

Supplementary materials

Section E1: The analyses of the effect of order in Study 1a

Paired sample t-test showed that there was no significant difference between Order 1 (no gift, gift) and Order 2 (gift, no gift) in no-gift donated amounts ($M_{\text{order 1}} = 46.77$, $SD_{\text{order 1}} = 30.54$, $M_{\text{order 2}} = 48.12$, $SD_{\text{order 2}} = 29.95$, $t(67) = 0.21$, $p = 0.83$), no-gift donation rates ($M_{\text{order 1}} = 47.46\%$, $SD_{\text{order 1}} = 26.92$, $M_{\text{order 2}} = 52.21\%$, $SD_{\text{order 2}} = 22.03$, $t(67) = 0.80$, $p = 0.43$), benefit-to-self thank-you gift donated amounts ($M_{\text{order 1}} = 77.09$, $SD_{\text{order 1}} = 38.02$, $M_{\text{order 2}} = 83.72$, $SD_{\text{order 2}} = 21.47$, $t(67) = 0.89$, $p = 0.37$) and benefit-to-self thank-you gifts donation rates ($M_{\text{order 1}} = 61.00\%$, $SD_{\text{order 1}} = 24.99$, $M_{\text{order 2}} = 66.96\%$, $SD_{\text{order 2}} = 18.25$, $t(67) = 1.13$, $p = 0.26$).

Section E2: The Simple-effects analysis in Study 2b

Simple-effects analysis showed that laypeople' prediction of donation amounts at Time 2 was higher than their prediction at Time 1 in both benefit-to-self thank-you gifts group ($M_{\text{Time 2}} = 56.88$, $SD_{\text{Time 2}} = 20.94$; $M_{\text{Time 1}} = 50.88$, $SD_{\text{Time 1}} = 25.97$, $p < 0.01$) and benefit-to-others thank-you gifts group ($M_{\text{Time 2}} = 59.21$, $SD_{\text{Time 2}} = 26.36$; $M_{\text{Time 1}} = 46.39$, $SD_{\text{Time 1}} = 26.94$, $p < 0.001$). A further direction comparison showed that the difference between Time 2 and Time 1 in the benefit-to-others thank-you gifts group ($T2-T1_{\text{benefit-to-others}} = 12.82$) exceeded that of the benefit-to-self thank-you gifts group ($T2-T1_{\text{benefit-to-self}} = 6.00$).

Table E1

Regression coefficients, standard errors (SE), and model summary information for the mediation model. This model assesses the effect benefit-to-self thank-you gifts (X) exert on donation rates (Y1) and donation amounts (Y2) through anticipated positive emotions (M).

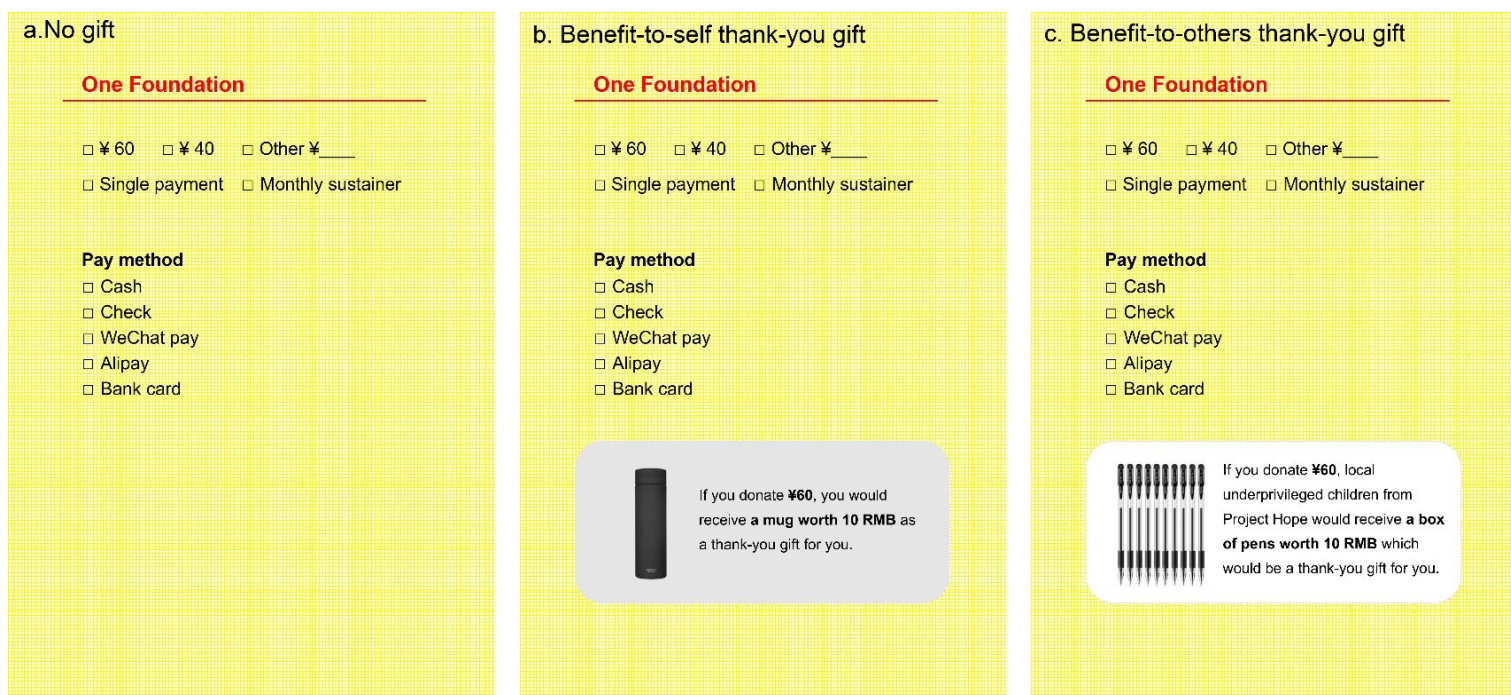
Antecedent variables	Consequent variables								
	M			Y1			Y2		
	Coeff.	SE	<i>p</i>	Coeff.	SE	<i>P</i>	Coeff.	SE	<i>p</i>
X	0.72	0.05	<0.001	12.20	0.82	<0.001	12.20	0.87	<0.001
M	-	-	-	10.73	0.61	<0.001	8.40	0.75	<0.001

Table E2

Regression coefficients, SE, and model summary information for the mediation model assessing the effect that benefit-to-others thank-you gifts (X) exert on donation rates (Y1) and donation amounts (Y2) through anticipated positive emotions (M).

Antecedent variables	Consequent variables								
	M			Y1			Y2		
	Coeff.	SE	<i>p</i>	Coeff.	SE	<i>P</i>	Coeff.	SE	<i>p</i>
X	0.75	0.05	<0.001	9.70	0.90	<0.001	10.20	0.92	<0.001
M	-	-	-	9.11	0.70	<0.001	7.07	0.76	<0.001

Figure E1. Fundraising pages for Study 2a

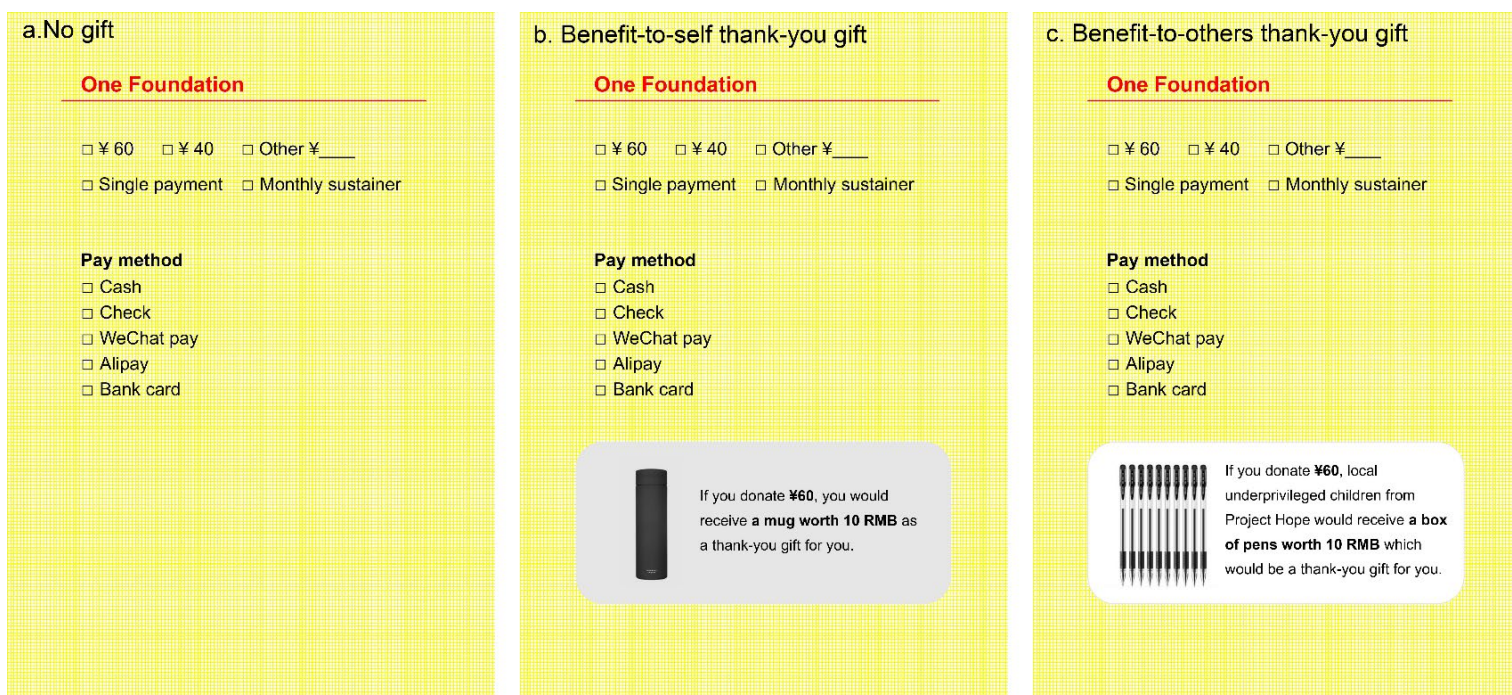


Questionnaire

This research group wants to carry out a study about donation, and we would like to ask you to predict the results to help us obtain a reliable hypothesis. In this study, participants in three groups will receive one of the following fundraising pages. Please predict the results on the next page.

1. Please predict how happy Group A/B/C potential donors would be.
(1 means not at all and 7 means very much)
2. Please predict how unhappy Group A/B/C potential donors would be.
(1 means not at all and 7 means very much)
3. Please predict the donation rates (0-100%) of Group A/B/C.
()%.
4. Please predict average donated amounts of Group A/B/C.
() yuan.

Figure E2. Fundraising page for Study 2b



Questionnaire

This research group wants to carry out a study about donation, and we would like to ask you to predict the results to help us obtain a reliable hypothesis. In this study, participants will receive the following fundraising pages. Please predict the results on the next page.

1. Please predict how positive/good/pleasant/happy/joyful/contented potential donors would be.

(1 means not at all and 7 means very much)

2. Please predict the donation rates (0-100%).

()%.

3. Please predict the average donated amounts of potential donors.

() yuan.

Figure E3

Fundraising page for Study 3a

a. No gift

One Foundation

¥ 60 ¥ 40 Other ¥ _____

Single payment Monthly sustainer

Pay method

Cash
 Check
 WeChat pay
 Alipay
 Bank card

b. Benefit-to-self thank-you gift


One Foundation

¥ 60 ¥ 40 Other ¥ _____

Single payment Monthly sustainer

Pay method

Cash
 Check
 WeChat pay
 Alipay
 Bank card



If you donate **¥60**, you would receive a **mug worth 10 RMB** as a thank-you gift for you.

Figure E4

Fundraising page for Study 3b

a. No gift

One Foundation

¥ 60 ¥ 40 Other ¥ _____

Single payment Monthly sustainer

Pay method

Cash
 Check
 WeChat pay
 Alipay
 Bank card

c. Benefit-to-others thank-you gift


One Foundation

¥ 60 ¥ 40 Other ¥ _____

Single payment Monthly sustainer

Pay method

Cash
 Check
 WeChat pay
 Alipay
 Bank card

 If you donate **¥60**, local underprivileged children from Project Hope would receive a **box of pens worth 10 RMB** which would be a thank-you gift for you.

Questionnaire

1. Please predict how positive/good/pleasant/happy/joyful/contented potential donors would be.

(1 means not at all and 7 means very much)

2. Please predict the donation rates (0-100%).

()%.

3. Please predict the average donated amounts of potential donors.

() yuan.

Study E1: Field experiment on the effect thank-you gifts exert on donation behavior (benefit-to-self thank-you gifts vs. benefit-to-others thank-you gifts vs. no gift)

Studies 1, 2, and 3 explored the effect thank-you gifts exert on donation behavior and the mediating role of positive anticipated emotions from the perspective of laypeople's belief. However, it remains unknown whether any discrepancy exists between laypeople's beliefs and the behaviors of donors in real prosocial life in Chinese culture. To address this issue and explore the effect of thank-you gifts on actual donation behavior, a field experiment was conducted using a between-subjects design. Based on the findings of Newman and Shen (2012), it was predicted that donors in the no-gift condition would donate more than donors in both the benefit-to-self condition and benefit-to-others condition; moreover, donors in the benefit-to-others condition would donate more than donors in the benefit-to-self condition.

Method

Participants

Through on-site fundraising, voluntary donations were received from 48 participants (18 female, $M_{age} = 32.10 \pm 11.62$ years; $N_{benefit\ to\ others} = 16$, $N_{benefit\ to\ self} = 15$, $N_{no\ gift} = 17$). Due to the unpredictability of the field experiment, we cannot determine the sample size in advance. However, we conducted a post hoc power analysis on G*Power (version 3.1)(Faul et al., 2009) according to

the effect size and sample size of our study. The power is 0.44 in this study.

Materials and procedure

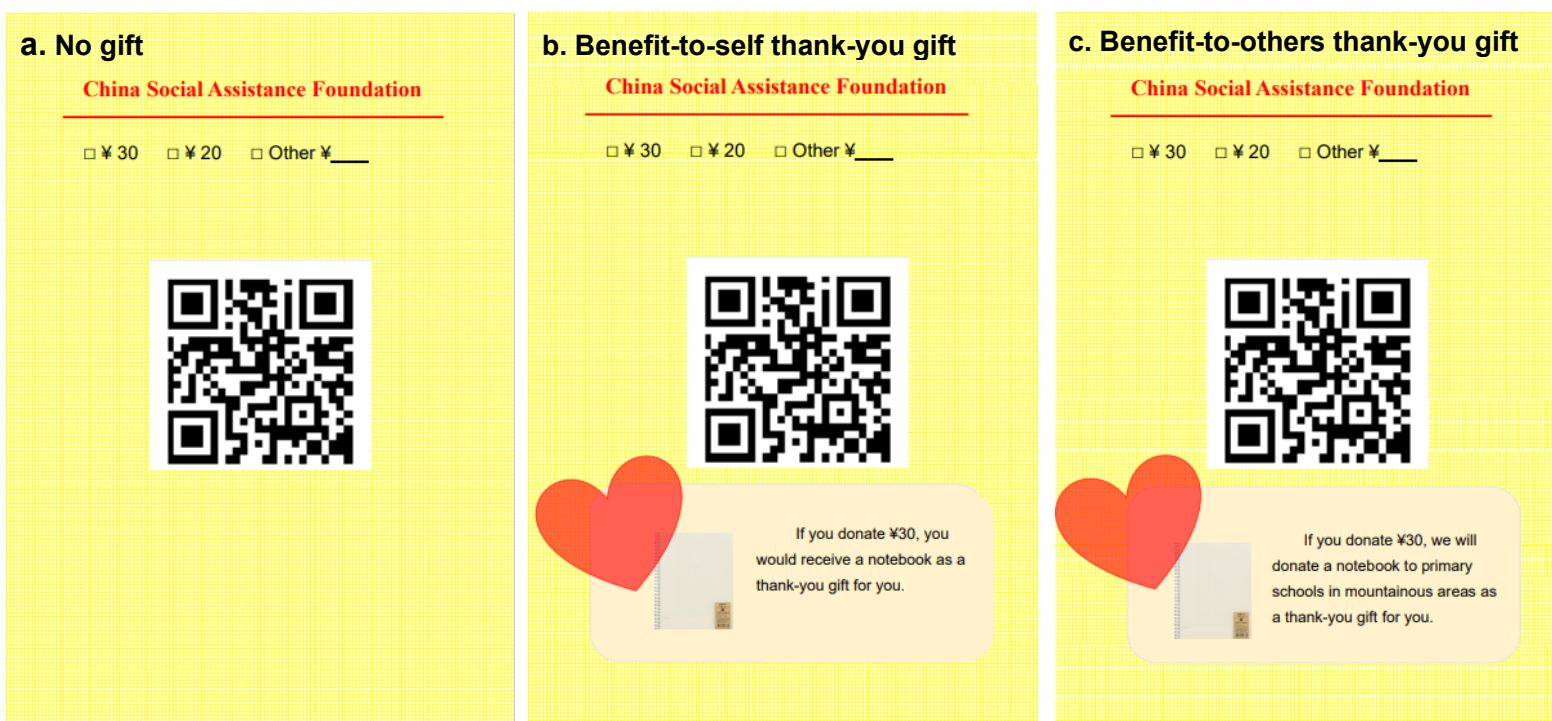
A between-subjects design was adopted, with the gift condition (i.e., benefit-to-self vs. benefit-to-others vs. no gift) as between-subject variable, and participants' donated amounts as dependent variable.

The field experiment was run in three business centers in Xi'an (a medium-sized city in central China) with dense human traffic. Nine volunteers were recruited as fundraisers. They were divided into three groups and every fundraiser received the same training. Moreover, to avoid effects imposed by time, place, and fundraisers as much as possible, each gift condition was assigned to two fundraiser groups in two different places and two different time periods (either in the morning, i.e., 9:00-12:00 am or in the afternoon, i.e., 14:30-17:30 pm). Specifically, at location 1, group 1 raised money for condition 1 in the morning and for condition 2 in the afternoon; at location 2, group 2 raised money for condition 3 in the morning and for condition 1 in the afternoon; at location 3, group 3 raised money for condition 2 in the morning and for condition 3 in the afternoon. First, passers-by were randomly selected and briefed in a unified way that a voluntary fund-raising activity for charity projects is carried out, which aims to care for left-behind children. In the benefit-to-self thank-you gifts condition and the benefit-to-others thank-you gifts condition, participants were told that if their donation amount is 30 yuan or more, they will receive a corresponding gift (See Figure S5). In this study, the benefit-to-self

thank-you gift was a notebook for the donor, and the benefit-to-others thank-you gift was a notebook for primary school children in mountainous areas. Second, if they are willing to donate, the fundraiser would guide them to donate online and report their demographic information (i.e., sex and age). Finally, all participants were debriefed about the purpose of the study.

Figure E5

Fundraising pages for Study 4



Results

One-way ANOVA on the donated amounts yielded a main effect of the gift condition, $F(2, 45) = 10.15$, $p < 0.001$, $\eta_p^2 = 0.31$. Participants' donated amounts in the benefit-to-others thank-you gifts condition ($M = 32.69$, $SD = 19.65$) were higher than those in the no-gifts condition ($M = 17.35$, $SD = 7.10$, $p = 0.002$) and in the benefit-to-self thank-you gifts condition ($M = 12.40$, $SD =$

9.30, $p < 0.001$). No significant difference was found between the benefit-to-self group and the no-gift group.

Discussion

In Study 4, a field experiment was performed to explore the effect thank-you gifts impose on real prosocial behavior. The results showed that participants' donated amounts in the benefit-to-others thank-you gifts condition exceeded those in the no-gifts condition and the benefit-to-self thank-you gifts condition. Moreover, there was no significant difference between the benefit-to-self condition and the no-gift condition. These findings are not consistent with the results of a previous study, which showed that donors in the no-gift condition donated more than donors in both the benefit-to-self condition and the benefit-to-others condition, and that donors in the benefit-to-others condition donated more than donors in the benefit-to-self condition (Newman & Shen, 2012). The present study showed that as another form of donation, benefit-to-others thank-you gifts increased the amount of money participants donate.

However, the post hoc power analysis indicated the power of this field study is relatively low. It is difficult to include more participants in the field donation campaign because the donation rate in the field campaign is low. For example, a field experiment was run via the public radio station and a total of 3,641 members were included, and the average donation rate was 4.8% (Chao, 2017). In particular, during the daily epidemic prevention and control, large-

scale gathering activities have been reduced. Moreover, people may be more resistant to interact with strangers, which may decrease the risk of infection. Thus, those facts have increased the difficulty of field experiment during the COVID-19 epidemic. The results from Study S1 were preliminary and should be interpreted with caution. Future replication research with greater sample size is needed.

Reference

- Chao, M. (2017). Demotivating incentives and motivation crowding out in charitable giving. *Proceedings of the national academy of sciences of the united states of america*, 114(28), 7301-7306. <https://doi.org/10.1073/pnas.1616921114>
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A. G. (2009). Statistical power analyses using G*Power 3.1: tests for correlation and regression analyses. *Behavior Research Methods*, 41(4), 1149-1160. <https://doi.org/10.3758/BRM.41.4.1149>
- Newman, G. E., & Shen, Y. J. (2012). The counterintuitive effects of thank-you gifts on charitable giving. *Journal of Economic Psychology*, 33(5), 973–983. <https://doi.org/10.1016/j.joep.2012.05.002>