

A SYSTEMATIC LITERATURE REVIEW OF RESEARCH ON CHARITABLE GIVING FROM 1951-2021

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Abstract: Conventional literature reviews of empirical studies and more advanced systematic reviews have been used in the past to investigate and map the field of philanthropy, donation-based crowdfunding, and charitable causes. However, studies assessing published systematic reviews of charitable giving are limited. Taking into account the items of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), this research reviews literature related to charitable giving, charitable behaviour, and donor behaviour, as the terms are interchangeably used by previous researchers. All papers of empirical studies published from 1951 to 2021 were considered for this review. The literature queries on databases and search engines produced 849 results. After thorough screening, the author presents an extensive review of 227 academic studies on charitable giving. The objective of this study is twofold. Firstly, the researcher includes a systematic literature review of charitable giving, including the antecedents and the consequences. Secondly, the researcher analyses the gaps in the existing discipline and outlines future research. Overall, this research provides a comprehensive understanding of the field's trends, classification of research methodology, and various attributes of antecedents and outcomes in relation to charitable giving that have been widely used in the past research. The findings of this systematic literature review can be thoroughly assessed and analysed, and synthesises results of studies published in international journals in the areas of Business and Social Sciences. The findings from this research can offer a fundamental theoretical framework for future study in the field of charitable giving.

Keywords: Systematic review, PRISMA, charitable giving.

Introduction

Traditionally, reviewing past studies has been recognised as a tool that enables researchers to map the present knowledge of a particular field (Palmatier *et al.*, 2018; Hulland & Houston, 2020). This type of review process allows the researcher to identify intellectual trends and understanding circulating among the public although not necessarily evaluated and comprehensively organised. In particular, the relevance of reviews rests on the recognition that “most research can only be understood in context – and a key part of that context consists of the results of other studies” (Petticrew & Roberts, 2006).

In the context of charitable giving, prominent papers, such as by Bekkers and Wiepking (2011), have presented an overview of articles on charitable giving based on a review of more than 500 articles, in which the central question is why individuals contribute to charitable organisations. Although we cannot deny the significant impact of this paper in providing fundamental theoretical framework for forthcoming studies in explaining charitable giving, these traditional methods of literature reviews have numerous limitations, including an absence of scientific rigour (Noblit & Hare, 2018; Snyder, 2019).

Authors such as Briner and Walshe (2014) mentioned that the “traditional or narrative literature reviews, while useful in many ways, have rather different and often unclear aims, do not adopt an explicit or systematic method, cherry-pick research, may adopt a stance, and include only evidence that tends to support that position”. In other words, traditional literature reviews have been criticised for their lack of quality and trustworthiness, as well as bias in producing evidence-based knowledge (Snyder, 2019).

These shortcomings have spurred researchers to develop improved assessments of knowledge utilising systematic approaches for conducting reviews (i.e., Systematic Literature Review, SLR) (Kraus *et al.*, 2020).

Therefore, the current study is fulfilling the research gap by shedding light on charitable giving by using an improved method that provides superior transparency of literature reviews that minimises biases and errors (Haddaway *et al.*, 2020). SLR (and other related approaches, including meta-analyses) implements “a replicable, scientific and transparent process, in other words, a detailed technology that aims to minimise bias through exhaustive literature searches by providing an audit trail of the reviewers’ decisions, procedures and conclusions” (Tranfield *et al.*, 2003).

Specifically, the main difference between SLR and other types of reviews is related to the precise and comprehensive procedures involved in the synthesis of findings, which led to unbiased searches and high level of efficiency and quality (Mulrow, 1994; Liberati *et al.*, 2009). This is because the term ‘systematic’ signifies a research protocol that “helps protect objectivity by providing explicit descriptions of the steps taken” (Tranfield *et al.*, 2003, p. 215), such as the aim of the study, the research plan and the inclusion and

exclusion conditions applied in the review process (Okoli & Schabram, 2010; Gomersall *et al.*, 2015). By implementing this step, systematic reviews can provide evidence-based practices and be recognised as a ‘fundamental scientific activity’ in various fields (both science and social science) (Mulrow, 1994).

Literature Review

There have been extensive, progressive, and expanding studies in understanding charitable giving. For example, Tian and Konrath (2021) conducted a systematic literature review of charitable giving, but the 35 studies they included in their research were focused on the social influence of charitable giving.

Another systematic review and meta-analysis by Chapman, Hornsey, and Gillespie (2021) examined to what extent trust is a precondition for charitable giving, therefore limiting the studies to theories of trust and charitable giving. A systematic review and conceptual framework study by Salido-Andres *et al.* (2021) only mapped the area of donation-based crowdfunding for charitable causes.

Similarly, Alegre and Moleskis (2021) presented a systematic review of the literature in the context of only donation-based and reward-based crowdfunding. On the other hand, Yang and Liu (2021) conducted a meta-analysis on charitable giving focused on political ideology.

Even though there are various literature reviews and systematic reviews of charitable giving, their context was mainly limited to the sub-dimensions of the field. For instance, there is a gap in the literature on the methods scholars undertake systematic reviews of research title trends, classification of research methodology, and various attributes of antecedents and outcomes of charitable giving widely used in the past studies.

To our best knowledge, the research by Kumar and Chakrabarti (2021) is the only study that offers a systematic review of the charitable giving literature that does not limit itself to a sub-areas of charitable giving studies. Although their research signifies a substantial contribution to our understanding of emerging themes in the area of donor behaviour, it only considers 148 articles on charity donor behaviour and giving behaviour that merely focuses on its drivers.

Another limitation of that study is pertaining to the analysis itself, which emphasises the charity donor behaviour and its drivers but does not focus on the research title trends, type of methods used, citation analysis, the occurrence of publication per year, the frequency of papers per journal, the assigned quartiles, antecedents, and consequences in relation to charitable giving in general.

Based on these assumptions, the present research was considered to address the need to investigate the cumulative empirical studies across interdisciplinary and international scholar works which are related to charitable giving by paying particular attention to the overall procedures of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) (Liberati *et al.*, 2009).

To address the existing research gap, several research objectives had been developed for the systematic literature review of charitable giving: (a) To identify the trend of title wording; (b) To classify the methodology used in previous empirical studies; (c) to assess the trend of antecedents used to predict charitable giving behaviour; (d) to observe the trend of consequences related to charitable giving; and (e) to make recommendations for future studies' improvement. The findings of this study would be helpful for future researchers to understand the overall trend of factors and consequences, as well as the bigger picture of the charitable giving studies.

Research Methodology

The Preferred Reporting Items for Systematic Reviews (PRISMA) standards were followed to produce this systematic review. PRISMA helps the authors conduct systematic reviews in a manner that is scientifically adequate because of its standard peer accepted approach that employs a guideline checklist.

By doing this, the quality of the systematic review can be assured because of the process and its replicability. To conduct this assessment, a specific procedure was established, illustrating the article selection criteria, search strategy, data extraction, and data analysis techniques.

Data Sources and Search Strategies

The authors chose the Scopus database to be investigated in this research because of its comprehensive coverage of journal articles. The authors searched for relevant peer-reviewed research published between 1951 and 2021, written in English.

In order to include as many appropriate articles as possible, we extended the search terms and strategies. Search terms were amended with informatics and then combined with Boolean operators. The phrases such as ("charitable AND giving") or ("charitable behavi*r") or ("donor behavi*r") were used as the keyword search terms for the article title, abstract, and keywords in Scopus.

Selection of Studies

Titles and abstracts were assessed according to the previously mentioned criteria by a researcher to establish paper eligibility for incorporation in this study. If the abstract met the criteria, the authors would proceed to screening the full text. The full text of possibly related research was evaluated for final inclusion. Any inconsistencies and disputes were solved by consensus with the other researcher.

Data Extraction Process and Quality Assessment

Data extraction and article quality assessment were scrutinised and evaluated by the two researchers independently. Data obtained from each study will be documented in an evidence table. Similar to the previous step, all incongruities were resolved by unanimity between the two authors.

Eligibility Criteria

Three rounds of the above process were carried out to select the papers for review.

The first round of evaluation includes the screening of the title and abstract which involved both reviewers.

The second round involved the evaluation of the articles by both assessors, individually. The selection criteria were established in line with the research questions. We eliminated

studies with no full text available or we had no access to the journal articles. The authors also excluded non-empirical papers.

As for the third round, one reviewer read through the articles and integrated all findings in one master document. Manuscripts in this final round were obtained for a comprehensive analysis in order to determine the inclusion in our study.

Constitution of the Corpus of Analysis

The selected manuscripts were arranged by year of publication. The search based on the inclusion criteria resulted in a total of 849 articles.

After adhering to the exclusion conditions (Figure 1), we narrowed the manuscripts to a total of 227 articles appropriate to the current systematic review of the literature. A total of 342 papers did not directly contribute to our research questions and were excluded.

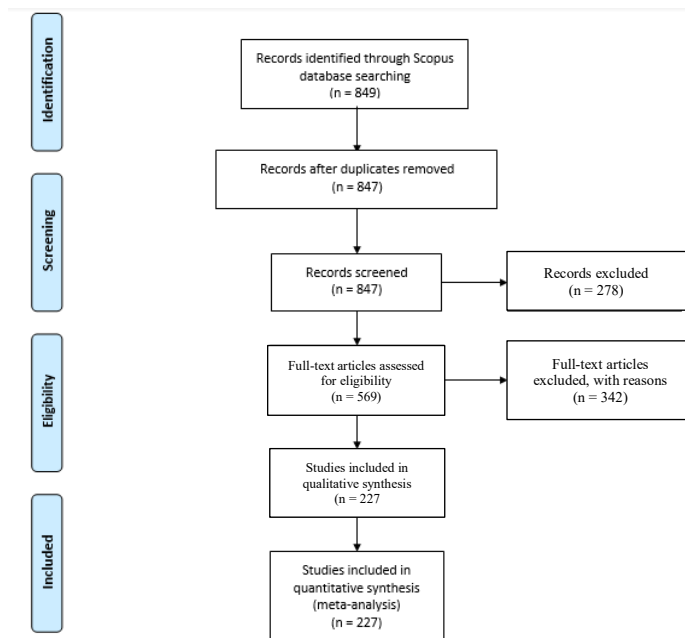


Figure 1: Reporting items for the systematic review [adapted the Preferred Reporting Items for Systematic Reviews (PRISMA) statement]

Characteristics of Included Studies

The year with the most research that emerged in our search is 2020, as illustrated in Figure 2. The year 2021 had fewer publications because the author retrieved the data in March.

Our findings demonstrate a significant growth in the number of published articles in the past four years.

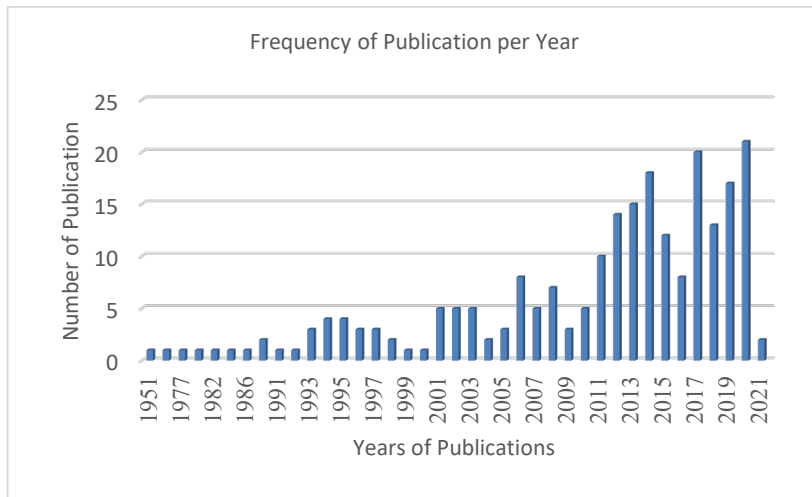


Figure 2: Frequency of publication per year

The authors found a dominance of quantitative research ($n = 175$), with qualitative studies presenting 39 results and mixed methods studies showing only two results.

A total of 160 different journals published studies on the subject under analysis, indicating the relevance of the field in various areas of knowledge. Figure 3 shows journals that have published more than 10 papers on the subject under analysis.

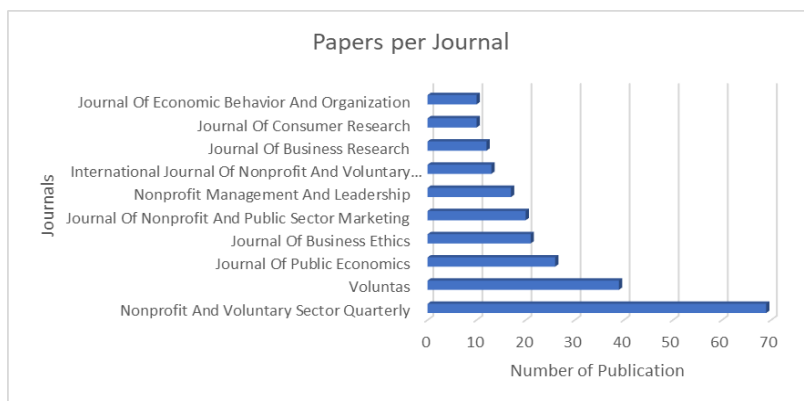


Figure 3: Frequency of papers per journal

Strengths and Limitations

In the review process, we applied PRISMA procedure and identified as much eligible research as possible. We extended the search terms, databases, and solved any incongruities through active discussion. As for limitation, we opted to restrict our search to one database recognised for its quality to ensure the rigour and quality of the research incorporated in our review process.

We emphasised on the quality of the articles over the breadth of the analysis — leading to a selection of 227 papers from 55 countries. Contemplating this outcome, the question arises if, by involving other databases, more research from a wider selection of countries may have been included.

Results and Discussion

The current study reviewed 227 papers related to charitable behaviour. Figure 1 summarised the study selection process. Although the literature search against the databases and search engines resulted in 849 records, 278 papers were removed as they were not about non-profit actions, despite citing the keyword “charitable behaviour” in their titles, abstracts, and/or keywords or the articles are review papers or experimental design papers, which were not the focus of the present study.

The full texts of the remaining 569 articles were meticulously assessed and 342 articles were excluded, as they failed to meet the eligibility criteria. The discarded articles are about company profits, conceptual papers, panel data, which were beyond the scope of this study. Journals without any assigned quartile were also excluded ($n = 11$). Eventually, 216 articles from 77 journals (20 journals from Quartile 1, 39 from Quartile 2, 15 from Quartile 3, and 3 from Quartile 4 journals) remained.

The journals and year of publication included in the review process were summarised in Table 1. The findings indicate that the research in the area of charitable behaviour is growing over time. The field started to gain attention in the 1990s and only 3% of them were done prior to the 1990s.

Furthermore, highly ranked journals, based on Scopus Quartile ranking system, published more papers related to charitable behaviour. While Q1 and Q2 journals published 6.5 and 1.5 papers per journal, respectively, the Q3 and Q4 journals on average published 1.9 and 1.0 papers, respectively. This reveals an association between journal quality ranking and publishing charitable behaviour papers.

Table 1: A summary of the names of the journals and year of publication of the included reviews

Journal Names	Q	1950	1960	1970	1980	1990	2000	2010	2020	Total
		- 1959	- 1969	- 1979	- 1989	- 1999	- 2009	- 2019	- 2029	
American Journal of Sociology	Q1	-	-	-	-	-	1	-	-	1
American Review of Public Administration	Q1	-	-	-	-	-	1	-	-	1

British Journal of Social Psychology	Q1	-	-	-	-	-	-	1	-	1
Chinese Journal of Communication	Q1	-	-	-	-	-	-	1	-	1
Cognition	Q1	-	-	-	-	-	-	1	-	1
Computers in Human Behavior	Q1	-	-	-	-	-	-	-	1	1
Consumption Markets and Culture	Q1	-	-	-	-	-	-	1	-	1
Du Bois Review	Q1	-	-	-	-	-	-	1	-	1
Economic Inquiry	Q1	-	-	-	-	3	-	-	-	3
Educational and Psychological Measurement	Q1	1	-	-	-	-	-	-	-	1
European Journal of Marketing	Q1	-	-	-	-	-	-	2	1	3
European Journal of Personality	Q1	-	-	-	-	-	-	-	1	1
European Sport Management Quarterly	Q1	-	-	-	-	-	-	1	-	1
Evolution and Human Behavior	Q1	-	-	-	-	-	-	1	-	1
International Journal for the Psychology of Religion	Q1	-	-	-	-	-	-	1	-	1
International Journal of Management in Education	Q1	-	-	-	-	-	-	1	-	1
Journal for the Scientific Study of Religion	Q1	-	-	-	-	1	-	-	-	1
Journal of Accounting and Public Policy	Q1	-	-	-	-	-	-	1	-	1
Journal of Adolescence	Q1	-	-	-	-	-	-	1	-	1
Journal of Behavioral Decision Making	Q1	-	-	-	-	-	-	1	-	1
Journal of Business Ethics	Q1	-	-	-	-	-	-	1	-	1
Journal of Business Research	Q1	-	-	-	-	1	-	5	2	8

Journal of Community and Applied Social Psychology	Q1	-	-	-	-	1	3	1	-	5
Journal of Consumer Psychology	Q1	-	-	-	-	-	1	1	-	2
Journal of Consumer Research	Q1	-	-	-	-	-	-	6	1	7
Journal of Cross- Cultural Psychology	Q1	-	-	-	-	-	1	-	-	1
Journal of Economic Psychology	Q1	-	-	-	-	-	2	-	1	3
Journal of Experimental Social Psychology	Q1	-	-	-	-	-	-	2	-	2
Journal of Human Resources	Q1	-	-	-	-	-	1	-	-	1
Journal of Immigrant and Refugee Studies	Q1	-	-	-	-	-	-	1	-	1
Journal of Interactive Marketing	Q1	-	-	-	-	-	1	-	-	1
Journal of Leadership and Organizational Studies	Q1	-	-	-	-	-	-	1	-	1
Journal of Marketing	Q1	-	-	-	-	-	-	1	1	2
Journal of Marketing Management	Q1	-	-	-	-	-	-	-	1	1
Journal of Positive Psychology	Q1	-	-	-	-	-	-	3	-	3
Journal of Public Administration Research and Theory	Q1	-	-	-	-	-	1	-	-	1
Journal of Public Economics	Q1	-	-	-	1	1	-	-	-	2
Journal of Public Policy and Marketing	Q1	-	-	-	-	-	-	2	-	2
Journal of Research in Personality	Q1	-	-	-	-	-	-	1	-	1

Journal of Service Management	Q1	-	-	-	-	-	-	1	-	1
Journal of Sport Management	Q1	-	-	-	-	1	1	-	1	3
Journal of the Academy of Marketing Science	Q1	-	-	-	-	-	1	-	-	1
Judgment and Decision Making	Q1	-	-	-	-	-	-	2	-	2
Management Decision	Q1	-	-	-	-	-	-	1	-	1
Nonprofit and Voluntary Sector Quarterly	Q1	-	-	-	-	2	3	9	1	15
Organisational Behavior and Human Decision Processes	Q1	-	-	-	-	-	-	2	1	3
Personality and Individual Differences	Q1	-	-	-	-	1	-	-	-	1
Personality and Social Psychology Bulletin	Q1	-	-	-	-	-	-	1	-	1
Psychological Science	Q1	-	-	-	-	-	-	1	-	1
Psychology and Marketing	Q1	-	-	-	-	1	2	2	1	6
Public Choice	Q1	-	-	-	1	1	-	-	-	2
Public Relations Review	Q1	-	-	-	-	1	-	1	-	2
Research in Higher Education	Q1	-	-	-	-	1	-	2	-	3
Service Industries Journal	Q1	-	-	-	-	-	2	1	-	3
Social Indicators Research	Q1	-	-	-	-	-	-	1	-	1
Social Psychological and Personality Science	Q1	-	-	-	-	-	-	1	-	1
Social Science and Medicine	Q1	-	-	-	-	1	-	-	-	1
Sport in Society	Q1	-	-	-	-	-	-	-	1	1
Voluntas	Q1	-	-	-	-	1	4	5	1	11

Young Consumers	Q1	-	-	-	-	-	-	1	-	1
All Q1 Journals (20 listed journals)		1 (0.8%)	0	0	2 (1.5%)	17 (13.1%)	25 (19.2%)	70 (53.8%)	15 (11.5%)	130 (100%)
Applied Economics	Q2	-	-	-	1	-	-	-	-	1
Applied Research in Quality of Life	Q2	-	-	-	-	-	-	1	1	2
Asia-Pacific Journal of Business Administration	Q2	-	-	-	-	-	-	1	-	1
Australasian Marketing Journal	Q2	-	-	-	-	-	1	-	-	1
Australian Journal of Social Issues	Q2	-	-	-	-	-	-	1	-	1
Children and Society	Q2	-	-	-	-	-	-	-	1	1
Chinese Journal of Sociology	Q2	-	-	-	-	-	-	1	-	1
Cogent Business and Management	Q2	-	-	-	-	-	-	-	1	1
Current Psychology	Q2	-	-	-	-	-	-	1	-	1
Education Economics	Q2	-	-	-	-	1	1	-	-	2
Frontiers in Psychology	Q2	-	-	-	-	-	-	1	1	2
Innovative Higher Education	Q2	-	-	-	-	-	-	1	-	1
International Journal of Educational Management	Q2	-	-	-	-	-	-	1	-	1
International Journal of Event and Festival Management	Q2	-	-	-	-	-	-	1	-	1

International Journal of Islamic and Middle Eastern Finance and Management	Q2	-	-	-	-	-	-	1	-	1
International Journal of Manpower	Q2	-	-	-	-	-	-	1	-	1
International Journal of Nonprofit and Voluntary Sector Marketing	Q2	-	-	-	-	-	-	6	1	7
International Journal of Public Administration	Q2	-	-	-	-	-	1	-	-	1
International Journal of Social Economics	Q2	-	-	-	-	-	-	1	-	1
International Review on Public and Nonprofit Marketing	Q2	-	-	-	-	-	1	3	-	4
Journal of Applied Social Psychology	Q2	-	-	-	-	-	-	1	-	1
Journal of Business Communication	Q2	-	-	-	-	-	-	1	-	1
Journal of Consumer Behaviour	Q2	-	-	-	-	-	1	1	-	2
Journal of Consumer Marketing	Q2	-	-	-	-	-	-	2	-	2
Journal of Current Issues and Research in Advertising	Q2	-	-	-	-	-	-	1	-	1
Journal of Family and Economic Issues	Q2	-	-	-	-	-	-	1	-	1
Journal of Islamic Marketing	Q2	-	-	-	-	-	-	2	-	2

Journal of Leisure Research	Q2	-	-	-	-	-	-	1	-	1
Journal of Marketing for Higher Education	Q2	-	-	-	-	1	-	-	-	1
Journal of Marketing Theory and Practice	Q2	-	-	-	-	-	-	-	1	1
Journal of Small Business Strategy	Q2	-	-	-	-	-	-	1	-	1
Journal of Social Psychology	Q2	-	-	2	-	1	-	-	-	3
Journal of Social Service Research	Q2	-	-	-	-	-	-	1	-	1
Proceedings of the ACM on Human-Computer Interaction	Q2	-	-	-	-	-	-	1	-	1
Qualitative Sociology Review	Q2	-	-	-	-	-	-	1	-	1
Social Psychology Quarterly	Q2	-	-	-	-	1	-	-	-	2
Social Responsibility Journal	Q2	-	-	-	-	-	-	1	-	1
Social Science Information	Q2	-	-	-	-	-	-	1	-	1
Social Science Journal	Q2	-	-	-	-	-	1	-	-	1
All Q2 Journals (39 listed journals)		0	0	2 (3.5%)	1 (1.8%)	4 (7.0%)	7 (12.3%)	37 (64.9%)	6 (10.5%)	57 (100%)
American Journal of Economics and Sociology	Q3	-	-	-	-	1	-	-	-	1
Applied Economics Letters	Q3	-	-	-	-	-	-	1	-	1

Atlantic Economic Journal	Q3	-	-	-	1	-	-		-	1
Corporate Reputation Review	Q3	-	-	-	-	-	1	1	-	2
Drustvena Istrazivanja	Q3	-	-	-	-	-	1		-	1
Educational Gerontology	Q3	-	-	-	-	-	-	1	-	1
International Journal of Applied Management Science	Q3	-	-	-	-	-	-	1	-	1
International Journal of Business Information Systems	Q3	-	-	-	-	-	-	1	-	1
International Journal of Monetary Economics and Finance	Q3	-	-	-	-	-	-	-	1	1
Journal of Chinese Sociology	Q3	-	-	-	-	-	-	1	-	1
Journal of Islamic Accounting and Business Research	Q3	-	-	-	-	-	-	1	-	1
Journal of Nonprofit and Public Sector Marketing	Q3	-	-	-	-	1	4	3	-	8
Journal of Policy Practice	Q3	-	-	-	-	-	1	-	-	1
Managing Leisure	Q3	-	-	-	-	-	-	1	-	1
Social Behavior and Personality	Q3	-	-	-	-	-	2	4	-	6
All Q3 Journals (15 listed journals)		0	0	0	1 (3.6%)	2 (7.1%)	9 (32.1%)	15 (53.6%)	1 (3.6%)	28 (100%)

Global Journal Al-Thaqafah	Q4	-	-	-	-	-	-	1	-	1
Journal of Islamic Economics, Banking and Finance	Q4	-	-	-	-	-	-	1	-	1
Romanian Journal of Applied Psychology	Q4	-	-	-	-	-	-	1	-	1
All Q4 Journals (3 listed journals)		0	0	0	0	0	0	3 (100%)	0	3 (100%)
Total		1	0	2	4	23	41	125	22	216

Note: Journals without any assigned quartile were not included in this table (n = 11).

Title and Methods

Table 2 revealed that most of the papers (60 papers, 26.4%) contained the keyword of “Charitable Giving”, followed by “Donors/Donation” (52 papers, 22.9%), and “Giving” (25 papers, 11.0%). It is justifiable that these three are the top keywords in the title as the data mining focused on charitable behaviour.

The top three least mentioned keywords in the titles are “Policy” (2 papers, 0.9%), “Charitable Intention” (2 papers, 0.9%), “Consumer” (3 papers, 1.3%) and “Non-profit” (3 papers, 1.3%). On the other hand, as for methodology, we have discovered a significant prevalence of quantitative studies in examining charitable behaviour (173 papers, 76.2%).

Comparatively, very limited studies have adopted mixed methods (16 papers, 7.0%); while 38 papers (16.7%) were qualitative studies.

Independent Variables

As indicated in Table 2, many antecedents have been studied to influence the charitable behaviour of individuals. “Intrinsic Motivation” (32 papers, 14.1%) such as self-

esteem and self-satisfaction, was the most studied antecedent in the area of charitable behaviour. Followed by “Attitudes or Personalities”, with 24 papers (10.6%) that studied it as an independent variable to charitable behaviour. “Demographic Characteristics” was ranked as the third most studied antecedent (22 papers, 9.7%), such as age, geographical area, gender, and working experience.

From the top three antecedents, we note that charitable behaviour is mostly affected by internal factors instead of external factors (environment). “Religion/Religious value” is the fourth antecedent (15 papers, 6.6%), where religiosity plays a major role in affecting one to perform good deeds. Other than that, “financial factor” (14 papers, 6.2%) such as income, household distribution, and national economic status could also affect the rate of charitable behaviour.

On the other hand, very limited studies were conducted to examine the effect of the following antecedents on charitable behaviour. The first least studied independent variable was “Education” (1 paper, 0.4%), where there is no

further “Education” paper since 1950s. “Networking” (one paper, 0.4%) shared the same percentage as “Education”, however, it is expected that “Networking” will be gaining attention as it is studied in the 2010s. “Bequest” (two papers, 0.9%) is another potential area to be studied in charitable behaviour. Although “Demographic Characteristics” was ranked as the third most studied antecedent, “Gender Difference” (three papers, 1.3%) received limited attention. “Community Engagement” (three papers, 1.3%) shared the same rank as “Gender Difference”.

Dependent Variables

Table 2 shows the expected result when “Charitable Behaviour” (99 papers, 43.6%) was the most studied dependent variable. As “Donation Behaviour” is interrelated with charitable behaviour, it was ranked as the second most studied outcome (48 papers, 21.1%).

Similarly, “Giving” is another type of charitable behaviour, hence it was ranked as the third most studied outcome (24 papers, 10.6%). Instead of studying the real behaviour of individuals, it seems researchers started to acknowledge the predictive power of intention, hence few keywords such as “Donate Intention” (18 papers, 7.9%) and “Giving Intention” (five papers, 2.2%) were studied as dependent variables. This is to understand individuals’ intentions, which can be the first step to understanding one’s actual behaviour.

On the other hand, very limited attention was given to some dependent variables, such as “Positive Emotions (happiness)” (two papers, 0.9%), “Recognition” (one paper, 0.4%), “Crowdfunding” (one paper, 0.4%), and “Bequest” (1 paper, 0.4%). This is probably due to some of these variables might be frequently studied as antecedents instead of outcomes, such as crowdfunding and bequest. Positive emotions such as happiness, are believed to have gained attention as two papers were published in the 2010s.

Table 2: A summary assessing the extent to which the included reviews

	1950 - 1959	1960 - 1969	1970 - 1979	1980 - 1989	1990 - 1999	2000 - 2009	2010 - 2019	2020 - 2021	Total
Number of included papers	1	0	2	4	23	44	130	23	227
Title									
Charity/charitable giving	1	-	-	1	8	12	33	5	60
Giving	-	-	1	1	3	5	13	2	25
Donor/donation	-	-	1	-	6	12	29	4	52
Methods									
Qualitative	1	-	1	-	5	10	18	3	38
Quantitative	-	-	2	3	17	34	101	16	173
Mixed method	-	-	-	-	2	-	11	3	16

Independent Variables									
External environment (Education and Government)	1	-	1	-	-	4	7	3	16
Demographic characteristics	-	-	1	-	5	10	9	-	25
Advertisement/appeal	-	-	1	1	-	3	7	-	12
Intrinsic motivation	-	-	-	1	1	6	30	6	44
Financial factor	-	-	-	1	4	3	5	1	14
Attitudes/personalities	-	-	-	-	4	5	14	1	24
Community engagement	-	-	-	-	1	-	1	1	3
Donor's Experience	-	-	-	-	1	3	5	1	10
Motivation in general	-	-	-	-	1	1	5	2	9
Religion/religious value	-	-	-	-	3	1	9	2	15
Social influence	-	-	-	-	2	1	7	3	13
The planned behaviour theory	-	-	-	-	1	3	4	-	8
Cultural value	-	-	-	-	-	2	7	-	9
Emotions	-	-	-	-	-	2	7	2	11
Extrinsic motivation	-	-	-	-	-	-	4	-	4
Moral values	-	-	-	-	-	-	4	1	5
Networking	-	-	-	-	-	-	1	-	1
Dependent Variables									
Charitable/donate/giving intention	1	-	-	-	1	3	21	4	30
Charitable behaviour/ donation behaviour	-	-	3	3	22	38	94	15	175
Philanthropy/philanthropic	-	-	-	-	1	1	2	1	5
Prosocial	-	-	-	-	-	1	4	1	6
Bequest	-	-	-	-	-	-	1	-	1
Charitable behaviour preferences	-	-	-	-	-	-	5	1	6
Engagement/participation	-	-	-	-	-	-	4	-	4
Positive emotions	-	-	-	-	-	-	2	-	2
Recognition	-	-	-	-	-	-	1	-	1
Crowdfunding	-	-	-	-	-	-	-	1	1

Discussion of the Empirical Material

As charitable giving as a field of inquiry has increasingly grown and attained conceptual and methodological maturity in the past 71 years, several endeavours to map and synthesise the current body of knowledge have emerged in the literature.

Amongst the different forms of analysis performed by researchers, various methodologies including qualitative studies, quantitative studies as well as mixed methods have become apparent as one of the primary approaches to evaluate the status of charitable giving knowledge.

The findings of our analysis reveal this trend, as there have been an increasing number of papers on charitable giving in the past decade. Nevertheless, our study also raises questions regarding whether there are enough systematic reviews employed by previous authors in understanding and the overall phenomenon related to charitable giving.

As mentioned previously, there are continuous effort by previous scholars in mapping the field, however the systematic reviews are specific to a particular research context, such as the effects of social influence on charitable giving (e.g., Tian & Konrath, 2021), the effect of trust as the prerequisite for charitable giving (e.g., Chapman *et al.*, 2021), the effect of political ideology on charitable giving (e.g., Yang & Liu, 2021) and donation-based crowdfunding for charitable cause (e.g., Salido-Andres *et al.*, 2021; Alegre & Moleskis, 2021).

Therefore, the current research fills the gap in systematically mapping previous research in the area of charitable giving in general and as a whole. The possible reasons for previous studies on charitable giving being confined to specific contexts might be due to their research objective, which is to provide

focused and in-depth analysis, which allows for more precise conclusions within each domain. They might have wanted to address specific contexts to facilitate targeted interventions and policy recommendations.

On the other hand, our current study examined the bigger picture of charitable giving to provide overarching patterns and trends across diverse contexts. This holistic approach allows for the identification of broad principles and factors that influence charitable behaviour universally, providing a comprehensive foundation for further research and policy development.

Moreover, the current study takes into consideration that the systematic reviews followed specific guidelines and avoids interpretivist approaches that may not be inevitably objective. To overcome this issue, the researcher employed a transparent and comprehensive guideline to minimise bias and generate trustworthy (and less subjective) evaluations of the existing body of knowledge related to charitable giving studies.

In particular, the current study adheres to the PRISMA protocol as it embodies one of the most thorough guidelines in assessing the present and future trends in any given field (Liberati *et al.*, 2009). For instance, crucial information underpinning the systematic review process, including the specific keywords chosen to search the databases, was specified in this paper.

In regard to the research objectives, firstly, the systematic literature review of charitable giving identified the trend of the wordings in titles used by previous scholars. Based on the systematic review findings, 26.43% of previous research used the word 'Charity' or 'Charitable Giving' in their research title, while only 11.01% of the papers used words related to 'Giving'.

On the other hand, 22.90% of the past studies used the term ‘Donor’ or ‘Donation’ in their research titles. However, the remaining 40% of studies on charitable giving disregarded the term ‘Charitable Giving’ in their title, making it difficult for future researchers to identify them.

Therefore, the current research suggested that future scholars use relevant keywords related to charitable giving in their research title to highlight the research scope more clearly.

The second research objective aims to classify the methodology used by previous empirical studies. As indicated in the previous section, the majority of past scholars chose to adopt quantitative methods (76%), as compared to qualitative methods (17%). Only a handful of charitable giving studies used mixed methods (7%).

Although quantitative studies allow researchers to test their hypotheses, examine relationships between variables simultaneously within a single model and generalise their findings while providing a broader representation of the data (Hair *et al.*, 2010), future researchers should not neglect the advantages of qualitative methods as it allows participants the maximum scope to talk freely and give meaning to their charitable giving experiences (Bryman, 2012; Creswell, 2014).

As a result, in-depth, holistic views and original insights can be generated to uncover the complex aspects of participants responses in examining social phenomena without isolating any variables (Belk *et al.*, 1988; Denzin & Lincoln, 2011).

The findings from this research suggested that future scholars should also embrace the mixed-method approach, as it allows cross-checking [triangulation] between two different approaches, as well as complementing and neutralising each method’s strengths and

weaknesses while ‘telling the full story’ [expansion] of the charitable giving phenomenon (Hall, 1992).

This is because more viewpoints can be examined (Easterby-Smith *et al.*, 2002), therefore improving the accuracy of data, increase confidence in the research findings and produce a better picture of the phenomena, while avoiding biases intrinsic to single-method approaches (Collins *et al.*, 2006; Saunders *et al.*, 2009).

Thirdly, this systematic review paper aims to assess the trend of antecedents that were used to predict charitable giving behaviour. In order to discuss the trend of antecedents of charitable giving studies, the antecedents that were listed in Table 3 can be classified into two main groups: ‘Individual or Internal Factors’ (11 antecedents) and ‘Organisational or External Factors’ (5 antecedents). Individual or internal factors consist of antecedents such as motivations (9 papers) including intrinsic motivation (44 papers) and extrinsic motivation (4 papers); demographic characteristics (25 papers) including the role of gender, age, and geographical area; attitudes and personalities (24 papers); emotions (11 papers); religion or religious values (15 papers); cultural value (9 papers); moral values (5 papers); financial factor (14 papers); and donor’s experience (10 papers).

The organisational or external factors consist of antecedents related to external environment, including educational and government support (16 papers); advertisements or appeals (12 papers); community engagement (3 papers); social influence (13 papers) and networking (1 paper). Table 3 summarises the antecedents of charitable giving based on the individual or internal factors and organisational or external factors.

Table 3: Summary of the antecedents of charitable giving studies

Individual or Internal Factors	Organisational or External Factors
• Demographic characteristics • Attitudes/personalities • Emotions • Motivation in general • Intrinsic motivation • Extrinsic motivation • Religion/religious value • Cultural value • Moral values • Financial factor • Donor's experience	• External environment (Education and Government) • Advertisement/appeal • Community engagement • Social influence • Networking

The trend of the antecedents is concurrent with the existing literature. For example, the literature suggests that charitable behaviour is often derived from a mix of motivations and factors. The reasons why individuals donate are usually triggered and motivated by two main factors, individual or internal factors and organisational or external factors.

Internal factors are the fundamental human desire (inside factor that is dealt within the donor itself) to help those in need, for example through psychological benefits associated with giving (e.g., emotions related to personal satisfaction and reducing personal distress or aligning with one's moral and cultural values) (Grace & Griffin, 2009; Verhaert & Van den Poel, 2011; Hauge, 2016; Van Rijn *et al.*, 2017; Urbonavicius *et al.*, 2019).

In contrast, external factors are the outside factors that motivate and influence individuals to donate, for example from the characteristics of nonprofit organisations, charitable appeals and external environment that promote giving culture (Sargeant, 2001; Bennett & Choudhury, 2009; Meijer, 2009; Pentecost & Andrews, 2010; Bekkers & Wiepking, 2011; Reddick & Ponomariov, 2012; Baek *et al.*, 2019; Septianto & Tjiptono, 2019).

Therefore, the current study recommends that future research incorporates not only the internal factors but also considers the external factors when explaining the phenomena.

Consequently, providing a thorough, comprehensive, and complete understanding of charitable giving experiences that include various multi-disciplinary approaches such as individual psychological factors and institutional characteristics which includes (a) the economic approach that uses rational choice theory (i.e., based on the benefits people receive from donating such as tax incentives or the 'warm glow' effect) (Andreoni, 1990); (b) the sociological approach that emphasises the importance of the social environment, norms and social networks in promoting charity (Schervish & Havens, 1997; Bekkers, 2004), as well as (c) the psychological approach that emphasises individual personalities and the perception of charities, while also stressing two psychological motivations (altruistic and egoistic) in order to gain psychological rewards (Sherry, 1983; Ottoni-Wilhelm *et al.*, 2017; Andreoni *et al.*, 2017)..

The fourth research objective is to observe the trend of consequences related to charitable giving. The researcher found that previous scholars focused their attention on

investigating the dependent variables related to charitable behaviour or donation behaviour (175 papers) and charitable or donation intention (30 papers).

These findings are concurrent with the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) (Ajzen & Fishbein, 1980; Ajzen, 1991) that suggested that both behavioural intention and behaviour are linked to each other, in which behavioural intention is the immediate factor leading to an individual's actual behaviour.

Therefore, the current study suggested that future research should further test the relationship between these two dependent variables related to charitable giving, especially when past researchers have confirmed the link between individuals' intentions and their actual charitable behaviour (e.g., Smith & McSweeney, 2007; Baumsteiger, 2017).

In other words, if an individual has a strong intention to engage in the behaviour, then he or she is more likely to perform it.

However, it has also been argued that behavioural intention is not necessarily followed by action (Montefiore & Noble, 1989). Nevertheless, in general, the greater the behavioural intention to act in a certain way, the more prone it is that the behaviour will be performed (Ajzen, 1991).

Moreover, several studies using meta-analysis suggest that individuals' behavioural intention is a strong predictor of intention is a strong predictor of their behaviour (Armitage & Conner, 2001; Hagger *et al.*, 2002; Sheeran, 2002). Understanding behavioural intentions can, therefore, be useful in predicting peoples' behaviour and behavioural intention is also believed to be the main and best determinant of an action or behaviour (Godin *et al.*, 2007; Reid & Wood, 2008).

Recommendations for Future Research

The current study suggests that future scholars should examine other consequences of charitable giving in relation to philanthropic, bequest, and crowdfunding as the research in these areas is still quite limited. Even though we are not doubting the reliability of current reviews done by researchers in charitable giving studies, we argue that there is an imperative for researchers in this discipline to develop the appropriate procedures for systematic reviews.

Consequently, future systematic reviews may perhaps be established on a more transparent and reliable criteria, which are vital in reducing implicit assumptions and researchers' biases.

Present research via its systematic review, offers an opportunity for future researchers to conduct systematic reviews of the literature by taking into consideration the philosophical and ethical underpinnings of the process.

We also suggest that future researchers include flow diagrams when conducting a systematic review to clarify the steps of the systematic review process in charitable giving studies and clearly state the information related to the dates upon which articles were collected, screened as well as the data extraction procedures (i.e., author deliberations).

In other words, the current study recommends that future researchers in the field follow procedures and practices when generating a representation of the body of knowledge. Besides that, future researchers should also specify their research implications that could inform the charitable giving field in several ways, such as how systematic reviews can support managerial and marketing practices.

The current study acknowledges some limitations of the study including the use of only one database. However, the researcher believes that Scopus has a comprehensive coverage of journal articles, hence the authors chose it as the database to be investigated in this study of papers from 1951 until 2021.

Future scholars should consider including other databases such as Web of Sciences or combination of multiple databases to compare published articles on charitable giving studies, therefore, providing a more comprehensive systematic literature review in the area of charitable giving.

Conclusions

The systematic reviews on charitable giving studies, as we have discussed, represent a valuable avenue for researchers and practitioners to utilise existing knowledge for future action (i.e., policy) and research.

Following the PRISMA protocol increases and preserves the accurateness of review studies, which highlighted the comprehensive understanding of the research title trends, classification of research methodology, and various attributes of antecedents and outcomes in relation to charitable giving that have been widely used in the past research, as well as analysed the gaps in the existing body of knowledge and mapping the upcoming research direction.

The finding of this systematic literature review critically evaluates, thoroughly analyses and synthesises findings of the relevant research published in international journals in the fields of Business and Social Sciences. For instance, a well-defined description of the inclusion and exclusion criteria, keywords used for searches, the assigned quartile in Scopus, the framework employed when constructing the systematic reviews and rationalisations for database selections were specified in this research.

Besides that, the findings from this research provide a theoretical framework for future studies in explaining charitable giving.

By conducting a systematic review of studies in the context of charitable giving, the outcomes of the present research showcased the limitations of the existing systematic reviews conducted by scholars in the field of charitable giving, which are mainly focused on a specific research context (e.g., donation-based crowdfunding for charitable cause, effects of social influence, trust, political ideology on charitable giving).

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Conflict of Interest Statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare absence of conflicting interests with the funders.

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