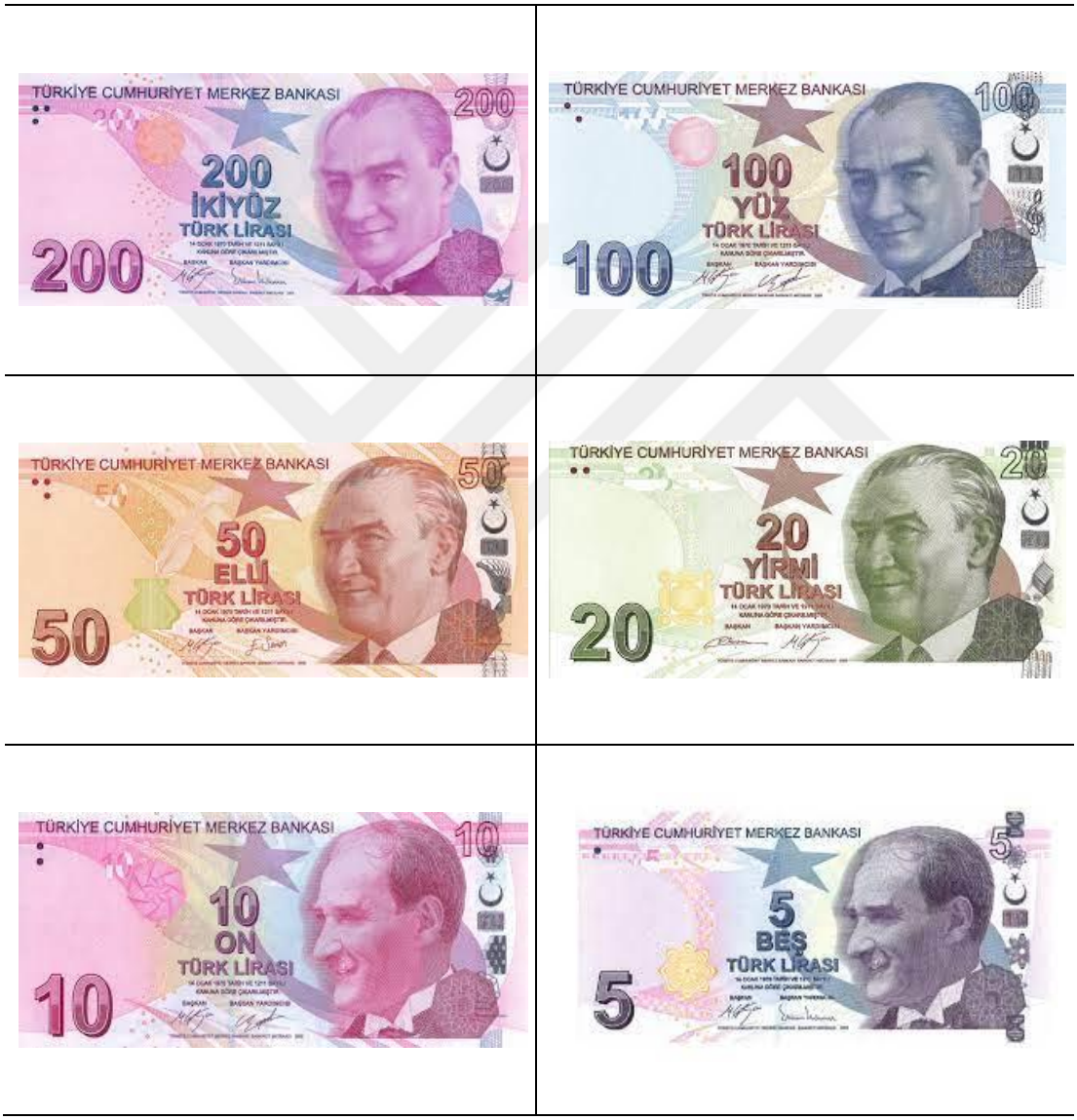


Figure B.2: Money priming materials for English version

Scenario for Money Donation Group

Can Sığınağı is a nonprofit organization that aims to protect human health and life through donors and to provide shelter, nutrition, clothing, and health assistance to poor and needy people. The objectives of this nonprofit organization can be listed as follows: fighting poverty and hunger, increasing the resilience of society against disasters through community-based work, working for a healthy and aging society, working for a more livable environment and supporting education. This organization bases its activities to help people on seven fundamental principles. These principles are humanity, non-discrimination, impartiality, independence, voluntary service, unity and universality.

In 2021, the organization, which operates with more than 12,000 staff, collected 1 billion 200 thousand TL in donations with the contribution of nearly 1.5 million donors. With this support, the organization operates in 51 countries abroad in addition to Türkiye. In 2021, this nonprofit organization, which managed to reach 38 million people at home and 8 million people abroad, helped approximately 24 million people with poverty and hunger, while providing education to over 5 million people and health assistance to approximately 5 million people. The organization has also planted over 2.7 million saplings.

This global nonprofit organization aims to reach more people in need in Türkiye and around the world to improve their lives. Can Sığınağı Association is looking for donors to help make a difference and provide value to people by donating money.

APPENDIX C: Scenario for Control Group

Scenario for Control Group (Turkish version)

Can Sığınağı, bağışçılar aracılığıyla insan sağlığını ve hayatını korumayı, yoksul ve muhtaç insanlara barınma, beslenme, giyim ve sağlık yardımı ulaştırmayı amaçlayan bir sivil toplum kuruluşudur. Bu sivil toplum kuruluşunun amaçları şu şekilde sıralanabilir; yoksulluk ve açlıkla mücadele etmek, toplum temelli çalışmalar ile toplumun afetlere karşı direncini artırmak, sağlıklı yaşayan ve yaşlanan toplum için çalışmak, daha yaşanabilir bir çevre için çalışmak ve eğitime destek olmak. Bu kuruluş, insanlara yardım etme faaliyetlerini yedi temel ilke üzerine temellendirmiştir. Bu ilkeler; insanlık, ayrım gözetmemek, tarafsızlık, bağımsızlık, gönüllü hizmet, birlik ve evrenselliktir.

Dünya çapında faaliyet gösteren bu sivil toplum kuruluşu Türkiye'de ve dünyada daha fazla ihtiyaç sahibine ulaşarak hayatlarını iyileştirmeyi amaçlamaktadır. Can Sığınağı Derneği, para bağışlayarak fark yaratmaya ve insanlara değer sunmaya yardımcı olacak bağışçılara ihtiyaç duymakta ve desteklerinizi beklemektedir.

Scenario for Control Group (English version)

Can Sığınağı is a nonprofit organization that aims to protect human health and life through donors and to provide shelter, nutrition, clothing, and health assistance to poor and needy people. The objectives of this nonprofit organization can be listed as follows: fighting poverty and hunger, increasing the resilience of society against disasters through community-based work, working for a healthy and aging society, working for a more livable environment and supporting education. This organization bases its activities to help people on seven fundamental principles. These principles are humanity, non-discrimination, impartiality, independence, voluntary service, unity and universality.

This global nonprofit organization aims to reach more people in need in Türkiye and around the world to improve their lives. Can Sığınağı is looking for donors to help make a difference and provide value to people by donating money.

APPENDIX D: Post Hoc Test Results of Manipulation Check for Study 1b

Table D.1 : Descriptives of resource scarcity manipulation check for Study1b.

Resource Scarcity Manipulation Check						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Money	100	4,7600	1,08358	,10836	4,5450	4,9750
Time	100	4,4375	,98305	,09830	4,2424	4,6326
Control	100	2,4800	,52185	,05218	2,3765	2,5835
Total	300	3,8925	1,34804	,07783	3,7393	4,0457

Table D.2 : Test of homogeneity of variances of resource scarcity manipulation check for Study1b.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Resource Scarcity	Based on Mean	16,680	2	297	,000
	Based on Median	14,719	2	297	,000
	Based on Median and with adjusted df	14,719	2	235,322	,000
	Based on trimmed mean	16,256	2	297	,000

Table D.3 : Tamhane post hoc results of resource scarcity manipulation check for Study1b.

Multiple Comparisons						
Dependent Variable: Resource Scarcity						
Tamhane						
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Money	Time	,32250	,14631	,084	-,0298	,6748
	Control	2,28000*	,12027	,000	1,9894	2,5706
Time	Money	-,32250	,14631	,084	-,6748	,0298
	Control	1,95750*	,11130	,000	1,6888	2,2262
Control	Money	-2,28000*	,12027	,000	-2,5706	-1,9894
	Time	-1,95750*	,11130	,000	-2,2262	-1,6888

The mean difference is significant at the 0.05 level.

APPENDIX E: Post Hoc Test Results of Hypothesis Test for Study 1b

Table E.1 : Descriptives of construal for Study1b.

Construal Level						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Money	100	3,1600	,99209	,09921	2,9631	3,3569
Time	100	4,8167	,71284	,07128	4,6752	4,9581
Control	100	2,2767	,84627	,08463	2,1087	2,4446
Total	300	3,4178	1,35774	,07839	3,2635	3,5720

Table E.2 : Test of homogeneity of variances of construal level for Study1b.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Construal Level	Based on Mean	10,065	2	297	,000
	Based on Median	8,810	2	297	,000
	Based on Median and with adjusted df	8,810	2	284,860	,000
	Based on trimmed mean	9,569	2	297	,000

Table E.3 : Tamhane post hoc results of construal for Study1b.

Multiple Comparisons						
Dependent Variable: Construal Level						
Tamhane						
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Money	Time	-1,65667*	,12216	,000	-1,9511	-1,3622
	Control	,88333*	,13040	,000	,5692	1,1974
Time	Money	1,65667*	,12216	,000	1,3622	1,9511
	Control	2,54000*	,11065	,000	2,2735	2,8065
Control	Money	-,88333*	,13040	,000	-1,1974	-,5692
	Time	-2,54000*	,11065	,000	-2,8065	-2,2735

The mean difference is significant at the 0.05 level.

APPENDIX F: Post Hoc Test Results of Manipulation Check for Study 2

Table F.1 : Descriptives of resource scarcity manipulation check for Study 2.

Resource Scarcity Manipulation Check						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Money	120	4,4979	,53697	,04902	4,4009	4,5950
Time	120	4,4750	,49832	,04549	4,3849	4,5651
Control	120	2,7354	,49503	,04519	2,6459	2,8249
Total	360	3,9028	,97081	,05117	3,8022	4,0034

Table F.2 : Test of homogeneity of variances of resource scarcity manipulation check for Study 2.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Resource Scarcity	Based on Mean	,505	2	357	,604
	Based on Median	,521	2	357	,594
	Based on Median and with adjusted df	,521	2	353,611	,594
	Based on trimmed mean	,497	2	357	,609

Table F.3 : Tukey HSD and Scheffe post hoc results of resource scarcity manipulation check for Study 2.

Multiple Comparisons						
Dependent Variable: Resource Scarcity						
Tukey HSD					95% Confidence Interval	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	,02292	,06590	,936	-,1322	,1780
	Control	1,76250*	,06590	,000	1,6074	1,9176
Time	Money	-,02292	,06590	,936	-,1780	,1322
	Control	1,73958*	,06590	,000	1,5845	1,8947
Control	Money	-1,76250*	,06590	,000	-1,9176	-1,6074
	Time	-1,73958*	,06590	,000	-1,8947	-1,5845
Scheffe					95% Confidence Interval	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	,02292	,06590	,936	-,1391	,1849
	Control	1,76250*	,06590	,000	1,6005	1,9245
Time	Money	-,02292	,06590	,936	-,1849	,1391
	Control	1,73958*	,06590	,000	1,5776	1,9016
Control	Money	-1,76250*	,06590	,000	-1,9245	-1,6005
	Time	-1,73958*	,06590	,000	-1,9016	-1,5776

The mean difference is significant at the 0.05 level.

APPENDIX G: Post Hoc Test Results of Construal Level for Study 2

Table G.1 : Descriptives of construal level for Study 2.

Construal Level						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Money	120	3,4861	,62007	,05660	3,3740	3,5982
Time	120	4,6417	,71029	,06484	4,5133	4,7701
Control	120	3,1472	,58105	,05304	3,0422	3,2523
Total	360	3,7583	,90389	,04764	3,6646	3,8520

Table G.2 : Test of homogeneity of variances of construal level for Study 2.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Construal Level	Based on Mean	2,045	2	357	,131
	Based on Median	2,131	2	357	,120
	Based on Median and with adjusted df	2,131	2	352,581	,120
	Based on trimmed mean	2,218	2	357	,110

Table G.3 : Tukey HSD and Scheffe post hoc results of construal level for Study 2.

Multiple Comparisons						
Dependent Variable: Construal Level						
Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	-1,15556*	,08255	,000	-1,3498	-,9613
	Control	,33889*	,08255	,000	,1446	,5332
Time	Money	1,15556*	,08255	,000	,9613	1,3498
	Control	1,49444*	,08255	,000	1,3002	1,6887
Control	Money	-,33889*	,08255	,000	-,5332	-,1446
	Time	-1,49444*	,08255	,000	-1,6887	-1,3002
Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	Lower Bound	Upper Bound	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	-1,15556*	,08255	,000	-1,3585	-,9526
	Control	,33889*	,08255	,000	,1360	,5418
Time	Money	1,15556*	,08255	,000	,9526	1,3585
	Control	1,49444*	,08255	,000	1,2915	1,6974
Control	Money	-,33889*	,08255	,000	-,5418	-,1360
	Time	-1,49444*	,08255	,000	-1,6974	-1,2915

The mean difference is significant at the 0.05 level.

APPENDIX H: Post Hoc Test Results of Hypothesis Test for Study 2

Table H.1 : Descriptives of psychological wellbeing and donation intention for Study 2.

Psychological WellBeing and Donation Intention							
						95% Confidence Interval for Mean	
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound
Psychological WellBeing	Money	120	3,2375	,36789	,03358	3,1710	3,3040
	Time	120	4,8208	,44872	,04096	4,7397	4,9019
	Control	120	2,4635	,42270	,03859	2,3871	2,5399
	Total	360	3,5073	1,06585	,05618	3,3968	3,6178
						95% Confidence Interval for Mean	
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound
Donation Intention	Money	120	3,1500	,51183	,04672	3,0575	3,2425
	Time	120	5,0625	,68924	,06292	4,9379	5,1871
	Control	120	2,5104	,51080	,04663	2,4181	2,6027
	Total	360	3,5743	1,22866	,06476	3,4470	3,7017

Table H.2 : Test of homogeneity of variances of psychological wellbeing and donation intention for Study 2.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Psychological WellBeing	Based on Mean	1,286	2	357	,278
	Based on Median	,961	2	357	,383
	Based on Median and with adjusted df	,961	2	339,103	,383
	Based on trimmed mean	1,266	2	357	,283
		Levene Statistic	df1	df2	Sig.
Donation Intention	Based on Mean	7,308	2	357	,001
	Based on Median	5,858	2	357	,003
	Based on Median and with adjusted df	5,858	2	317,626	,003
	Based on trimmed mean	7,275	2	357	,001

Table H.3 : Tukey HSD, Scheffe and Tamhane post hoc results of psychological wellbeing and donation intention for Study 2.

Multiple Comparisons

Dependent Variable: Psychological WellBeing

Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	-1,58333*	,05351	,000	-1,7149	-1,4518
	Control	,77396*	,05351	,000	,6424	,9055
Time	Money	1,58333*	,05351	,000	1,4518	1,7149
	Control	2,35729*	,05351	,000	2,2258	2,4888
Control	Money	-,77396*	,05351	,000	-,9055	-,6424
	Time	-2,35729*	,05351	,000	-2,4888	-2,2258

Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	-1,58333*	,05351	,000	-1,7149	-1,4518
	Control	,77396*	,05351	,000	,6424	,9055
Time	Money	1,58333*	,05351	,000	1,4518	1,7149
	Control	2,35729*	,05351	,000	2,2258	2,4888
Control	Money	-,77396*	,05351	,000	-,9055	-,6424
	Time	-2,35729*	,05351	,000	-2,4888	-2,2258

Dependent Variable: Donation Intention

Tamhane					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Money	Time	-1,91250*	,07837	,000	-2,1011	-1,7239
	Control	,63958*	,06601	,000	,4808	,7983
Time	Money	1,91250*	,07837	,000	1,7239	2,1011
	Control	2,55208*	,07831	,000	2,3637	2,7405
Control	Money	-,63958*	,06601	,000	-,7983	-,4808
	Time	-2,55208*	,07831	,000	-2,7405	-2,3637

The mean difference is significant at the 0.05 level.

APPENDIX I: Post Hoc Test Results of Manipulation Check for Study 3

Table I.1 : Descriptives of resource scarcity manipulation check for Study 3.

Resource Scarcity Manipulation Check						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	2,5438	1,35064	,12330	2,2996	2,7879
Time	120	4,7583	1,13571	,10368	4,5530	4,9636
Money	120	4,4833	1,34638	,12291	4,2400	4,7267
Total	360	3,9285	1,61467	,08510	3,7611	4,0958

Table I.2 : Test of homogeneity of variances of resource scarcity manipulation check for Study 3.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Resource Scarcity	Based on Mean	,880	2	357	,416
	Based on Median	,749	2	357	,474
	Based on Median and with adjusted df	,749	2	339,027	,474
	Based on trimmed mean	,799	2	357	,450

Table I.3 : Tukey HSD and Scheffe post hoc results of resource scarcity manipulation check for Study 2.

Multiple Comparisons						
Dependent Variable: Resource Scarcity						
Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,21458*	,16544	,000	-2,6040	-1,8252
	Money	-1,93958*	,16544	,000	-2,3290	-1,5502
Time	Control	2,21458*	,16544	,000	1,8252	2,6040
	Money	,27500	,16544	,221	-,1144	,6644
Money	Control	1,93958*	,16544	,000	1,5502	2,3290
	Time	-,27500	,16544	,221	-,6644	,1144
Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,21458*	,16544	,000	-2,6040	-1,8252
	Money	-1,93958*	,16544	,000	-2,3290	-1,5502
Time	Control	2,21458*	,16544	,000	1,8252	2,6040
	Money	,27500	,16544	,221	-,1144	,6644
Money	Control	1,93958*	,16544	,000	1,5502	2,3290
	Time	-,27500	,16544	,221	-,6644	,1144

The mean difference is significant at the 0.05 level.

APPENDIX J: Post Hoc Test Results of Construal Level for Study 3

Table J.1 : Descriptives of construal level for Study 3.

Construal Level						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	2,2917	1,26326	,11532	2,0633	2,5200
Time	120	4,9111	1,21286	,11072	4,6919	5,1303
Money	120	3,4778	1,00208	,09148	3,2966	3,6589
Total	360	3,5602	1,58102	,08333	3,3963	3,7241

Table J.2 : Test of homogeneity of variances of construal level for Study 3.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Construal Level	Based on Mean	1,296	2	357	,275
	Based on Median	1,195	2	357	,304
	Based on Median and with adjusted df	1,195	2	336,632	,304
	Based on trimmed mean	1,155	2	357	,316

Table J.3 : Tukey HSD and Scheffe post hoc results of construal level for Study 3.

Multiple Comparisons

Dependent Variable: Construal Level

Tukey HSD						
					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,61944*	,15039	,000	-2,9734	-2,2655
	Money	-1,18611*	,15039	,000	-1,5401	-,8322
Time	Control	2,61944*	,15039	,000	2,2655	2,9734
	Money	1,43333*	,15039	,000	1,0794	1,7873
Money	Control	1,18611*	,15039	,000	,8322	1,5401
	Time	-1,43333*	,15039	,000	-1,7873	-1,0794

Scheffe						
					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,61944*	,15039	,000	-2,9734	-2,2655
	Money	-1,18611*	,15039	,000	-1,5401	-,8322
Time	Control	2,61944*	,15039	,000	2,2655	2,9734
	Money	1,43333*	,15039	,000	1,0794	1,7873
Money	Control	1,18611*	,15039	,000	,8322	1,5401
	Time	-1,43333*	,15039	,000	-1,7873	-1,0794

The mean difference is significant at the 0.05 level.

APPENDIX K: PROCESS Model 1 Output for H3a and H3b

```
Model  : 1
    Y  : DI
    X  : Donation (Time-Money-Control)
    W  : PDE

Sample
Size:  360

Coding of categorical X variable for analysis:
 Donation       X1       X2
     ,000     ,000     ,000
    1,000    1,000     ,000
    2,000     ,000    1,000

**************************************************************************
******
OUTCOME VARIABLE:
 DI_a

Model Summary
R       R-sq        MSE          F        df1        df2          p
,6620     ,4383     1,1569    55,2443     5,0000   354,0000      ,0000

Model
              coeff          se           t           p        LLCI
ULCI
constant      1,6002       ,5296      3,0216       ,0027       ,5587
2,6418
X1             5,5340       ,8484      6,5228       ,0000      3,8654
7,2026
X2             2,1696       ,7702      2,8168       ,0051       ,6548
3,6843
PDE          ,4615     ,1327     3,4784     ,0006     ,2006     ,7225
Int_1         -,7121      ,1718    -4,1449      ,0000    -1,0500     -
,3742
Int_2          -,3378       ,1801     -1,8751       ,0616      -,6920
,0165

Product terms key:
 Int_1    :        X1       x        PDE
 Int_2    :        X2       x        PDE

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0278     8,7624     2,0000   354,0000      ,0002
----------
```

```
 Focal predict: Donation (X)
          Mod var: PDE    (W)

Conditional effects of the focal predictor at values of the
moderator(s):

Moderator value(s):
PDE     3,6667

       Effect         se          t          p       LLCI       ULCI
X1     2,9228      ,2926     9,9897      ,0000     2,3474     3,4983
X2      ,9311      ,1767     5,2695      ,0000      ,5836     1,2787

Test of equality of conditional means
          F        df1        df2          p
    55,1987     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,2925
     1,0000     6,2153
     2,0000     4,2236
----------
Moderator value(s):
PDE     4,6667

       Effect         se          t          p       LLCI       ULCI
X1     2,2107      ,2245     9,8477      ,0000     1,7692     2,6522
X2      ,5934      ,1713     3,4631      ,0006      ,2564      ,9304

Test of equality of conditional means
          F        df1        df2          p
    50,0031     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,7540
     1,0000     5,9647
     2,0000     4,3474
----------
Moderator value(s):
PDE     6,3333

       Effect         se          t          p       LLCI       ULCI
X1     1,0238      ,3506     2,9204      ,0037      ,3343     1,7133
X2      ,0305      ,4129      ,0738      ,9412     -,7815      ,8424

Test of equality of conditional means
          F        df1        df2          p
    10,2147     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     4,5232
     1,0000     5,5470
     2,0000     4,5537

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce
plot.
```

```
DATA LIST FREE/
   Donation   PDE      DI       .
BEGIN DATA.
      ,0000     3,6667     3,2925
     1,0000     3,6667     6,2153
     2,0000     3,6667     4,2236
      ,0000     4,6667     3,7540
     1,0000     4,6667     5,9647
     2,0000     4,6667     4,3474
      ,0000     6,3333     4,5232
     1,0000     6,3333     5,5470
     2,0000     6,3333     4,5537
END DATA.
GRAPH/SCATTERPLOT=
 PDE    WITH     DI     BY       Donation .

**********      ANALYSIS      NOTES      AND      ERRORS
**********

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the 16th, 50th, and 84th
percentiles.
```

APPENDIX L: PROCESS Model 1 Output for H4a and H4b

```
Model  : 1
    Y  : DI
    X  : Donation (Time-Money-Control)
    W  : OTA

Sample
Size:  360

Coding of categorical X variable for analysis:
 Donation       X1       X2
     ,000     ,000     ,000
    1,000    1,000     ,000
    2,000     ,000    1,000

**************************************************************************
******
OUTCOME VARIABLE:
 DI_a

Model Summary
R       R-sq        MSE          F         df1         df2          p
,6417      ,4118     1,2114    49,5757     5,0000   354,0000      ,0000

Model
              coeff          se           t           p         LLCI
ULCI
constant      3,2661        ,9765      3,3446       ,0009      1,3456
5,1866
X1             1,4948      1,4590      1,0245       ,3063     -1,3746
4,3641
X2              ,1451      1,3484       ,1076       ,9144     -2,5069
2,7971
OTA         ,0237     ,1596     ,1486     ,8820     -,2901      ,3375
Int_1           ,1160       ,2358       ,4919       ,6231      -,3478
,5798
Int_2           ,1253       ,2190       ,5719       ,5677      -,3055
,5560

Product terms key:
 Int_1    :        X1       x        OTA
 Int_2    :        X2       x        OTA

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0006      ,1927     2,0000   354,0000      ,8248
----------
```

```
  Focal predict: Donation (X)
        Mod var: OTA    (W)
Conditional effects of the focal predictor at values of the
moderator(s):

Moderator value(s):
OTA     5,5000

      Effect         se          t          p       LLCI       ULCI
X1    2,1328      ,2107    10,1243      ,0000     1,7185     2,5472
X2     ,8340      ,1971     4,2310      ,0000      ,4463     1,2217

Test of equality of conditional means
          F        df1        df2          p
    51,3381     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,3965
     1,0000     5,5293
     2,0000     4,2305
----------
Moderator value(s):
OTA     6,0000

      Effect         se          t          p       LLCI       ULCI
X1    2,1908      ,1476    14,8471      ,0000     1,9006     2,4810
X2     ,8966      ,1448     6,1903      ,0000      ,6118     1,1815

Test of equality of conditional means
          F        df1        df2          p
   110,8154     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation      DI
      ,0000     3,4083
     1,0000     5,5992
     2,0000     4,3050
----------
Moderator value(s):
OTA     7,0000

      Effect         se          t          p       LLCI       ULCI
X1    2,3069      ,2449     9,4180      ,0000     1,8251     2,7886
X2    1,0219      ,2391     4,2736      ,0000      ,5516     1,4921

Test of equality of conditional means
          F        df1        df2          p
    44,7517     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,4321
     1,0000     5,7389
     2,0000     4,4539

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce
plot.
```

```
DATA LIST FREE/
   Donation       OTA         DI      .
BEGIN DATA.
      ,0000     5,5000     3,3965
     1,0000     5,5000     5,5293
     2,0000     5,5000     4,2305
      ,0000     6,0000     3,4083
     1,0000     6,0000     5,5992
     2,0000     6,0000     4,3050
      ,0000     7,0000     3,4321
     1,0000     7,0000     5,7389
     2,0000     7,0000     4,4539
END DATA.
GRAPH/SCATTERPLOT=
 OTA    WITH     DI     BY       Donation .

**********      ANALYSIS      NOTES      AND      ERRORS
**********

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the 16th, 50th, and 84th
percentiles.
```

APPENDIX M: PROCESS Model 1 Output for H4c and H4d

```
Model  : 1
    Y  : DI
    X  : Donation (Time-Money-Control)
    W  : OTB

Sample
Size:  360

Coding of categorical X variable for analysis:
 Donation       X1       X2
     ,000     ,000     ,000
    1,000    1,000     ,000
    2,000     ,000    1,000

**************************************************************************
******
OUTCOME VARIABLE:
 DI

Model Summary
R       R-sq        MSE          F        df1        df2          p
,6462     ,4176     1,1996    50,7592     5,0000   354,0000      ,0000

Model
              coeff          se           t           p        LLCI
ULCI
constant      1,4997       ,8810      1,7022       ,0896      -,2330
3,2325
X1             3,8964      1,0738      3,6288       ,0003      1,7847
6,0082
X2             2,5548      1,0493      2,4348       ,0154       ,4912
4,6185
OTB         ,3100     ,1420     2,1828      ,0297      ,0307      ,5894
Int_1         -,2700       ,1761     -1,5333       ,1261      -,6163
,0763
Int_2         -,2627       ,1719     -1,5281       ,1274      -,6007
,0754

Product terms key:
 Int_1    :        X1       x        OTB
 Int_2    :        X2       x        OTB

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0046     1,4059     2,0000   354,0000      ,2465
----------
```

```
    Focal predict: Donation (X)
          Mod var: OTB    (W)

Conditional effects of the focal predictor at values of the
moderator(s):

Moderator value(s):
OTB     5,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,5464      ,2335    10,9054      ,0000     2,0872     3,0056
X2     1,2415      ,2306     5,3827      ,0000      ,7879     1,6951

Test of equality of conditional means
          F        df1        df2          p
    63,9520     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,0500
     1,0000     5,5964
     2,0000     4,2915
----------
Moderator value(s):
OTB     6,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,2764      ,1445    15,7528      ,0000     1,9922     2,5606
X2      ,9788      ,1446     6,7678      ,0000      ,6944     1,2632

Test of equality of conditional means
          F        df1        df2          p
   124,9907     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,3600
     1,0000     5,6364
     2,0000     4,3388
----------
Moderator value(s):
OTB     7,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,0064      ,2219     9,0399      ,0000     1,5699     2,4429
X2      ,7161      ,2185     3,2778      ,0012      ,2864     1,1458

Test of equality of conditional means
          F        df1        df2          p
    41,8565     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,6701
     1,0000     5,6765
     2,0000     4,3862

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce
plot.
```

```
DATA LIST FREE/
   Donation       OTB         DI       .
BEGIN DATA.
      ,0000     5,0000     3,0500
     1,0000     5,0000     5,5964
     2,0000     5,0000     4,2915
      ,0000     6,0000     3,3600
     1,0000     6,0000     5,6364
     2,0000     6,0000     4,3388
      ,0000     7,0000     3,6701
     1,0000     7,0000     5,6765
     2,0000     7,0000     4,3862
END DATA.
GRAPH/SCATTERPLOT=
 OTB    WITH     DI     BY       Donation .

**********      ANALYSIS      NOTES      AND      ERRORS
**********

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the 16th, 50th, and 84th
percentiles.
```

APPENDIX N: PROCESS Model 1 Output for H4e and H4f

```
Model  : 1
    Y  : DI
    X  : Donation (Time-Money-Control)
    W  : OTI

Sample
Size:  360

Coding of categorical X variable for analysis:
 Donation       X1       X2
     ,000     ,000     ,000
    1,000    1,000     ,000
    2,000     ,000    1,000

**************************************************************************
******
OUTCOME VARIABLE:
 DI

Model Summary
 R       R-sq        MSE          F        df1        df2          p
,6451      ,4162     1,2025    50,4661     5,0000   354,0000   ,0000

Model
              coeff         se          t          p       LLCI
ULCI
constant     1,9312     1,1731     1,6462      ,1006     -,3760
4,2384
X1           1,7091     1,7669      ,9673      ,3341    -1,7659
5,1840
X2           1,5934     1,7272      ,9225      ,3569    -1,8035
4,9902
OTI          ,2266      ,1790     1,2655      ,2065     -,1255
,5786
Int_1         ,0715      ,2665      ,2683      ,7886     -,4526
,5956
Int_2        -,1063      ,2602     -,4086      ,6831     -,6181
,4055

Product terms key:
 Int_1    :        X1       x        OTI
 Int_2    :        X2       x        OTI

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      ,0007      ,2163     2,0000   354,0000      ,8056
----------
    Focal predict: Donation (X)
          Mod var: OTI    (W)

Conditional effects of the focal predictor at values of the
moderator(s):

Moderator value(s):
OTI     6,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,1381      ,2160     9,8973      ,0000     1,7132     2,5629
X2      ,9555      ,2147     4,4511      ,0000      ,5333     1,3776
```

```
Test of equality of conditional means
          F        df1        df2          p
    49,0733     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,2905
     1,0000     5,4286
     2,0000     4,2460
----------
Moderator value(s):
OTI     7,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,2096      ,1770    12,4859      ,0000     1,8615     2,5576
X2      ,8492      ,1747     4,8593      ,0000      ,5055     1,1928

Test of equality of conditional means
          F        df1        df2          p
    80,9949     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,5171
     1,0000     5,7267
     2,0000     4,3662
----------
Moderator value(s):
OTI     7,0000

       Effect         se          t          p       LLCI       ULCI
X1     2,2096      ,1770    12,4859      ,0000     1,8615     2,5576
X2      ,8492      ,1747     4,8593      ,0000      ,5055     1,1928

Test of equality of conditional means
          F        df1        df2          p
    80,9949     2,0000   354,0000      ,0000

Estimated conditional means being compared:
   Donation       DI
      ,0000     3,5171
     1,0000     5,7267
     2,0000     4,3662

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce
plot.
```

```
DATA LIST FREE/
   Donation       OTI          DI       .
BEGIN DATA.
      ,0000     6,0000     3,2905
     1,0000     6,0000     5,4286
     2,0000     6,0000     4,2460
      ,0000     7,0000     3,5171
     1,0000     7,0000     5,7267
     2,0000     7,0000     4,3662
      ,0000     7,0000     3,5171
     1,0000     7,0000     5,7267
     2,0000     7,0000     4,3662
END DATA.
GRAPH/SCATTERPLOT=
 OTI    WITH     DI     BY       Donation .

********************** ANALYSIS NOTES AND ERRORS
************************

Level of confidence for all confidence intervals in output:
  95,0000

W values in conditional tables are the 16th, 50th, and 84th
percentiles.
```

APPENDIX O: Post Hoc Test Results of Hypothesis Test for H5

Table O.1 : Descriptives of perceived donation efficacy for H5.

Perceived Donation Efficacy						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	3,9222	,74314	,06784	3,7879	4,0566
Time	120	6,0056	,90334	,08246	5,8423	6,1688
Money	120	4,5194	,80937	,07389	4,3731	4,6657
Total	360	4,8157	1,20005	,06325	4,6914	4,9401

Table O.2 : Test of homogeneity of variances of perceived donation efficacy for H5.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Perceived Donation Efficacy	Based on Mean	,762	2	357	,468
	Based on Median	1,059	2	357	,348
	Based on Median and with adjusted df	1,059	2	352,916	,348
	Based on trimmed mean	1,003	2	357	,368

Table O.3 : Tukey HSD and Scheffe post hoc results of perceived donation efficacy for H5.

Multiple Comparisons						
Dependent Variable: Perceived Donation Efficacy						
Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,08333*	,10602	,000	-2,3329	-1,8338
	Money	-,59722*	,10602	,000	-,8468	-,3477
Time	Control	2,08333*	,10602	,000	1,8338	2,3329
	Money	1,48611*	,10602	,000	1,2366	1,7356
Money	Control	,59722*	,10602	,000	,3477	,8468
	Time	-1,48611*	,10602	,000	-2,3329	-1,8338
Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-2,08333*	,10602	,000	-2,3439	-1,8227
	Money	-,59722*	,10602	,000	-,8578	-,3366
Time	Control	2,08333*	,10602	,000	1,8227	2,3439
	Money	1,48611*	,10602	,000	1,2255	1,7467
Money	Control	,59722*	,10602	,000	,3366	,8578
	Time	-1,48611*	,10602	,000	-1,7467	-1,2255

The mean difference is significant at the 0.05 level.

APPENDIX P: Post Hoc Test Results of Hypothesis Test for H6a

Table P.1 : Descriptives of organizational ability for Study 3.

Organizational Ability						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	6,0875	,63233	,05772	5,9732	6,2018
Time	120	6,2146	,58094	,05303	6,1096	6,3196
Money	120	6,1625	,67258	,06140	6,0409	6,2841
Total	360	6,1549	,63015	,03321	6,0895	6,2202

Table P.2 : Test of homogeneity of variances of organizational ability for Study 3.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Organizational Ability	Based on Mean	,874	2	357	,418
	Based on Median	1,578	2	357	,208
	Based on Median and with adjusted df	1,578	2	348,067	,208
	Based on trimmed mean	,875	2	357	,418

Table P.3 : Tukey HSD and Scheffe post hoc results of organizational ability for Study 3.

Multiple Comparisons						
Dependent Variable: Organizational Ability						
Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-,12708	,08130	,263	-,3184	,0643
	Money	-,07500	,08130	,626	-,2663	,1163
Time	Control	,12708	,08130	,263	-,0643	,3184
	Money	,05208	,08130	,798	-,1393	,2434
Money	Control	,07500	,08130	,626	-,1163	,2663
	Time	-,05208	,08130	,798	-,2434	,1393
Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-,12708	,08130	,296	-,3269	,0728
	Money	-,07500	,08130	,654	-,2748	,1248
Time	Control	,12708	,08130	,296	-,0728	,3269
	Money	,05208	,08130	,815	-,1478	,2519
Money	Control	,07500	,08130	,654	-,1248	,2748
	Time	-,05208	,08130	,815	-,2519	,1478

The mean difference is significant at the 0.05 level.

APPENDIX R: Post Hoc Test Results of Hypothesis Test for H6b

Table R.1 : Descriptives of organizational benevolence for Study 3.

Organizational Benevolence						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	6,1625	,70685	,06453	6,0347	6,2903
Time	120	5,8188	,96469	,08806	5,6444	5,9931
Money	120	5,7958	1,03712	,09468	5,6084	5,9833
Total	360	5,9257	,92674	,04884	5,8296	6,0217

Table R.2 : Test of homogeneity of variances of organizational benevolence for Study 3.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Organizational Benevolence	Based on Mean	15,538	2	357	,000
	Based on Median	10,774	2	357	,000
	Based on Median and with adjusted df	10,774	2	335,932	,000
	Based on trimmed mean	15,026	2	357	,000

Table R.3 : Tamhane post hoc results of organizational benevolence for Study 3.

Multiple Comparisons

Dependent Variable: Organizational Benevolence

Tamhane

(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Control	Time	,34375*	,10917	,006	,0811	,6064
	Money	,36667*	,11457	,005	,0909	,6424
Time	Control	-,34375*	,10917	,006	-,6064	-,0811
	Money	,02292	,12930	,997	-,2880	,3339
Money	Control	-,36667*	,11457	,005	-,6424	-,0909
	Time	-,02292	,12930	,997	-,3339	,2880

The mean difference is significant at the 0.05 level.

APPENDIX S: Post Hoc Test Results of Hypothesis Test for H6c

Table S.1 : Descriptives of organizational integrity for Study 3.

Organizational Integrity						
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Control	120	6,5292	,56153	,05126	6,4277	6,6307
Time	120	6,6729	,50916	,04648	6,5809	6,7650
Money	120	6,6917	,53229	,04859	6,5955	6,7879
Total	360	6,6313	,53820	,02837	6,5755	6,6870

Table S.2 : Test of homogeneity of variances of organizational integrity for Study 3.

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Organizational Integrity	Based on Mean	,235	2	357	,791
	Based on Median	1,251	2	357	,287
	Based on Median and with adjusted df	1,251	2	349,952	,288
	Based on trimmed mean	,473	2	357	,624

Table S.3 : Tukey HSD and Scheffe post hoc results of organizational integrity for Study 3.

Multiple Comparisons						
Dependent Variable: Organizational Integrity						
Tukey HSD					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-,14375	,06904	,095	-,3062	,0187
	Money	-,16250*	,06904	,050	-,3250	,0000
Time	Control	,14375	,06904	,095	-,0187	,3062
	Money	-,01875	,06904	,960	-,1812	,1437
Money	Control	,16250*	,06904	,050	,0000	,3250
	Time	,01875	,06904	,960	-,1437	,1812
Scheffe					95% Confidence Interval for Mean	
(I) Donation Group	(J) Donation Group	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Control	Time	-,14375	,06904	,116	-,3134	,0259
	Money	-,16250	,06904	,064	-,3322	,0072
Time	Control	,14375	,06904	,116	-,0259	,3134
	Money	-,01875	,06904	,964	-,1884	,1509
Money	Control	,16250	,06904	,064	-,0072	,3322
	Time	,01875	,06904	,964	-,1509	,1884

The mean difference is significant at the 0.05 level.

APPENDIX T: In-depth Interview Protocol

Turkish Version

Derinlemesine Görüşmeye Katılım Onay Metni

Değerli Katılımcı,
İstanbul Teknik Üniversitesi Lisansüstü Enstitüsü İşletme Doktora Programı kapsamında Bahadır Ayar tarafından hazırlanan ve Prof. Dr. Şebnem Burnaz danışmanlığında yürütülen tez çalışmasının bir parçası olan odak grup görüşmesine katkıda bulunmayı düşündüğünüz için teşekkür ederiz.
Görüşme Zoom üzerinden gerçekleştirilecektir ve paylaşılan tüm veriler anonimleştirilecektir. Bu çalışmada yer almanız tamamen gönüllülük esasına dayalıdır. Çalışma ile herhangi bir sorunuz varsa ayar18@itu.edu.tr adresinden Bahadır Ayar ile iletişime geçebilirsiniz.
Aşağıdaki "kabul ediyorum" seçeneğini işaretleyerek odak grup görüşmesine katılmayı kabul eder; görüşmenin kaydedilmesine, yazı haline getirilmesine ve ardından analizinin yapılmasına onay vermiş olursunuz.

☐ Kabul ediyorum.
☐ Kabul etmiyorum.

Görüşme Soruları
1. Size göre bir kuruma bağış yapmak (gönüllülük faaliyetine katılmak) için önemli olan faktörler nelerdir? Cevaplarınızı verirken sizden bağış (gönüllülük) talep eden kurumların özelliklerini düşünmenizi rica ediyorum.
2. Sizce bir kuruma bağış yapmak (gönüllülük faaliyetine katılmak) için kurumun güvenilir olması önemli midir? Cevabınızı gerekçeleri ile açıklayabilir misiniz?
3. Sizce bir hayır kurumunun güvenilir olması için gerekli şartlar nelerdir? Bir kurum nasıl hareket eder, hangi değerlere sahip olursa ve ne gibi standartları sağlarsa sizin için güvenilir olarak nitelendirilebilir?
4. Yukarıda belirttiğiniz güven faktörlerinden hangisi sizin için en önemlisidir? Cevabınızı gerekçeleri ile açıklayabilir misiniz?
5. Bir hayır kurumuna güven duymamanız bağış davranışınızı (gönüllülük faaliyetine katılmanızı) etkiler mi? Cevabınızı gerekçeleri ile açıklayabilir misiniz?
6. Son 1 yıl içerisinde hayır kurumları özelinde size güvensizlik hissettirecek bir olaya şahit oldunuz mu ya da böyle bir olayı çeşitli kaynaklardan duydunuz mu? Cevabınız "evet" ise yaşadığınız olayı ya da duyduklarınızı lütfen detaylı bir şekilde açıklar mısınız?
7. Son 1 yıl içerisinde bir hayır kurumuna güven duymamanıza rağmen bu kuruma bağış yaptınız (gönüllülük faaliyetine katıldınız) mı? Cevabınız "evet" ise bağış yapma (gönüllülük faaliyetine katılma) gerekçelerinizi lütfen detaylı bir şekilde açıklar mısınız?
8. Katıldığınız gönüllük faaliyetlerini düşündüğünüzde, yaptığınız katkılarınızın yardım ettiğiniz bireyleri olumlu yönde etkilediğine inanıyor musunuz? Lütfen bu süreç boyunca hissettiklerinizi detaylı bir şekilde açıklar mısınız?*
9. Yukarıda verdiğiniz bilgileri göz önünde bulundurarak gönüllük faaliyetlerine katılmaya devam ettiniz mi? Cevabınız hayır ise, lütfen nedenlerini ayrıntılı olarak açıklayınız.*

** 8. ve 9. Sorular sadece zaman grubunda yer alan katılımcılara sorulmuştur.*

Figure T.1: In-depth Interview Protocol Turkish Version

English Version

Consent Text for Participation in In-depth Interview

Dear Participant,

Thank you for your interest in contributing to the in-depth interview, which is part of the thesis study prepared by Bahadır Ayar and conducted under the supervision of Prof. Dr. Şebnem Burnaz within the scope of Istanbul Technical University Graduate School Management Doctorate Program.
The interview will be conducted via Zoom and all data shared will be anonymized. Your participation in this study is completely voluntary. If you have any questions about the study, you can contact Bahadır Ayar at ayar18@itu.edu.tr.
By checking "I agree" below, you agree to participate in the focus group interview and consent to the recording, transcription and subsequent analysis of the interview.

☐ I agree.
☐ I do not agree.

In-depth Interview Questions
1. In your opinion, what are the factors that are important for donating (volunteering) to an organization? When giving your answers, I would like you to think about the characteristics of the organizations that ask you for donations (volunteering).
2. Do you think it is important for an organization to be trustworthy in order to make a donation (to participate in a volunteering activity)? Can you explain your answer with reasons?
3. What do you think are the requirements for a nonprofit organization to be trustworthy? How does an organization act, what values does it hold and what standards does it meet that would qualify it as trustworthy?
4. Which of the above trust factors is the most important for you? Can you explain your answer with reasons?
5. Does your lack of trust in a nonprofit organization affect your donation behavior (participation in a volunteering activity)? Can you explain your answer with reasons?
6. In the past year, have you witnessed or heard from various sources about any incident that caused you to feel distrust towards charitable organizations? If your answer is "yes," could you please provide a detailed explanation of the incident or what you have heard?
7. In the past year, have you made a donation to (or participated in volunteer activities for) a charitable organization despite lacking trust in it? If your answer is "yes," could you please provide a detailed explanation of your reasons for making the donation (or participating in the volunteer activities)?
8. Reflecting on the volunteer activities you have participated in, do you believe your contributions have positively impacted the individuals you assisted? Could you please provide a detailed explanation of your feelings throughout this process?*
9. Considering the information you provided above, did you continue to participate in volunteer activities? If your answer is no, please elaborate on the reasons in detail.*
** Questions 8 and 9 were only asked to the participants in the time group.*

Figure T.2: In-depth Interview Protocol English Version

CURRICULUM VITAE

Name Surname **:** Bahadır AYAR

EDUCATION **:**

- **B.A.** **:** 2015, Marmara University, Faculty of Business Administration, Department of Business Administration
- **M.A.** **:** 2017, Marmara University, Institute of Social Sciences, Department of Global Marketing

PROFESSIONAL EXPERIENCE AND REWARDS:

- **2024** **:** TÜBİTAK 2224-A - Grant Program for Participation in Scientific Meetings Abroad
- **2019-present** **:** Research Assistant at Marmara University

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- **Ayar, B. & Burnaz, Ş.** (2025). The Nexus of Scarcity and Donation: Exploring the Interplay of Construal of Resources, Well-Being, Trust, and Efficacy in Nonprofit Fundraising. *International Review on Public and Nonprofit Marketing,* https://doi.org/10.1007/s12208-025-00429-w
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- **Erdil, T. S., Aydoğan, S., Ayar, B., Güvendik, Ö., Diler, S., & Gusinac, K.** (2019). Effect Of Brand and Market Performance On Competitiveness In Mergers And Acquisitions. In M. Özşahin, & T. Hıdırlar (Eds.), New Challenges in Leadership and Technology Management, vol 54. European Proceedings of Social and Behavioural Sciences (pp. 44-58). Future Academy. https://doi.org/10.15405/epsbs.2019.01.02.5
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