

The Effect of Three Different Generation Types on Prosocial Consumption Behavior*

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Received: January 21, 2014. Revised: February 04, 2014. Accepted: March 17, 2014.

Abstract

Purpose - This study aims to examine differences in donation behavior as surrogates of prosocial consumption behavior among three generation types. Further, it attempts to examine the moderator roles that affect donation behavior influenced by the difference in generations.

Research design, data, and methodology - This study used the statistical ANOVA technique to examine generational difference. Surveys were structured differently by ages, as 20th, 30th, 40th, 50th, 60th, and 70th to classify generations into each group. A survey to measure the psychological distance was performed to identify whether the respondents intended to donate to a domestic or overseas target.

Results - First, subjective judgment of psychological distance has no effect on objective donation behavior. Second, though the result of the relationship with moral identity is not statistically significant, it provides evidence that a higher moral identity level possesses more donation behavior. Further, groups with higher symbolization tend to donate more than the others. This was especially evident among the young and baby boomer generation.

Conclusion - This empirical study suggests that marketers

need to differentiate the market segment of the baby-boomer generation with high purchasing power of prosocial consumption.

Keywords: Baby-Boomer, Moral Identity, Psychological Distance, Prosocial Behavior.

JEL Classifications: M1, M3, M31.

1. Introduction

The society in South Korea is rapidly aging due to low fertility and prolongation of the average life span. So in 2011, the baby boomer generation (those who were born in between 1955 ~ 1963) that took 14% of the population is starting to be retired. These issues, such as aging society and retirement of baby boomer generation make the concern and importance of the senior group in marketing perspective stand out (Gilbelman, 1999).

Especially, baby boomer generation is being more considered as a society is getting aged. The baby boomer generation is an appellation of those who were born in between 1946 and 1964 that the world had the rapid birth rate increase right after the World War II. The baby boomer generation was increased in a society with a powerful economic strength and stable political power, and they were the driving force of industrialized society. In South Korea, those who were born in between 1955 and 1963, after the Korean War, were called baby boomer generation who brought the Miracle of Han River.

Since the fact that a generation takes a high proportion of popularity in an era means that they would highly affect the society, the generation should be kept focused on their activities. In particular, Kang and Jeon(2011) showed the findings the tendency of donation onto organizations. Also, Lee and Jeong(2011) and Verhaert and Poel(2011) examine the precedence factors such as empathy through comparison of transition of donation behaviors like demographic individuality and motivation of donation.

Although there has been much research on donation behavior in the academic field, previous study has not dealt with complete comparative analysis on donation behavior of different

* This article was orally presented in 2013 KIAE conference, then sincerely corrected and revised by two discussants and three anonymous reviewer's comment.

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generations. The baby boomer generation is often called as an active senior, because they are being healthy and active elder to be equipped with new social and consumption power. They were also lived with chaotic society and material shortage, so they put onto the value of society and sharing. However, the young generation was not experienced the poverty and material shortage, and did not conceive the importance of sharing. However, the baby boomer generation is showing the features such as having high purchasing power while they are low in social dependency, and they tend to be positive and curious on everything, and they are deviating from the obligation of supporting their child (Jeong, 2006).

According to the research of Kim(2009), the magnitude of senior market in Korea was ₩43 trillion in 2010 and will be ₩148 trillion in 2020. According to a survey on domestic consumers, there were 66% of people answered that they had reduced their expenses while only senior generation who were more than 55 years old answered they had no reduce on their expenses. This emphasizes that the baby boomer generation has a potentiality, and they, are relatively different from young generation.

Therefore, objectives of this research are as followings. First, as a society is aging, and new silver market is emerging while it shows a significant difference from the one of the young generation, this research investigates the difference in donation behavior, which is for a part of prosocial behavior that diminishes the social imbalance or dissymmetry, incurred by difference of ages. Especially, this research investigates the difference in donation behavior, part of prosocial behavior, incurred by the difference of generations, in which senior generation is segmented into baby boomer generation and senior generation.

This research is also to examine the moderating variables that affect the difference in donation behavior incurred by the difference of generations. Therefore, this research examines the moderating variables of psychological distance and moral identity. According to current research, prosocial behaviors such as donation or voluntary works are the driver of behaviors (Aquino, Reed II, Lim & Felps 2009; Aquino & Reed II, 2002; Reed II & Aquino, 2003). Also, like the preference of the value affects the selection of the product (De Pelmacker et al., 2006; Doran, 2009), it can be predicted that moral identity which involves the moral characteristics (such as empathy, sympathy) in self-concept would be an important effect factor to the moral behavior like donation. So according to Jones and Rachlin (2006), the prosocial behavior such as donation originates from altruism, and psychological distance affects the formation of altruism. Like people make a different decision on the same event by the difference of psychological distance (Trope & Liberman, 2003), the result of altruistic behaviors can be differed by psychological distance.

The expected effects can be obtained through this study are as followings. First, for decades, the senior generation was closer to the position of beneficiaries rather than principal consumers in a consumer market; thereby no environment in which senior generation could play the role of host has been

established. However, the senior generation including baby boomer generation is becoming a generation who has been playing the driving force of national industrialization, who has a high rate of distribution of people with keeping special emotional ties and who has the high economic potentiality at the same time. However, there has been not enough detailed study conducted for the tendency of the charity behavior such as social beneficial behavior or donation, etc. Therefore, this research can give a customized strategy for the senior generation which has high economic potentiality which can affect the charitable behaviors through understanding the features they have with especially focusing on the baby boomer generation. Second, this research would propose differentiated strategies of promoting donation behavior through generational targeting which can bring high accomplishment in donation with low cost by examining psychological factors that affect donation behaviors.

2. Literature review

2.1. The difference in generational prosocial behavior

Currently, the country (South Korea) is undergoing a rapid aging of society because of low birth rate and prolongation of life. Baby boomer generation (who were born between 1955 ~ 1963) who take up to 14% of the people are recognized as a new power group of consumer. The reason is that they have high potentiality in economic power through the data which shows their pensions they can receive after retirement and housings they have (Meiner & Seeberger, 2010). Population statistics shows that the customer group in the age of 55~ 65 is twice bigger than that of 25 ~ 44, from which we can be easily recognized the high potentiality in economic power of the senior generation including baby boomer generation (Abdel-Ghany & Sharpe, 1997; Sherman et al, 1988). Jeong(2006), and Kim(2009) also predicted the high purchasing power of baby boomer generation and enlargement of their consumer market.

People have a tendency of increasing their donations as they are getting aged. Lee and Jeong (2011) proved that there are differences in intention of donation by TV genre difference, amount of time for watching it and individuality. This study also insists that the more aged means that they have more experiences in donation and these experiences can play a role of destructing the entry barrier of intention of an additional donation or such behavior. Also, it is surveyed that the more aged people are, the more they donate, according to the study of the 20ths (Lee & Jeong, 2011). Van Slyke and Brooks (2005) emphasized the function of ages while they review the strategies of promoting a donation or charitable behaviors at the position of administrator of a non-profit organization. In the same context, Jeong and Kim (2008) confirm that the people are showing high rate of participation in a donation or high tendency of continuing donation as they are more aged.

What connection is there between the age and prosocial be-

havior like donation? First, the donation behavior can be inferred from the attitude or behavior of senior generation consumers. According to the empirical analysis, the senior generation show higher selective attention to the positive stimuli than negative ones (Isaacowitz et al., 2006), and they have more positive attitude, than other consumer groups. The reason is that the meaning of donation becomes a positive stimulation factor and people tend to prefer positive stimuli as they getting aged.

Second, the research of Markus and Kitayama (1991) classified a person into a person who has a tendency of recognizing his/her self as an 'independent self-construal' or 'interdependent self-construal' by the difference of way in which looking his/her-self as an 'independent self' or an 'interdependent self'. A group of people with a high tendency of interdependent self-construal focus more weights on the relationship between 'we' rather than perspective 'I', and they tend to pour more efforts on development of group or society rather than his/her self and emphasize harmony through communication and a compromises. In comparison, a person with high tendency of independent self-construal focuses more weights on his/her self and is motivated by the development of self rather than that of group or society. Therefore, it can be said that young generation has higher tendency of independent self-construal since they are more individual and self-centered while senior generation, so called older generation, has higher tendency of interdependent self-construal.

It can be inferred that, in the perspective of interdependence, the more people are aged they would show the higher tendency of strengthening the relationship between people through charitable behaviors such as donation since this behavior is expressed when people feel interdependency with society or group they are belong to rather than emphasize on his/her self.

Based on the inference, the more people are aged, the higher tendency of donation behavior or intention which is triggered by positive stimuli, and through this, hypothesis is proposed.

H1: Young generation would show the lower tendency in donation behavior as part of prosocial behavior, and the senior generation would show the highest rate of donation behavior.

2.2. Psychological distance

If it were predicted that prosocial behaviors have been influenced by generational differences, the relationships might be differentiated with the other contextual or situational variables. In other words, the generational difference as demographics may be interact with his or her psychological minds to affect onto the prosocial behavior. As a social psychologist of Bandura suggest, people can be interact with the situation and psychological minds, and their interaction can impact on the perception and judgment. Based on this reasoning, this research would identify the moderators such as moral identity and psychological dis-

tance which will attune the relationship between generation difference and prosocial behavior.

First, the psychological distance can be examined among variables that moderate the relationship between generation and prosocial behavior. The psychological distance between me and another person who was used in the study of Winterich et al. (2009) is measured by the spatial distance. The donation intention or the factor of donation motive will be promoted if there were any empathy formed or if the relationship between donor and beneficiaries is strengthened through donation. Therefore, once the donor feels that as the closer psychological distance between his/her self and beneficiary, the stronger empathy can be established, and the stronger donation motives would be strengthened.

This argument is based on the human instinct of which people who have good feeling to someone are willing to provide more convenience or hospitality to them. Empirical analysis examines the degree of congruity of between society and donors had positive effects on donation intention (Mael & Ashforth, 1992). The research of Koschate-Fischer et al. (2012) predicts that the consumers' willingness of pay or the inference on the enterprise would be differed by high and low of congruity between donor enterprise and beneficiary group, and the empirical result shows that consumers' willingness to pay for a product is decreased with inferring negative intention at low congruity between donor and society while consumers' willingness to pay for a product is increased with inferring positive intention for the enterprise that would positively affect the sales even if the enterprise donates a small amount of money at high congruity. Winterich et al.(2009) examined the relationship between moral identity and psychological distance (IOS), and shows that a group with high moral identity would strongly tend to include the boundary of out-group, which is recognized as a group that has longer psychological distance between me and them, into in-group. Also, young generation has a tendency of independent self-construal in which they emphasize 'me' more than 'us' and has a strong individualistic thinking while senior generation including baby boomer generation has a tendency of interdependent self-construal in which they emphasize 'us' and 'harmony'and tends to be collectivists (Markus & Kitayama, 1991). Therefore, it can be inferred that a senior generation would be more likely to donate to someone who is/are in-group, while the matter of in-group or out-group would have mere effect on donation of a young generation.

In the context of all previous studies mentioned, the intention of donation would be differed by psychological distance between donor and beneficiaries, and people are more likely to be effected by psychological distance as they are more aged. Thereby a hypothesis is proposed as following.

H2: Young generation would show mere difference in prosocial behaviors with high level of psychological distance. However, the same behavior of the senior generation would be more influenced by psychological distance.

2.3. Moral Identity

Kohlberg (1969) insists that people do moral behavior because they have judgments through moral cognitions and emphasize the aspect of cognition such as actions. Meanwhile, Hoffman (1970) examines motivation of moral behavior through socialization by empathy rather than cognition perspective. Commonly, two scholars insist the reason people do moral behavior is that behavior itself is an action taken place consciously by socialization or cognition. However, emphasizing the aspect of socialization or cognition has limits on explaining unconscious moral behavior and, in complement of these classical theories, Hardy and Carlo (2005) insists that the identity plays an important role as well as cognition and emotion in motivation of moral behavior. They explain that moral identity is a comprehensive concept that can explain conscious behavior and unconscious behavior, as well.

Moral identity can be defined as a bundle of self-concepts that is organized of moral characteristics such as emotion and behaviors, and moral behaviors (i.e., kindness, honesty, concerns on other persons and helping others) are derived by moral identity, which could play a role of motivation of pursuing charitable behaviors as a reactive social behavior for other persons (Aquino & Reed, 2002). Therefore, a person has a well-organized self-concepts with moral faiths would likely do behave morally in accordance with his/her faiths due transition of faiths into behaviors (Reed, Aquino & Levy, 2007). For instance, there are some people who are willingly to donate for the Salvation Army charity pot at a situation where they find it accidentally while someone just pass through it. What makes this difference? Its difference is from their moral identity. Especially those who have short and/or strong node that makes up schema are easily access to the moral identity schema. And this moral identity then activate morality, and consequently it leads a person to act (actively donate) in accordance with his/her identity.

People with high moral identity fulfill their moral desires, and highly tend to think of difficulties of others as if they were my difficulties (Reed II & Aquino, 2003). The reason why people who have a high moral identity show high tendency of prosocial behavior is because his or her moral identities tends to form empathy for others' misery. According to research of Putnam (2000), it is evident that more people are aged, the higher tendency of voluntary activities they would do for the community and the higher citizenship they have. Briefly, people have a high tendency of consideration on other persons as they are more aged, and this can be understood as moral identity.

According to research of Kirmani (1990), people infer different motivation of donation. This means that, in cases of money donation and time donation, people tend to think more negatively of money donation than time donation (Morales, 2005). This research estimates the motivation of donation by the enterprise is not out of altruism to help people; instead, it is out of egoism to have tax rebate. So it claims that the transition of

egoistic motivation into altruistic motivation is the role of moral identity. Also, Aquino et al. (2009) proposes that although moral identity is important, but still moral behavior of people are affected by situational factors. For example, people tend to have conflict between moral identities under a situation where public vs. private arises as if everyone has multiple roles such as a parent, superior officer or daughter-in-law etc., and under this situation, people who have weak moral identity tend are more likely to be affected by situational dominants than those who have strong moral identity. In other words, the achievement-oriented identity is activated in case of those who have weak moral identity during people who have strong moral identity weaken the achievement-oriented identity and act prosocially to relieve the psychological incongruity under a situation where achievement-oriented behaviors conflict with prosocial behaviors. Ultimately, those who have strong moral identity are less likely to be affected by situational dominant factors; instead are more likely to act in accordance with their identity.

Based on the previous studies, it can be predicted that pro-social behavior such as donation could be differed by the level of moral identity. In the 1st hypothesis, it is predicted that the young generation would show the lower tendency in donation behavior as part of prosocial behavior, and senior generation would show higher tendency in donation behavior that of baby boomer generation. However, people would show a higher tendency of donation if they high level of moral identity that plays an important role in prosocial behavior, even if they are a young generation. It is estimated that people alleviate their psychological incongruity and behave prosocially in accordance with their identities.

Furthermore, Aquino and Reed II (2002) divides moral identity into 2 dimensions: internalization and symbolization, in which, internalization means the happiness comes from ethical and moral behaviors such as donation and the other, symbolization, means visible aspect of behavior to be shown to others. According many researches on moral identity, internalization has strong effects on pro-social behavior while symbolization has mere effect or none (Aquino et al., 2011; Reed & Aquino, 2003; Reed et al., 2007; Winterich et al., 2012). Therefore, it can be predicted that each of dimensions has a different effect on moral identity affects the donation. Especially, considering that young generation has a tendency of expressing their donation behavior rather than hiding it, it can be predicted that symbolization, in which the generation would like to be known as moral persons to others through their donation, has strong effects on their donation behavior. Thereby, a hypothesis is proposed as following.

H3: Neither of baby boomer generation senior generation would have a difference in prosocial behavior such as donation by the difference of their moral identities, while, in case of the young generation, the higher(or lower) their moral identities are, the higher(or lower) tendency of donating they would show.

3. Methodology

3.1. Research Design

This research is to verify hypothesis H1, H2 and H3, and for this, the relationship between difference of prosocial behaviors incurred by difference of generations (young generation vs. baby boomer generation vs. senior generation). The surveys were structured differently by the age of 20th, 30th, 40th, 50th, 60th and 70th to classify generations into each different group. For measurement of psychological distance, same images of children from 1 case of overseas study and 2 cases of domestic study, were given as stimuli to measure donation behavior. Finally, 10 measuring tools from the research of Aquino and Reed II (2002) were used to measure moral identity.

Subjects participated in this research are ranging from the age of 20th to 70th (88 males and 127 females). Standard for classification of generation is as follows: those who turn into the age among 51 ~ 59 by 2013 are classified as baby boomer generation (those who were born in between 1955 ~ 1963), anyone who is younger than the age of 51 is classified as a young generation and anyone who is older than the age of 60 is listed as senior generation.

3.2. Variable measures

In case of independent variable, it is segmented into young generation aging 25 ~ 50, baby boomer generation aging 51 ~ 59 and senior generation aging 60 ~ 70 ($M = 32.7$ for young generation vs. $M = 55.1$ for baby boomer generation vs. $M = 71.1$ for senior generation and $p = .000$). Baby boomer generation in South Korea are those who were born in between 1955 ~ 1963 and are in the age of 51 ~ 59 by 2013.

Donation behavior as a dependent variable is measured in the way of making a self-report of amount of money to donate within the range of amount of money in their wallets if subjects find a real opportunity to donate.

Next, psychological distance that would affect donation behavior is measured. Previous study was conducted to verify the psychological distance between 'me' and 'beneficiaries'. According to the result of interviewing 10 graduate school students, they answered that they percept short psychological distance for domestic cases (such as natural disasters, leukemia etc. in South Korea), while, for overseas cases (such as tsunami, AIDS, famine and etc. in overseas countries), they answered that they percept long psychological distance ($t = 2.714$, $P < .05$). Therefore, to measure psychological distance several scenario were distributed. A scenario in which the goal of the donation is set to support childhood cancer for the case of short psychological distance, and another scenario in which the objective of donation is set to help the shortage of food in Africa for the case of long psychological distance. And the way of measuring the degree of 2 circles overlapping is used to measure IOS (inclusion of other in the self) from the study of

Winterich et al. (2009). For example, subjects are informed to select choose 2 circles are distant if they perceive long psychological distance, and comparatively, they could select 2 circles are closer if they percept short psychological distance, and it is ranged to 7 points in which higher points mean the shorter psychological distance subjects percept.

Finally, moral identity which would affect generational differences in donation behavior is examined by each of dimensions (internalization vs. symbolization). For examination of moral identity, there were 5 questions for each of dimensions, total 10 questions (Aquino & Reed II, 2002). The questions for internalization are as followings ($\alpha = .720$).

- It would make me feel good to be a person who has moral identity.
- Being someone who has moral identity is an important part of who I am.
- I would be ashamed to be a person who has moral identity (R).
- Having moral identity is not really important to me(R).
- I strongly desire to have moral identity.

And questions for symbolization are as followings ($\alpha = .923$).

- I open wear clothes that identify me as having moral identity.
- The types of things I do during my spare time (e.g., hobbies) clearly identify me as having moral identity.
- The Kinds of books and magazines that I read identify me as having these characteristics,
- The fact that I have moral identity is communicated to others by my membership in certain organization
- I am actively involved in activities that communicate to others that I have moral identity.

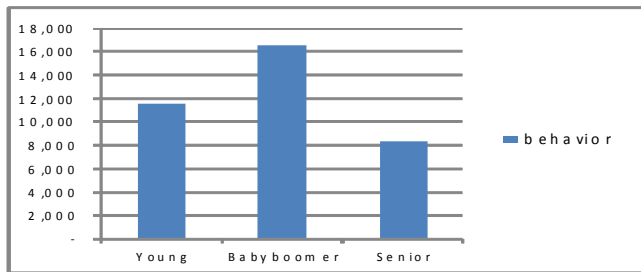
4. Methodology

4.1. Results

This research proposes a hypothesis H1 that there will be difference in donation behavior as a prosocial behavior by different generations: young generation, baby boomer generation and senior generation. The result of analysis of variance shows there is generational difference in donation behavior and those are $M = \text{₩}11,563$ of young generation, $M = \text{₩}16,617$ of baby boomer generation and $M = \text{₩}8,337$ of senior generation (under $F = 7.033$, $P < .001$). For more detail, while baby boomer generation shows more donation than that of young generation, senior generation shows the lowest donation among three groups. Thereby, hypothesis H1 is partially supported (see Fig .1). To examine generational difference in behavior by ages, the post analysis of Fisher's LSD (Least Significant Difference) is conducted, and the result shows that there are differences in donation behavior between baby boomer generation and young gen-

eration; and baby boomer generation and senior generation, rather than only between baby boomer generation and young generation (see Table. 1).

The interesting fact from this is that young generation shows higher donation behavior than senior generation does, despite of the fact that baby boomer generation shows higher one than that of young generation. This result infers that the income rate of subjects would affect donation behavior, since answers of young generation and baby boomer generation for question that asks average monthly income were ₩3,820,000 and ₩3,850,000 respectively, while seniors answered ₩1,740,000 which is less than half of the other groups' one.



<Figure 1> Donation behavior by generation differences

<Table 1> Result of LSD Post Analysis

Generation(I)	Generation(J)	Mean-Difference(I-J)	Significant
Young	Baby-boomer	-5,054	.023*
	Senior	3,225	0.51
Baby-boomer	Senior	8,280	0.000*

Next, the interaction effect of psychological distances by difference of generations is examined to verify hypothesis H2. Before the verification of hypothesis, there was an operation verification conducted to verify the success of operation of psychological distance between donor and beneficiary. According to result of independent T-test, there were significant differences between fit of domestic scenario and overseas scenario at Mdome = 4.28 and Mover = 3.68 respectively under $t = 3.175$ and $p < .001$. This shows that the operation of psychological distance was successful since it is interpreted as the higher the average is, the closer the psychological distance is between donor and beneficiary.

To examine whether donation behavior is differed by psychological distance between donor and beneficiary, people are classified into young generation, baby boomer generation and senior generation and designed 3x2 cross-groups experiment which takes psychological distance/nearness as independent variable and donation behavior as dependent variable. The result shows there is no statistically significant difference ($F(1,209) = .636, P = .531$). Therefore hypothesis H2 is rejected.

Lastly, to verify hypothesis H3, 3x2 cross-groups experiment which takes level of moral identity as independent variable and

donation behavior as depend variable is designed. According to the result of the experiment, there was no statistically significant difference in donation behavior by lowness/highness of moral identity along different generations ($F(1,201) = 1.236, P = .293$). However, to verify more detail of difference of donation behavior by the difference of level of moral identity, the LSD post analysis was conducted and the result shows that there is clear difference in donation behavior by difference of level of moral identity. Especially, the difference between baby boomer generation and senior generation can be known specifically (see Table 2).

<Table 2> Result of LSD Post Analysis

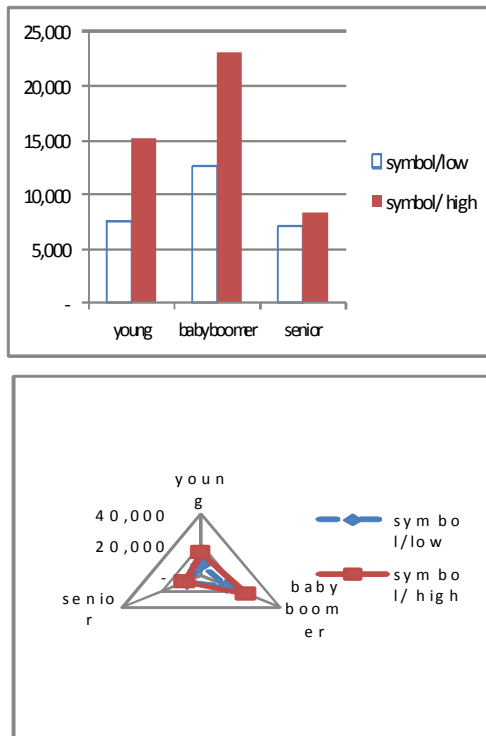
Generation(I)	Generation(J)	Mean-Difference(I-J)	Significant
Young	Baby-boomer	-4,984	.016*
	Senior	3,886	.014*
Baby-boomer	Senior	8,870	.000*

Although hypothesis H3 is rejected and result of LSD post analysis shows difference in donation behavior by difference of level of moral identity, the reason why the analysis of variance shows no statistically significant difference can inferred as that it is due to effects of sub-dimensions (internalization vs. symbolization).

That is because although people who have higher internalization tend to be generous to out-group (Reed II and Aquino, 2003), according to research of Reynolds and Cernic (2007), the symbolization plays a more important role of variable. Therefore, each of two dimensions would have different effects on the difference in donation by difference of level of moral identity. Thereby, a similar experiment was conducted for each of different dimensions. A 3x2 cross-group experiment which takes each of lowness/highness in level of internalization and lowness/highness in level of symbolization as independent variable and donation behavior as dependent variable. The result shows that there is statistically significant difference in internalization ($F(1,209) = 3.227, P = < .05$). In detail, young generation shows 7,552 vs. high=15,200, baby boomer generation shows low = 12,619 vs. high = 23,076 and senior generation shows low = 7,179 vs. high = 8,418, which reveals the fact that people who have higher level of moral identity show more donation behaviors. The difference in donation behavior is not big between group of high level of symbolization and the other, while young generation and baby boomer generation show big difference in donation behavior by level of symbolization, in which they show more donation behavior if they are a group of higher level of symbolization. Especially, baby boomer generation is more likely to be affected by difference of level of symbolization (see Fig. 2 and Table 3).

4.2. Results summary

Hypotheses verified in this research are as followings. First, baby boomer generation has more positive reaction to prosocial behavior like donation than the young generation does. However, senior generation shows less donation behavior than a young generation does. In this context, intention is not the preceding variable of behavior. Second, analyzing difference generation interact with psychological distance on prosocial behavior, no effect of psychological difference is proved. And the result of analyzing the difference in donation behavior shows that people who have the higher level of symbolization would donate a higher amount of money than people who have lower level of symbolization. Especially, young generation and baby boomer generations are highly more likely to be affected by the level of symbolization of two sub-dimensions in moral identity.



<Figure 2> Level of moral identity of donation behavior and result of variance analysis of generations

<Table 3> Level of moral identity of donation behavior and result of variance analysis of generations

Source	d.f.	M.S.	F
Corrected model	5	8.464	8,026***
Generation (A)	2	1.178	11.172***
Symbolization level (B)	1	1.741	16.504***
A x B	2	3.904	3.227*
Error	205		

***p < .001, ** p< .01, *p < .05

5. Conclusion

5.1. Implications

A philanthropic behavior of people would bring a difference to cognition or intention, and moral identity is an important effect factor in perspective of potential donors (Reed et al., 2007). Additionally, in this research, the psychological mechanism of donors by psychological distance is examined.

This research explores the difference in generational donation behaviors with classification of ages into a young generation, baby boomer generation and senior generation. The classification standards for generations are as followings. Anyone who is born in between 1955 ~ 1963 falls into baby boomer generation and anyone who is younger than baby boomer generation falls into the young generation (in the age of 20 ~ 50) and anyone who is older than baby boomer generation falls into senior generation (in the age of 60 ~ 70). So for the case of short psychological distance, a domestic scenario is used and for the case of long psychological distance, an overseas scenario is used. The results of this study are as followings. First, there were significant differences among the young generation, baby boomer generation and senior generation, among which baby boomer generation shows the highest rate of donation behavior. Furthermore, young generation shows higher donation behavior than that of the senior generation. This result is assumed as if the matter of different average income rate of generations, and there was an analysis on generational difference in donation intention behavior. The result of explores, like it has been expected from the beginning, the senior generation shows the most positive reaction in the intention of donation, and baby boomer generation follows with falling young generation most behind. This is a result in accordance with previous researches claim (Belk et al., 2005; De Pelsmakcer et al., 2005). Second, psychological distance does not play a role of moderator factor of donation behavior. Since psychological distance is a subjective judgment of answerer and it is expected that this subjective judgment does not affect objective behavior such as donating a set amount of real money. Third, although there were no statistically significant difference in donation behavior by different level of moral identity, people who have a high level of moral identity show more donation behavior than those who have a low level of moral identity. And it found to be that the symbolization of moral identity affects donation behavior strongly. For both of young generation and baby boomer generation, symbolization, which is the desire of to be seen by others, plays a role of important variable in deciding donation behavior.

These finding suggests that the baby boomer generation also tend to show their selves to others, and they have no different opinion over the fact that the donation is an ethical and moral behavior. And their motivation of donation is originated much more from getting recognition by the society than the motivation originated from altruism where donor could feel self-satisfaction or happiness since donation is a behavior in which donor does

not receive any material or brand by giving money, rather it is a trade of intangible assets.

In this context, following implications could be provided. First, previous researches targeted only on certain age to study or classified by only control variable or demographic variable (such as 20th, 30th, 40th, 50th, 60th). However, in this study, people are classified into a young generation who are dominant consumers, baby boomer generation who are potential consumers and senior generation by reasonable standards to help more realistic targeting. Second, this study implies the need of study on more details of the reason of the difference in donation behavior, not only measuring generation differences in donation behavior. Especially, nowadays, since donating to countries that are still developing or politically /economically/socially unstable is being encouraged, the matter of finding 'who' as a target and 'how' to persuade on donation is gaining more importance and necessity. In this context, this research is meaningful since it considers both on psychological distance and moral identity which is an important predictor variable that represents the values, and explains mechanisms of each. Third, symbolization can be represented as a behavior of showing his/her morality to others. This symbolic dimension in moral identity is outstandingly found in baby boomer generation, and, therefore, the strategy that can stimulate their symbolic moral identity to promote their participation so they can be publically known which will lead them to self-satisfaction. For example, attach a pink ribbon to donors who participated in the donation of helping patients who suffer from breast cancer or a strategy like presenting donors' names on the web site for their participation in on-line donation so anyone connects to the web site can know them. Furthermore, opening the affiliation/name/photo of donor and beneficiaries to the public or showing the comparison of life before and after receiving the donation would lead to better participation rate of donation.

Practical implication can be suggested. First, the demographic challenge of aged consumer will be reflected in the various fields and society, and specifically in consumer distribution market. It is expected that they will differ from the young- and post baby boomer generation relating with purchasing and consumption patterns when they grow old. Therefore, marketing specialist and expert should consider the specific market segmentation strategy target to the baby boomer generation consumer. There is not yet much attention to the specific market segmentation or distribution channel. However, it would be focused to a specific consumer segmentation of baby boomer generation who has different consumer behavior and intention with post-baby boomer generation and young generation. Second, the results indicate that the baby boomer generation is sensitive to symbolic motives and highly attention to the public self. Therefore, this additional information will be valuable in understanding and designing distribution and pricing strategy to the senior consumers in the service market.

5.2. Limitations and future research suggestion

Limitation and future directions of this research are as followings. First, in this research, moral identity and psychological distance are measured for psychological motive factor. However, as mentioned above, it needs to verify existence of tendency of self-construal in young generation and senior generation. If that exists, it is needed to be examined why it exists and what factors exist in mechanism (such as empathy) as a variable that affects the existence. Second, the research only takes the donation behavior as dependent variable, however, decisive factor that affects donation behavior by examining both of intention of donation and donation behavior itself at the same time since there are differences in intention and behavior, especially in ethical decision.

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