

The Effects of Event Involvement, Economic Evaluation and Behavioral Motivation on International Aiding Intention - Perce

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ABSTRACT

In recent years, natural disasters have happened frequently around the world and the international relief has become an important issue. By utilizing variables such as situational involvement, enduring involvement, rewards of participation, costs of nonparticipation, relieving others' distresses, relieving personal distress and perception of trade interdependence, this study aims to explore factors that affect people's international aiding intention. This study selected the 311 Japan earthquakes as the research object to highlight the conversion of helping behavior motivations. Without the influence of national interest consideration, people's international aiding motives are mainly altruistic. After the influence of moderator - perception of trade interdependence, people's altruistic motivation will convert into self-serving purpose, which is, if people themselves do not involve in the participation, their own country's economy and international trade will be in danger. After completing the study, we found that: 1) It is a common belief that international aiding participation is definitely an altruistic behavior; however, there are other motives behind the helping behavior. 2) For those people who have received information of the disaster-affected country continuously, they will not take part in the aiding for certain. We found that the cost of nonparticipation is the decisive factor. Hence, when conducting fund-raising activity or recruiting new volunteers, non-profit organizations may consider rendering different appeals in accordance with various types of motives.

Keywords : international aiding intention、 helping behavior motivation、 perception of trade interdependence

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